



The Balancing Act® airing on Lifetime TV Talks Facing Germs, Hi-Tech Patient-Doctor Tools, and Apps for Small Business

Mölnlycke Health, PatientPoint LLC, and Zoho Take Center Stage on March 12th Show

(Pompano Beach, FL – CISION – March 12, 2013) Award-winning morning show The Balancing Act® airing on Lifetime® TV welcomes some of the hottest names in fighting germs, business apps, and hi-tech patient-doctor communications tools to the show. Make sure to tune in on Thursday, March 13th at 7:00 a.m. (ET/PT) as The Balancing Act hosts help jump start the day with animated conversation, and trusted information to empower a woman's life.

Don't miss these featured segments taking center stage on The Balancing Act:

- **Take Home the Memories, Not the Germs with Mölnlycke Health**

Clean hands are an important part of our daily personal hygiene, and keeping our hands clean and germ free can result in fewer head colds, influenza and overall health problems. Join Mölnlycke Health Care's Jason Liles, as he visits The Balancing Act set to talk about how clean hands are a critical first line-of-defense in thwarting-off germs and bacteria and how extended germ protection doesn't come by soap and water alone. <http://www.hibiclens.com>

- **Easy to Use Tech Tools to Engage Doctor and Patient with PatientPoint**

Effective communication between doctor and patient is critical to maintaining great health. Physicians and patients are using computer-based software to engage the patient, while providing a more effective exchange of health-related data and information. Join Doctor Geeta Nayyar of PatientPoint® as she talks about innovative and easy to use tech tools bridging the information gap between doctor and patient. <http://www.PatientPoint.com>

- **Business Apps for Optimal Success with Zoho**

Small and medium sized businesses face stiff competition from bigger companies that have more capital. Zoho allows business owners and professionals to focus on growing the business, and work smart while Zoho's smart application software takes care of the rest. Join Zoho V.P. of Marketing Rodridgo Vaca as he demonstrates apps to help small and medium-sized companies succeed – greater sales, faster receivables, happier customers, more productive and repeat business. <http://www.zoho.com>

About The Balancing Act® airing on Lifetime Television

Now in its 6th year, The Balancing Act® continues to empower women in all aspects of their lives. The mission at The Balancing Act is simple - the show strives to help today's modern woman balance it all by bringing them exceptional solutions to everyday problems. Entertaining, educational and trusted by women, viewers can tune in to America's premier morning show The Balancing Act on weekday mornings at 7:00 am (ET/PT) airing on Lifetime television. For additional information or to view a segment visit: www.thebalancingact.com

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