HealthCentral Guides provide education, tools and resources to prepare patients to have a more meaningful and productive patient-physician discussion

- Condition-specific editorial content is aligned with sponsor’s goals, sourced from leading medical journals and written by Remedy Health Media’s award-winning editors
- Targeted distribution to high-value physician office waiting rooms with zero waste (list match available)
- Access to a network of 500,000 unique physician offices nationwide addressing key health conditions
- **Category exclusivity**
- **Program verification audit** through AAM, an independent, third-party validates distribution
- Third party **ROI guarantee** available*

- Features empowering and emotional real patient stories
- **Doctor Discussion Guide** encourages patients to open up a dialogue with their prescribing physician and increases scripts
- Establishes brand credibility via **implied endorsement** by the patient’s trusted physicians
- Self-selected by patients **actively looking for health information** about their condition
- **Print and Digital Synergy**: Exclusive Patient Support Center on Remedy Health Media’s HealthCentral.com, which reaches millions of unique visitors monthly, features additional content and tools to help patients prepare for their doctor visits

**Program Verification Audit**

Remedy Health Media has partnered with Alliance for Audited Media (AAM) to implement independent, third-party verification of our point-of-care HealthCentral Guides. As part of our commitment to advertisers, we provide AAM with complete production and distribution documentation in accordance with AAM’s policies and current point-of-care industry standards. Through program audits, Remedy provides advertisers with the assurance that the planning and assessment of point-of-care media programs are done with greater confidence, heightened efficiency and full disclosure of campaign claims.

*Crossix, IQVIA, Symphony*
Showcase your brand’s commitment to patient education with additional program components to increase engagement and reach

- Placement of call to action on display rack
- Spanish language translation
- Overruns for Sales Force use
- Opportunity for integration with a sponsored digital program on HealthCentral
Provides Relevant Context for Your Message

HealthCentral Guides are designed to stimulate a more productive conversation between a patient and their physician. Original condition-specific content is reviewed by a Medical Advisory Board and presented in an easy-to-read and understand format.

Featured content* aligns with sponsor’s goals and target audience

- Condition Overview
- Prepping for the Office Visit
- Doctor Discussion Guide
- Expert Q&A
- Treatment & Solutions
- Condition Management (worksheets, trackers, journals, etc.)
- Healthy Living Tips & Advice
- Caregiver Support
- My Chronic Life—Inspirational Real Patient Stories
- Profiles of Notable Individuals
- Medical Illustrations
- Infographics

Print and Digital Integration: Print publication drives to digital Patient Support Center on HealthCentral.com for additional engagement

*may include dependent on condition
Reaching HCPs and Their Patients at POC and Online

HCP Targeting

Remedy has the capability to provide direct access to target HCP’s, by specialities including Cardiology, Endocrinology, Diabetes Educator, Oncology, Primary Care and more.

By having the ability to target patients, caregivers and their HCPs in the same office, at the same time, with the same message Remedy provides Brands access to both ends of the therapy conversation between physician and patient.

Examples of targeted HCP outreach, coordinated with the same offices receiving in-office patient Guides, include:

- Targeted Physician eAlerts (ex: advising HCPs that the patient guides will arrive in office)
- Newsletters
- Surveys
- Product literature
- Patient testimonials
- HCP Guides: Providing content gear towards professionals that may cover new treatments, case studies, research, etc.

Together these tactics provide end-to-end Brand coverage.

Exclusive Digital Patient Support Center on HealthCentral.com

These Centers reach, engage and support a Brand’s target audience. Educating them with condition and treatment awareness, preparing them for their upcoming doctor visits, while motivating them to ask their doctor about the advertised Brand.

- Drives a quality patient audience to the sponsored program and amplifies Brand’s messaging
- Brand ads placed throughout the experience drive to the Brand’s site for additional condition and treatment education

Centers focus on helping patients have a more productive dialogue with their physician, provides steps to take after their visit and features content from the in-office patient Guide and Doctor Visit Prep Tools including:

- Magazine Download: Digital version of the printed guide for patients to keep as reference
- Doctor Discussion Guide: Covers important questions to ask during their visit
- Personal Stories: Real patients share how they are thriving with their condition to motivate others to take action
- Interactive Tools: May include assessments, trackers, fact sheets and tips

View sample at healthcentral.com/bladdercancerguide
Reaching patients online and at point-of-care

Extend the reach and provide cross platform synergy for your sponsored digital program on HealthCentral.com through a condition specific HealthCentral Guide distributed in high-value physician offices.

HealthCentral’s emotionally charged, inspirational stories profile a real patient’s journey from diagnosis through moments of despair and lost hope; to empowerment as they take control of their health and thrive with their condition.

Content from a print HealthCentral Guide can be featured in a digital program within a sponsored content collection including:

- HealthCentral Guide content and Doctor Visit Prep Tools:
  - Doctor Discussion Guide
  - Interactive Tools: quizzes, assessments, slideshows, etc.
  - Opportunity to include: Brand Coupons/Native Content*
- Digital content from the HealthCentral Guide focuses on further prepping patients to have a more productive dialogue with their physician and provides steps to take after their visit
Engaging Patients

Patients can access Brand’s digital program on HealthCentral.com using their own device for magazine download and tools by scanning the QR code on the display rack or magazine cover.

Doctor Discussion Guide at Targeted Point of Care Offices: Encourages patients to open up a dialogue with their prescribing physician and increases scripts.

To strengthen patient engagement, QR codes can be placed throughout the printed guide to give patients easy access to additional online content such as patient videos, quizzes, polls or Brand content.

Guides can be sealed closed for patients to take with them, giving patients confidence that nobody else touched the magazine.

