HealthDay Products:

**Consumer Health News**
The HealthDay news team produces up to 18 stories per day, updated daily, 7 days a week. Each story is XML-tagged to enable you to post stories to your website, making it easy to provide the most up-to-date, in-depth relevant health information. HealthDay news is currently available in English, Spanish, and Japanese.

**Daily Videos**
Each weekday, a video version of the top health news story of the day is featured on HealthDayTV and HealthDayTV en Español, a 60-second daily news broadcast. Hosted by board-certified physicians, the videos are based on the latest news published in major medical journals and research presented at medical conferences. HealthDay Living delivers a 60-to 80-second video on topics that influence consumers’ lives including diet, cooking, fitness, lifestyle, health and wellness. We provide accurate, credible, and timely videos that are engaging, quick and easy to watch.

**Professional Health News**
Physician’s Briefing provides 15 stories per weekday, covering vital, up-to-the minute news on the latest research from medical journals, medical conferences and government initiatives. Our experts provide information covering 32 medical specialties from more than 75 medical journals. Articles are also available with AMA PRA Category 1 credits™. Government updates from the CDC, NIH, FDA and other agencies are also included. Timely reporting ensures that physicians have current information.

**Custom Content**
HealthDay can provide you with specialized health information and content created to your format and specifications, providing you with feature articles and videos that match the needs of your audience. Our team has also been trained in creating content that is optimized for search engines.

Reporting and Content
HealthDay is independent and consistently reliable, operating under the strictest editorial standards for health news. Our reporters have no financial interest in the companies and stories they cover. Our news coverage is fair and accurate and we comply with the HONcode standard for trustworthy health information online. More than 30 reporters and editors specializing in health and medical news reporting create HealthDay Consumer News, HealthDay TV, HealthDay Living, Physician’s Briefing and Custom Content. The editorial staff has won most of the major journalism awards, including the Pulitzer Prize, the National Headliner Awards and top prizes from the Associated Press Managing Editors.
The HealthDay news service contains up to 18 articles per day, covering the latest in health news. Our news feed is updated daily, 7 days a week.

Included in the Consumer Health News Service is:

**Up-to-date Health News** - Articles are updated 7 times a day to ensure the most current information is available to you. Featured news stories are sourced from medical journals, industry conferences, government announcements and research information released by leading medical centers.

**Today’s Health Highlights** - A quick summary of daily breaking health news is reported in the news roundup section.

**Health Tips** - 2 tips are provided each weekday, offering practical advice for living a healthier lifestyle.

**FDA Approvals and Announcements**
Up-to-the minute news, drug and medical device recalls, and important alerts that impact daily consumer health decisions.

**News Archive** - Included with each license is a running 2-year searchable archive of the HealthDay Consumer News Service.

**Customized News Feeds are available**
The HealthDay news feed is coded for more than 700 diseases and conditions to allow you to license exactly the news that you need. Available feeds can be filtered by demographics including women, men, seniors, and children’s health. The feed can also be filtered by disease and/or condition.

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**How the News Is Delivered**

**Use Your Own Content Management System**
All news articles are XML tagged to make it easy for you to host the news on your server, post stories in multiple areas of your site, and display it with the same look and feel as the rest of your content. This requires customers to write a script to automatically pull the news from HealthDay’s servers and post articles in the appropriate area(s) of the website.

**Let Us Do The Work**
Alternatively, an easy way to get the news delivered to your website is to use HealthDay’s E-Z Post. E-Z Post is a simple solution that allows clients with minimal technical resources to easily manage the HealthDay news feed. The coding and hosting of the information is done for you. E-Z Post can make HealthDay headlines and stories appear seamlessly on your website.

**Additional Support**
For organizations with extremely limited technical resources, HealthDay offers other solutions including automatically emailing stories to clients in a variety of formats. We also provide additional technical support.
Physician’s Briefing

HealthDay’s Physician’s Briefing contains a minimum of 15 articles per weekday covering up-to-the minute news about the latest research from medical journals, medical conferences and government initiatives.

Medical Journals, Conferences and Government Announcements

Timely, concise summaries from peer-reviewed medical journals for primary care and specialty physicians are included in our news feed. More than 75 journals across 32 medical specialties are reviewed by our news team. News stories are linked directly to abstracts from the primary sources and are coded by specialty. Physician’s Briefing covers more than 60 conferences and scientific sessions per year. Monthly summaries of these conferences are also included in the news feed. Alerts and updates from U.S. government agencies and institutions such as the Food and Drug Administration and Centers for Disease Control and Prevention are also included. Timely reporting ensures that physicians have current information.

Specialties Covered Include:

- Allergy
- Anesthesiology
- Cardiology
- Cosmetic Surgery
- Critical Care
- Dermatology
- Diabetes & Endocrinology
- Emergency Medicine
- Family Practice
- Gastroenterology
- Geriatrics
- Hematology & Oncology
- HIV & AIDS
- Infectious Disease
- Internal Medicine
- Nephrology
- Neurology
- Nursing
- OB/GYN & Women's Health
- Ophthalmology
- Orthopedics
- Otolaryngology
- Pain Management
- Pathology
- Pediatrics
- Pharmacy
- Psychiatry
- Pulmonology
- Radiology
- Rheumatology
- Surgery
- Urology

Now with CME Credits

Physician’s Briefing now comes with Continuing Medical Education (CME) credits. Each day, five articles are available with *AMA PRA Category 1 credits™* in 5 specialties.

