

## Depression & Diabetes: Expert Advice p. 19

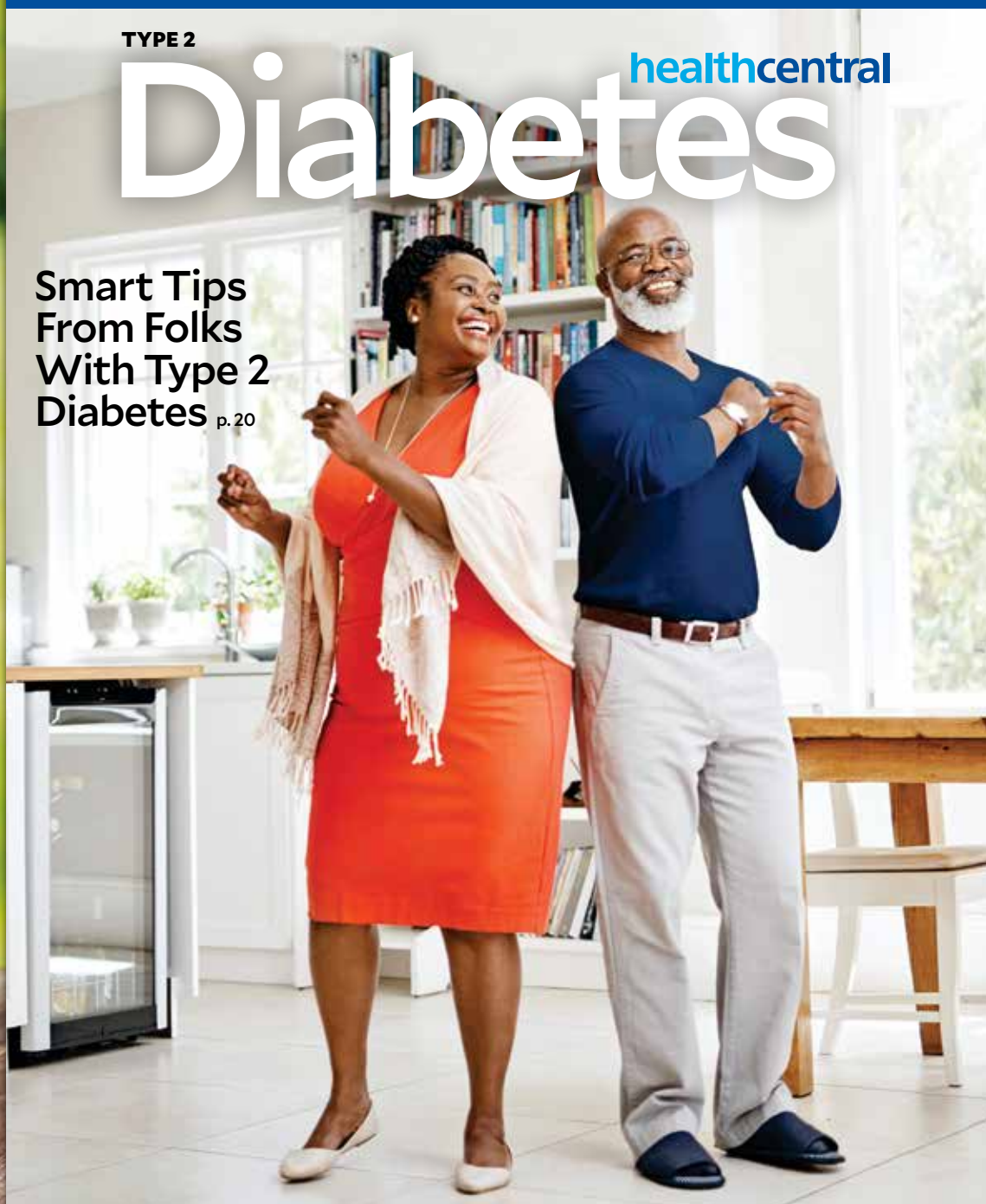
+ A1C Challenges ▶ 30 Minutes a Day to Weight Loss ▶ The Scoop on Fad Diets

TYPE 2

healthcentral

# Diabetes

Smart Tips  
From Folks  
With Type 2  
Diabetes p. 20



2020  
media kit

**Remedy**  
HEALTH MEDIA

[remedyhealthmedia.com](http://remedyhealthmedia.com)

emotional engagement inspired by

# Storytelling & Relatable Content

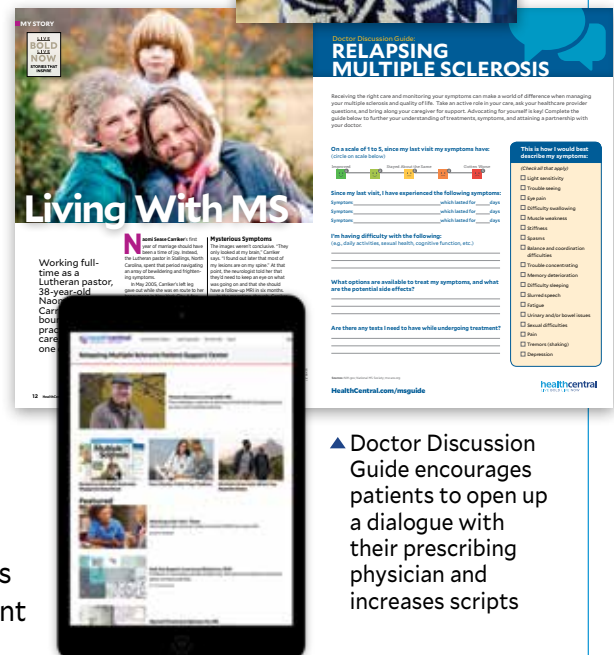
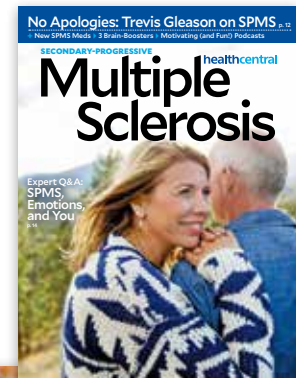
will motivate better health outcomes and drive ROI