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Scan to watch interview with Holly

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Test Your KNOWLEDGE

What is the most common symptom of asthma?
- Tightness in the chest
- Wheezing
- Coughing
- None of the above

What long-term effects do allergy symptoms have?
- Skin rash
- Asthma
- Fatigue
- None of the above

Allergic rhinitis:
- Hay fever
- Noseblet
- Runny nose
- None of the above

How many people in the U.S. have asthma?
- 55%
- 80%
- 43%
- None of the above

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What Americans Think

- 55% Use an inhaler
- 80% Use over-the-counter medication
- 43% Use a nebulizer

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Necessary Changes
Editorial Team

**Julia Savacool** – HealthCentral Executive Editor

Julia has been covering health, fitness, and wellness as a writer and editor for more than two decades. At HealthCentral, she heads up new content development for both digital and print, and produces five newsletters. She is the former Articles Director of Fitness magazine and Deputy Editor at Marie Claire. Savacool’s stories have won the United Nations Friends of the World Food Program Media Award, the NARAL Pro-Choice Media Award, and the Los Angeles Commission on Assaults Against Women Humanitarian Award for domestic violence coverage.

**Linda Roman** – HealthCentral Guides Editor

Linda is responsible for developing content for the HealthCentral Guides with a focus on bringing accurate, informative and reader-friendly articles to patients with chronic health conditions. She is an experienced project manager with a proven record of producing engaging print and digital publications. Linda has held editorial positions at Remedy Health Media, Consumer Reports, RN magazine, the New York Times Syndicate, and Reader’s Digest magazine.

Editorial Reviewed by Leading Experts From Top Institutions*

- Baylor University Medical Center
- Cleveland Clinic
- Duke University School of Medicine
- Erickson School of Aging, University of Maryland
- Fox Chase Cancer Center
- Johns Hopkins Ciccarone Center for the Prevention of Heart Disease
- Johns Hopkins University School of Medicine
- Joslin Diabetes Center
- Mayo Clinic
- Montefiore Medical Center, Albert Einstein College of Medicine
- NYU Langone Health
- UCLA Jules Stein Eye Institute
- University of California Diabetes Center
- University of Chicago Medicine
- University of Michigan Comprehensive Depression Center
- Vanderbilt University School of Medicine

*Small Sampling

Committed to advancing the Point of Care channel by focusing on awareness and health education to ensure delivery of relevant and targeted information to advance health and healthcare outcomes.
History of ROI Delivery & Renewals with Key Partners

GILEAD: 2 PROGRAMS
5 years of renewals (1 Spanish)

BIOGEN: 4 years of renewals

MERCK: 9 programs

ALLERGAN: 7 years of renewals

AMGEN: 3 years of renewals
**Print**

**Ad Size**
- **Trim:** Single Page: 7-7/8” x 10-1/2”    Spread: 15-3/4” x 10-1/2”
  Copy and layout should be designed so that ad can be positioned on either a right or left-hand page.
- **Bleed:** Single Page: 8-1/8” x 10-3/4”    Spread: 16” x 10-3/4”
  Allow 1/8” bleed on all sides.
- **Safety:** Single Page: 7-3/8” x 10”    Spread: 15-1/4” x 10”
  Hold live matter 1/4” from pub trim size on each side.
  Keep registration marks outside trim dimension.
- **Spread Creatives:** Submit as two (2) single pages.
  Keep registration marks outside trim dimensions.
- **Binding Method:** Saddle-stitched on 10-1/2” side.

**File Specifications:**
- PDF/X1a format is the preferred file format for file submission
- PDF/X1a file saved with only one ad per file
- All high-resolution images and fonts must be embedded
- Images must be CMYK or Grayscale and at least 200 dpi
- Total area density should not exceed 280% TAC
- Standard trim and bleed marks, offset 1/8” outside trim
  (No marks included in the “live” or bleed image area)
- CMYK process only. No RGB or Spot (Pantone) colors
- Flatten all transparency
- Color proof is required

Publisher will charge for any cost incurred in preparing material submitted by advertiser that does not meet mechanical requirements.

**Color Proof Guidelines:**
- Digital, Press, or Off-press proofs which meet SWOP CS (Coated #5) specifications
- After posting ad files to FTP server, e-mail rsullivan@remedyhealthmedia.com with filenames, issue date and contact information.
- **Mail Proof to:** Barb Lefeber
  Sheridan RL Printing, 100 Industrial Drive
  Random Lake, WI 53075
  920-994-4396

**Remedy Health Media FTP Server Instructions**
You can connect to the S3 File Share using any standard FTP Client if they support the Amazon S3 protocol.

We recommend Cyberduck. You can download Cyberduck here: https://cyberduck.io/download/ The download for Windows and Mac is about halfway down the page, so be careful of clicking on ads. This is freeware software and will fulfill our task of copying files to S3, though you can purchase the retail version.

To connect using Cyberduck, use the steps and settings below:
1. Open Cyberduck and press the + in the lower Left corner of the window.
2. Select Amazon S3 from the FTP protocol dropdown.
3. On the popup screen, press “More Options” at the bottom left and add these settings:
   - **Nickname:** Field will auto populate with “s3.amazonaws.com - S3” you will need to add – vendor
   - **Access Key ID:** AKIARSD5UW56BNUXJ7YC
   - **Secret Access Key:** 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
   - **Path:** advertiser-vendor-rmdy-hm

  **Note:** username and password are case specific

**Contact Information:**
- Rose Sullivan, Production Manager
  E-mail: rsullivan@remedyhealthmedia.com
  Phone: 212.994.9336

**Digital**

**Standard Digital Ad Sizes Accepted**
- Desktop: 300x250, 300x600, 728x90
- Mobile: 300x50, 320x50, 300x250

Contact your Remedy Sales Representative for full digital ad specifications