Naomi: ‘Finally, I had answers.’ p.12

+ MS Myths & Facts  6 Caregiver Tips  Navigating Treatment Options

RELAPSING

Multiple Sclerosis

5 Ways to Fight Fatigue p.16

remedyhealthmedia.com

media kit

remedyhealthmedia.com
emotional engagement inspired by Storytelling & Relatable Content will motivate better health outcomes and drive ROI
mission

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 520,000 physician offices nationwide addressing key health conditions
- **Category exclusivity**
- Third party **ROI guarantee** available*
- Features Live Bold, Live Now™ empowering and emotional real patient stories
- 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 HealthCentral.com, part of Remedy Health Media which reaches over 30 million unique visitors monthly

**Program Extensions**

- Call to action on display rack
- Opportunity for integration with sponsored Live Bold, Live Now online program
- Spanish language translation
- Overruns for Sales Force usage

**Showcase Your Commitment to Patient Education**

- Doctor Discussion Guide encourages patients to open up a dialogue with their prescribing physician and increases scripts
- Crossix, IMS, Symphony
Patients Prepare for Their Doctor Visit While in Their Doctor’s Waiting Room

20 min
Average Wait Time

6 min
Average Time With the Doctor

At POC:

47% of total adults value POC advertising in doctors’ offices very much or somewhat

62% of total adults are more likely than the average adult to have switched to a different drug brand

Sources: mHealthWatch and Kantar Media Healthcare Research
poc advertising works

Point-of-Care Advertising Leads to Better Patient/Physician Conversations

Patients exposed to ads at POC, trust their HCPs and are more willing to have conversations regarding treatment options

- Point-of-Care provides big targeted reach and frequency
- Ads at Point-of-Care make patients more knowledgeable and move patients to action
- Advertising creates conversation, which in turn generates deeper relationships between physicians and patients which leads to a more compliant patient
- Magazines deliver the highest return on advertising spend - an average return of $3.94 for every dollar spent*

Point-of-Care Delivers Impactful Information in the HCP Offices

Almost 1 in 2 adults indicate they have seen healthcare advertising in a doctor’s office or pharmacy in the past year

Nearly 7 out of 10 adults value information that’s in the HCP’s office

42% agree (Index 114)
“I am willing to ask my doctor for a prescription medication or drug sample that I have seen or heard advertised”

50% agree (Index 122)
“I often discuss new prescription medicines with my doctor”

Source: 2015/2016 MARS Consumer Health Doublebase Study; *Nielsen Catalina Solutions Study 2016
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
- Live Bold, Live Now™ Real Patient Inspirational 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

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**Parkinson’s Disease**

Parkinson’s disease is a brain and movement disorder that affects about a million people in the United States. It’s a progressive disease, but that does not mean that once you’ve been diagnosed with Parkinson’s it’s all downhill from there. Thanks to modern treatments, most people with Parkinson’s function quite well for many years.

**Some Examples**

- “Life expectancy for people with Parkinson's is only a few years shorter than average—and that gap is closing,” says Victor Sung, M.D., a neurologist at the University of Alabama at Birmingham Medical Center. “When we aggressively address all the symptoms, patients experience a great increase in quality of life.”
- Actor Michael J. Fox founded the Michael J. Fox Foundation for Parkinson’s Research soon after disclosing his diagnosis in 1998. Thanks to successful drug therapy, Fox was able to return to full-time acting in 2012 and has written several books, including the memoirs *Lucky Man* and *Always Looking Up.*
- Sasha Meret, an artist who was diagnosed with Parkinson’s in 2003, at age 47, agrees that you can live well with Parkinson’s. He does not even think of it as a disease but more as a condition to be managed. “I treat it as just a discomfort, a condition that forces me to take more control over my life so I can function,” he told researchers at New York University Langone Medical Center.

Parkinson’s results when the brain fails to produce the right amount of dopamine, a chemical that helps brain cells communicate with one another. The dopamine deficit can cause the body to move slowly, become rigid, and have a shuffling, and small-step walk. It can also lead to uncontrollable tremors, or shaking, in parts of the body, as well as problems with memory and thinking. Over time, the disease can lead to difficulties in speaking, swallowing, and breathing.

**Parkinson’s 101**

Knowing which symptoms to expect and taking an active role in your own care can greatly improve your quality of life.

- **96 percent** of people diagnosed with Parkinson’s are over age 50.

**PARKINSON’S DISEASE WITH DYSKINESIA**

Is Dyskinesia impacting your life? Parkinson’s disease–related dyskinesia consists of jerky, unintentional, and uncontrollable movements. These symptoms can occur throughout your body or specifically affect your head, face, neck, torso, arms or legs. Dyskinesia has been associated with the Parkinson’s disease medication levodopa. Dyskinesia can worsen due to stress, a change in your medication dosage, or the decreasing effectiveness of your medication. To better understand how dyskinesia may be affecting your quality of life, you will need to share symptom information with your doctor. Bring a friend or loved one to your appointment so they can help you communicate with your doctor. With these tools, you will be able to have a more productive conversation with your doctor, which will help him/her determine the right treatment options for you.