# overview

## 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+ 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 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 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



- ▶ Doctor Discussion Guide encourages patients to open up a dialogue with their prescribing physician and increases scripts

## 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



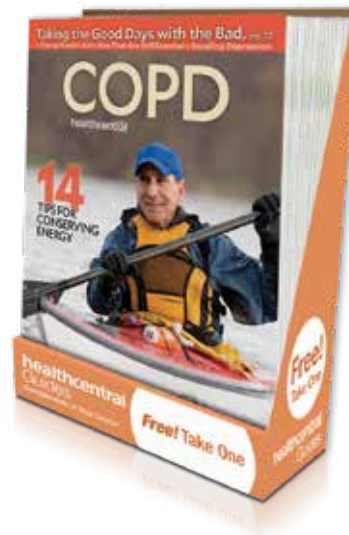
# program extensions

## 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 Live Bold, Live Now™ multimedia digital program on HealthCentral

- ▼ Placement of call to action on display rack

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



- ▶ Spanish Language Translation Available



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



# 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 with zero waste
- ▶ 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"*



Advocating for the  
effective use of point  
of care channel to  
advance health and  
healthcare outcomes.

# history of ROI delivery & renewals with key partners

**MERCK**  
**7** programs



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



**ALLERGAN**  
**4** years of renewals



**BIOGEN**  
**3** years of renewals  
(6 issues, 1 Spanish)



**ALLERGAN**  
**2** years of renewals





# 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.

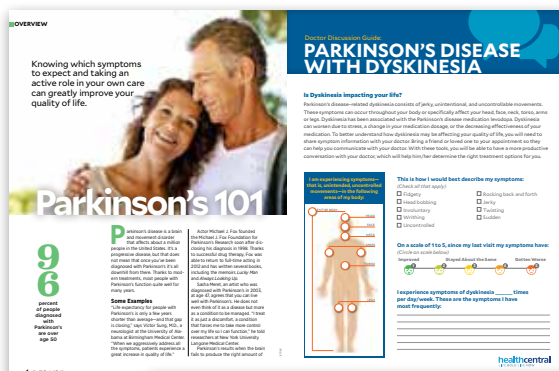
Featured content\* aligns with sponsor's goals and target audience

- 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



### ▲ Personal Stories

▲ Opportunity to Drive to Online Sponsored Content

\*may include dependent on condition



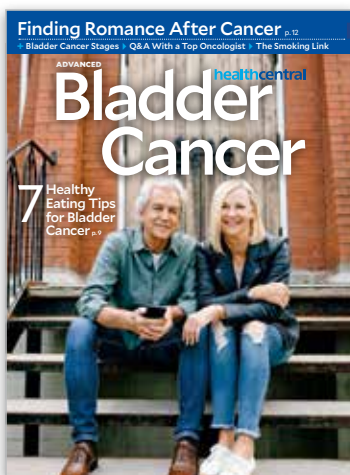
# print & digital integration

## 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 Remedy's flagship website HealthCentral.com. Remedy's network reaches over 44 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/bladdercancerguide](http://healthcentral.com/bladdercancerguide)



### Personal Stories

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

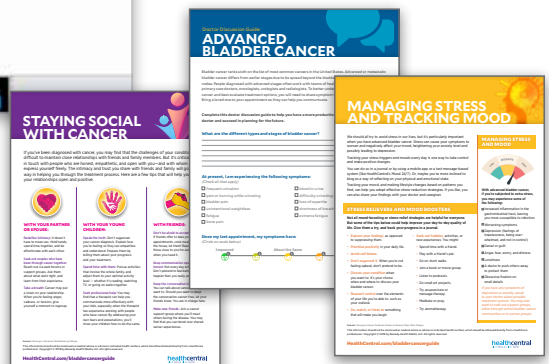
### Magazine Download

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<sup>TM</sup>

## 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<sup>TM</sup> digital program on HealthCentral.com through a condition specific *HealthCentral Guide* distributed in high-value physician offices.

#### Live Bold, Live Now<sup>TM</sup>

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	Mayo Clinic
Cleveland Clinic	Montefiore Medical Center, Albert Einstein College of Medicine
Duke University School of Medicine	NYU Langone Health
Erickson School of Aging, University of Maryland	UCLA Jules Stein Eye Institute
Fox Chase Cancer Center	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 University School of Medicine	University of Chicago Medicine
Josline Diabetes Center	University of Michigan Comprehensive Depression Center

## Editorial Team



### **Amy Keller Laird** – SVP, Brand & Audience Development

Amy is responsible for working with various Remedy Health Media teams to transform content, drive audience growth and build distinctive health brands. She is an award-winning editorial executive with a proven record of driving digital, social and print growth. Previously, Amy has held editorial leadership positions at *Women's Health*, *Allure*, *Good Housekeeping* and *Redbook*.



### **Rose Pike** – 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.



\*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](mailto: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](mailto: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