



American College of Neuropsychopharmacology

FOR IMMEDIATE RELEASE

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**American College of Neuropsychopharmacology Presents Media
Award to Medispin, Inc. CEO, Brian Shanahan**

Award Presented at ACNP's Annual Meeting

NASHVILLE, TN (December 17, 2009) – Brian Shanahan, CEO of Medispin, Inc. has received the American College of Neuropsychopharmacology (ACNP) 2009 Media Award for his innovative contributions to professional medical education and public awareness of mental illness research and treatment. Through National Institute of Mental Health's Small Business Innovation Research (SBIR) grants, Shanahan and MediSpin, Inc. have produced more than five online Continuing Medical Education programs covering topics from Postpartum Depression (PPD) to ADHD.

"Brian Shanahan's work to educate the public about the positive impact of mental illness research has been instrumental in furthering the support and recovery of patients," said David L. Braff, M.D., president of ACNP.

MediSpin, Inc. is a multimedia medical communications company that specializes in the design, development and delivery of interactive learning for healthcare professionals, consumers and researchers. MediSpin's educational platforms and collaboration systems are used by clinicians, scientists and allied healthcare providers in medical schools, hospitals, universities and research institutions.

Shanahan's most recent project is MedEdPPD, a postnatal depression information website with portals for patients and providers. On the site, women with PPD, their families and friends can learn more about the signs and symptoms of PPD, as well as watch video testimonies of women with PPD. The site currently reaches 6,000 visitors a month.

In addition to the direct influence the site has had on patients and providers, the project has also generated federal policy action. This past year the House of Representatives overwhelmingly passed the MOTHERS Act (Mom's Opportunity To access Help Research and Support for Postpartum Depression). The legislation would expand NIH-funded research for treatments, diagnostic tools and educational materials related to postpartum psychiatric disorders. MedEdPPD would serve as the primary resource for patients and providers if the bill becomes law. The Senate is currently reviewing the bill.

On the state level New Jersey, Illinois and Pennsylvania have utilized the site resources to create tailored toolkits for state-based providers.

Shanahan's dedication and passion for research on Postpartum Depression has extended beyond the MedEdPPD campaign. In 2008 he became a member of Postpartum Support International and recently was elected a board member of the organization. This position, coupled with his work through MediSpin, Inc. has allowed him to advance the awareness of Postpartum Depression as a major public health issue.

The ACNP Media Award was established in 2002 to recognize media professionals that contribute to the public education of neuroscience, brain research, and mental illness. Past recipients of the award include HBO's *Addiction Project*, Bill Lichtenstein, president of Lichtenstein Creative Media, Marianne Szegedy-Maszak, former editor of US News & World Report, Tim McCann, director of the film *Revolution 9* and Michelle Trudeau, science correspondent at National Public Radio.

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ACNP, founded in 1961, is a professional organization of more than 700 leading scientists, including four Nobel Laureates. The mission of ACNP is to further research and education in neuropsychopharmacology and related fields in the following ways: promoting the interaction of a broad range of scientific disciplines of brain and behavior in order to advance the understanding of prevention and treatment of disease of the nervous system including psychiatric, neurological, behavioral and addictive disorders; encouraging scientists to enter research careers in fields related to these disorders and their treatment; and ensuring the dissemination of relevant scientific advances.