

FOR IMMEDIATE RELEASE

April 21, 2015

MEDIA CONTACT: Kelley DeVincentis

Southard Communications

212.777.2220 | kelly@southardinc.com

Remedy Health Media Expands Powerful Storytelling Initiative, Live Bold, Live Now™, to its HIV/AIDS Platform, TheBody.com

The number of stories told through this initiative has increased by 5x since it was launched last year on HealthCentral.com

NEW YORK, NY - Remedy Health Media (Remedy), a leading health information and technology company, expands its powerful storytelling initiative, Live Bold, Live Now™, to TheBody.com, the complete HIV/AIDS resource. This follows a significant expansion on HealthCentral.com as well, where the program garners record-breaking audience satisfaction ratings and engagement. Live Bold, Live Now™ generates awareness, combats stigma, debunks misconceptions, and demonstrates the strength and perseverance of people living with life-altering health conditions such as Crohn's disease, rheumatoid arthritis (RA), psoriasis and chronic obstructive pulmonary disease (COPD). Through its expansion to TheBody.com, Remedy is telling the personal journey of Aaron Laxton, an HIV-positive activist and the influential video blogger behind *My HIV Journey* on YouTube from St. Louis, Missouri. [Watch the latest Live Bold, Live Now™ story of Aaron Laxton on TheBody.com.](#)

"I'm honored, and humbled, that Aaron chose to open up his life to us -- and I'm beyond excited to see how many people his story will be able to reach thanks to the captivating online experience that Live Bold, Live Now™ brings to storytelling," said Myles Helfand, editorial director, TheBody.com.

Emotional, immersive and interactive stories like these have generated significant revenue growth for Remedy, and are striking a powerful chord with readers. Insights from a recent survey, conducted by Remedy, found the following:

- Visitors are spending an average of 17-18 minutes on the site watching and engaging with each long-form story
- They are 3x more likely to request a prescription from an advertised brand that sponsors a Live Bold, Live Now™ story
- 96% would recommend the story to others and 76% claimed to have learned something new

The overall success of the initiative has generated demand for many more inspiring health stories to be told and shared. Remedy launched the Live Bold, Live Now™ initiative by producing five stories in 2014, is on track to publish more than 25 stories in 2015, and isn't stopping there.

"We have built this wonderful proprietary storytelling tool that not only expands the sheer number of stories our journalists can tell, but also the ways in which they can tell those stories. We believe in the power of storytelling, to inspire change and help people understand they do not struggle or succeed in this world alone," said Rebecca Farwell, Chief Content Officer, Remedy.

###

About Remedy Health Media:

Remedy Health Media (Remedy) is a leading health information and technology company that helps millions of patients and caregivers live healthier and more fulfilled lives. Remedy strives to improve consumer health engagement and outcomes through the development of authentic communities of health information seekers who can interact and learn from relatable physician, pharmacist, public health and patient experts. Remedy currently helps over 200 million health consumers annually through various digital, mobile and point of care information products and technologies. To learn more about Remedy, please visit www.RemedyHealthMedia.com.

About TheBody.com

TheBody.com's mission is to use the web to lower barriers between patients and clinicians, demystify HIV/AIDS and its treatment, improve the quality of life for all people living with HIV/AIDS and foster community through human connection. TheBody.com and its sister site for health care professionals, TheBodyPRO.com, are part of Remedy Health Media, a leading health information and technology company that helps millions of patients and caregivers live healthier, more fulfilled lives. Learn more at TheBody.com.

Twitter handle: [@TheBodyDotCom](https://twitter.com/TheBodyDotCom)

Facebook: <https://www.facebook.com/thebodydotcom>