

Naomi: 'Finally, I had answers.' p.12

+ MS Myths & Facts ▶ 6 Caregiver Tips ▶ Navigating Treatment Options

RELAPSING

Multiple Sclerosis

healthcentral

**5 Ways
to Fight
Fatigue** p.16



2019
media kit

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

Spanish Language Translation Available



Program Extensions

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

impact of the waiting room



MAJORITY OF PATIENTS SEARCH FOR INFORMATION PERTAINING TO THEIR APPOINTMENT

82%

felt better prepared for their visit

78%

felt more confident during their visit

Patients Prepare for Their Doctor Visit While in Their Doctor's Waiting Room



Average Wait Time



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

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



Point-of-Care Advertising



Better Physician/Patient Relationship and Conversations



More Compliant Patient

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"

history of ROI & renewed partnership

MERCK
6 programs in
6 years



GILEAD HEP C
3 years of
renewals



**ALLERGAN-
CHRONIC
MIGRAINE**
3 years of
renewals



GILEAD ANGINA
5 years of
renewals
(6 issues, 1 Spanish)

content



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.

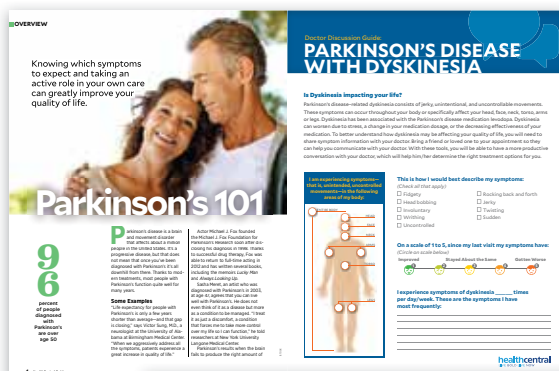
Featured content* aligns with sponsor's goals and target audience

- 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

▼ Expert Condition Content



◀ Doctor Discussion Guide



▲ Opportunity to Drive to Online Sponsored Content

▲ Personal Stories



*may include dependent on condition

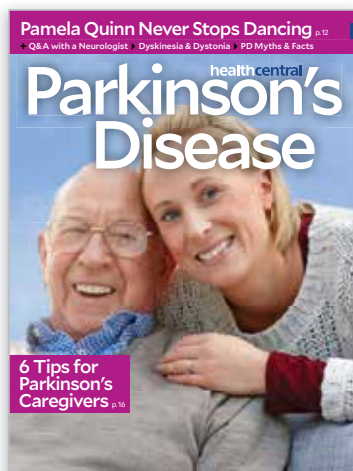
print & digital integration

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

- ▶ With a *HealthCentral Guide* program sponsor receives—at no extra cost—a Patient Support Center on HealthCentral.com, Remedy's flagship website, reaching over 30 million unique visitors monthly
- ▶ 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



▶ Live Bold, Live Now Digital Sponsorship on HealthCentral.com

▼ Live Bold, Live Now at Point-of-Care in HealthCentral Print Guide



*may incur additional costs

editorial expertise



Editorial Reviewed By Leading Experts From Top Institutions*

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

specifications



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 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 Lefebvre

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