HealthDay TV

Add Health News Videos to Your Website…Seamlessly!

HealthDay TV gives viewers a daily video update on the most important health news of the day. Six times a week HealthDay TV produces a 60-second health news video featuring Chief Medical Officer Dr. Cindy Haines. This video is licensed to a variety of customers for display on their websites.

Dr. Cindy Haines, HealthDay Chief Medical Officer and host of HealthDay TV

Dr. Haines, a board-certified family physician and assistant professor of medicine at Saint Louis University School of Medicine, is the “family doctor next door,” delivering news you can use for better living, the way only your family doctor can.

Dr. Haines presents a daily video report, based on the latest news published in major medical journals and new research presented at medical conferences. Each health segment covers an important medical topic taken right out of the headlines, with Dr. Haines giving insight with short, easy-to-understand commentary.

HealthDay TV is designed to make it easy for consumers to understand new medical research findings—usually published in highly technical medical journals.

Patients and caregivers are encouraged to discuss the information from HealthDay TV with their physicians leading to a more useful dialogue and better patient care.

Benefits of HealthDay TV
Enhance your website with help from HealthDay TV’s video service. You’ll engage your website visitors with compelling, easy-to-understand health information and keep them coming back for more.

• Receive fresh video content delivered Monday to Saturday to your website.
• A 24-month archive of the 600+ most recent videos topic flagged across 800+ condition areas.
• Generate more web traffic and longer visits.
• Create a dynamic experience for your visitors.
• Clients can customize HealthDay TV with pre-roll advertisements.

Connect with your visitors by providing them with health news videos covering many timely health-related topics including:

• Diet & fitness
• Women’s health
• Men’s health
• Seniors’ health
• Children’s health
• Alternative medicine
• Cancer
• Heart disease
• Allergies & asthma
• Sex and relationships
• ….and many more

HealthDay TV is featured on: hospitals, managed care organizations, medical office television systems, health portals and U.S. government websites.

Take advantage of HealthDay TV on its own or as a complement to HealthDay’s news service.
Video Features

Video Format

HealthDay’s videos are available in high-resolution MP4 format. Our videos are also delivered in flat-panel rectangular 16x9 aspect ratio, which allows them to be viewed in full screen format. Another benefit of the MP4 format: the viewer has the ability to watch videos on any Apple device (iPhone, iPod Touch and iPad).

As always, HealthDay’s content is operating system independent (Windows, Mac, Linux) and browser independent (Internet Explorer, Firefox, Google Chrome and Safari).

Video Player

If you do not have your own video player HealthDay’s videos can be viewed via Brightcove, which is the world’s leading online video hosting platform. Brightcove offers many features including integrated social media sharing (E-mail, Facebook, Twitter, YouTube), and offers “related videos” and “most viewed” videos.

Customizable Video Player

With the Brightcove player, you have the ability to customize the look of the player so it matches your website. You can customize the height and width of the player as well as the color of the player.

HealthDay’s Video Delivery Options

- Raw Videos in MP4
- XML Feed
- HealthDay’s EZ-Post technology
- Embedded Brightcove player

Contact your HealthDay salesperson to determine which delivery method is best for your website.

Sample Brightcove Video Player

Customize HealthDay’s Videos

Add Advertisements
HealthDay’s videos can be customized with pre-roll ads.

Private Label
Showcase your own physician(s) at the beginning or end of each video. Personalize the video experience even more by featuring a cardiologist on a heart-related video, a pediatrician on a kids video, etc.

Segment Videos by Topic
HealthDay videos are topic-flagged—more than 800 topics are available. Customize your website by placing appropriate videos in different sections, i.e., cancer videos on the cancer treatment web page.

Closed-Captioning
HealthDay can provide the full text file for each video to allow you to close-caption.

Did You Know?

The percentage of adults who watch or download online videos has grown from 69% in 2009 to 78% in 2013.


Don’t Forget

HealthDay TV is available in English and Spanish.