**Doctor Discussion Guide:**

- **I am experiencing symptoms—that is, unintended, uncontrolled movements—in the following areas of my body:**
  - Arms
  - Legs
  - Torso
  - Head
  - Face
  - Neck
  - Entire Body

- **Improved Stayed About the Same Gotten Worse**
  - 1 2 3 4 5

**Staying the Course**

- **This is how I would best describe my symptoms:**
  - Fidgety
  - Rocking back and forth
  - Head bobbing
  - Jerky
  - Involuntary
  - Twisting
  - Writhing
  - Sudden
  - Uncontrolled

- **On a scale of 1 to 5, since my last visit my symptoms have:**
  - (Circle on scale below)

- **I experience symptoms of dyskinesia _____ times per day/week. These are the symptoms I have most frequently:**

**Opportunity to Drive to Online Sponsored Content**

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*may include dependent on condition*
Exclusive Digital Patient Support Center

Drive targeted and primed patients to engage with additional content designed to help patients have a more meaningful and productive doctor visit.

- Patient Support Center features 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 focuses on further prepping patients to have a more productive dialogue with their physician and provides steps to take after their visit.

View sample at healthcentral.com/parkinsonsdiseaseguide

Personal Stories
From real patients sharing how they are thriving with their condition to motivate others to take action.

Magazine Download
Digital version of the printed guide for patients to keep as reference.

Doctor Visit Prep Toolbox
Features tools, trackers, advice and journals to help patients prepare for their next appointment and have a more effective and productive doctor-patient dialogue.

Sample Online Tools

*may incur additional costs
Live Bold, Live Now™
real patient stories
Featured online and at point-of-care

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

Live Bold, Live Now™ reflects the spirit of living boldly with a chronic condition. These emotionally charged stories follow a real patient expert from diagnosis through moments of despair and lost hope; then empowerment as they take control of their health.

Content from a print HealthCentral Guide can be featured in a digital Live Bold, Live Now program within the 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

*may incur additional costs
editorial expertise

Editorial Reviewed By Leading Experts From Top Institutions*

- Baylor University Medical Center
- Erickson School of Aging, University of Maryland
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Bloomberg School of Public Health
- Johns Hopkins Ciccarone Center for the Prevention of Heart Disease
- Johns Hopkins Institute for Clinical and Translational Research
- Johns Hopkins University School of Medicine
- Johns Hopkins Weight Management Center
- Montefiore Medical Center, Albert Einstein College of Medicine
- UCLA Jules Stein Eye Institute
- University of California, Berkeley, School of Public Health
- University of California Diabetes Center
- University of Chicago Medicine
- University of Michigan Comprehensive Depression Center

Editorial Team

**Rose Pike – Executive Vice President, Editorial**

For two decades, Rose Pike has played a leadership role in the creation, management, and digital content strategy for highly respected consumer health and medical websites, including HealthCentral, TheBody, EverydayHealth, HealthTalk, OnHealth, and ABCNews.com.

**Karen Gaudette Brewer – Executive Editor HealthCentral**

Karen’s 15-year media career in journalism and marketing has shaped her expertise in digital content and social media. She’s an award-winning journalist, lifestyle writer and author whose career-long focus on food and culture has informed her passion for health and wellness. Previously Karen held editorial positions at Allrecipes.com, PCC Natural Markets, The Seattle Times and The Associated Press.

*Small Sampling*
**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 dimensions.

*Spread Creative:* 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 C5 (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
Times Printing, 100 Industrial Drive
Random Lake, WI 53075
920-994-4396

**Remedy Health Media FTP Server Instructions**

Connect to the FTP server using any standard FTP Client such as FileZilla, WinSCP, or CuteFTP as long as encrypted FTP (specifically, Explicit FTP over TLS) is supported. We recommend using FileZilla.

Download FileZilla here: https://filezilla-project.org/download.php?type=client

To connect, use the steps and settings below:

1. In the navigation bar go to File > Site Manager
2. In the Site Manager window click on New Site button. Here you can name the site whatever you choose.
3. Under the General tab, use these settings:
   - **FTP Host:** sftp.rmdy.hm
   - **Protocol:** FTP-File Transfer Protocol
   - **Encryption:** Use explicit FTP over TLS if available
   - **Logon Type:** Ask for password
   - **Username:** sftp-advertiser
   - **Password:** 8aoYk$wE
4. Click connect and then upload your ad files

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

The first time you connect, you will see the security certificate as “Unknown certificate”. To bypass seeing this certificate information each time you access the FTP server, at the bottom of this window, check the box “Always trust certificate in future sessions.”

**Contact Information:**

Rose Sullivan, Production Manager
E-mail: rsullivan@remedyhealthmedia.com
Phone: 212.994.9336  Fax: 212.695.2936

**Digital**

**Standard Digital Ad Sizes Accepted**

- **Desktop:** 300x250, 300x600, 728x90
- **Mobile:** 300x50, 320x50, 300x250

Contact your Remedy Sales Representative for full digital ad specifications