- Cardiology
- Diabetes & Endocrinology
- Family Medicine
- Hematology & Oncology
- OB/GYN & Women's Health

Each article takes approximately 15 minutes to complete and physicians are awarded .25 CME credits for each activity.

How the News Is Delivered

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Physician’s Briefing is designed for:

Hospital websites, managed care organizations, disease management portals, disease-specific newsletters, media companies, pharmaceutical marketers, physician portals, professional associations, medical publishers and government agencies.

To learn more about Physician’s Briefing with CME go to physiciansbriefing.com or contact us at sales@healthday.com.
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.
Add Spanish Health News Videos to Your Website...Seamlessly!

HealthDay Televisión en Español presents viewers with a Spanish language video on the most important health news of the day. Five times a week HealthDay produces and syndicates a 60-second health video.

Doctor Aliza of Vida y Salud hosts a daily video report, Monday through Friday, based on the latest news published in major medical journals and new research presented at medical conferences. Dr. Aliza provides insight with short, easy-to-understand commentary.

Incluya noticias de salud en español en su sitio web ... ¡Fácilmente!

HealthDay Televisión en Español ofrece a sus visitantes un video de las noticias de salud más importantes del día. Cinco veces por semana, HealthDay presenta y sindica un video de 60 segundos sobre la salud.

La Doctora Aliza de Vida y Salud presenta un reportaje en video, de lunes a viernes, sobre las últimas noticias publicadas en revistas médicas y nuevas investigaciones presentadas en conferencias médicas. La Dra. Aliza presenta la información en un comentario corto y fácil de entender.

Benefits of HealthDay Televisión en Español

- Posting new health videos keeps your web offering fresh and vibrant.
- HealthDay Televisión en Español has a related article - that will be released within 48 hours and can be posted alongside the video (4-5 times/week).
- The Spanish language script gives your web visitors the opportunity to review the transcript to gain a better understanding of the content.
- The licensing agreement includes a running two-year archive to allow visitors the opportunity to access health videos directly on your website. The annual archive will contain 260 videos topic-flagged across 800 condition areas.
- Clients can customize HealthDay videos with pre-roll ads.

Conéctese con sus visitantes proporcionándoles videos de noticias de salud en español sobre temas oportunos relacionados con la salud, incluyendo la salud de los niños, la diabetes, las enfermedades del corazón, la obesidad, la dieta, el ejercicio y mucho más.

Haga Que HealthDay Trabaje Para Usted

Para más información sobre cómo nuestros contenidos bajo licencia y servicios de sindicación de noticias pueden resultar beneficiosos para su empresa u organización, por favor póngase en contacto con nosotros - sales@healthday.com.

Put HealthDay to Work for You

To see how our health news licensing and syndication services and products can benefit your business or organization contact us - sales@healthday.com.

HealthDay Televisión en Español can be licensed on its own or in conjunction with the text version of HealthDay’s news en Español.
Lifestyle Videos to Complement Your Website

HealthDay Living delivers a daily video on topics that influence your day-to-day life: Diet and Fitness, Health and Wellness, Nutritious Foods, Healthy Recipes, Beauty Tips, Personal Relationships, and more…

Keep your website visitors informed and entertained with HealthDay Living videos. Increase web traffic and time spent on your website with content that offers lifestyle advice and news for your audience. Another benefit of HealthDay’s videos is that they can be customized with pre-roll ads.

HealthDay is a leading producer and syndicator of evidence-based health news for consumers and physicians. HealthDay Living provides accurate, credible, relevant and timely videos that are engaging, quick and easy to watch.

Healthy Living Topics
• Health & Wellness
• Diet & Fitness
• Personal Relationships
• Healthy Eating & Recipes
• Beauty Tips
• And more…

Sample Video Schedule

- Mondays: Diet Advice (including weight loss & activities)
- Tuesdays: Healthy Cooking (including recipes & cooking techniques)
- Wednesdays: Exercise (including muscle building & weight loss)
- Thursdays: Health Issues (including prevention & news related to healthy living)
- Fridays: Relationships, Beauty & Lifestyle Topics (including pets, hobbies, etc.)

HealthDay Living Videos
• A new 60-80 second video will be distributed Monday-Friday and released at 9:00 AM Eastern.
• Videos are delivered in hi-resolution MP4 format.
• A running two-year archive for visitors to access videos directly on your website.

To learn more about HealthDay Living go to www.healthday.com/lifestyle-news.html or contact us at sales@healthday.com.
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.
Health and Wellness Reference Materials Increase Your Website’s I.Q.

Engage and retain visitors to your website with comprehensive "reference" information on a host of medical conditions. HealthDay, in partnership with LimeHealth, offers 1,500 pieces of original A-Z health content, featuring health and medical articles, special reports and first-person essays that are practical, engaging and reader-friendly. Use them in your newsletters or brochures, on your websites or Intranets, as payroll stuffers, and for all your health and wellness campaigns.

What’s Inside the Health Library?

- Step-by-step guides to diseases and conditions, ranging from how a baby develops and grows to how to care for a person as Alzheimer's progresses
- Disease and condition management and the latest treatments
- When to seek medical care
- Prevention tips and self-care instructions
- Questions to ask your physician
- Quizzes to test your knowledge of diseases and conditions

Health Library Topic Centers (41)

- Aging
- Alzheimer's
- Arthritis
- Asthma and Allergies
- Baby and Child Care
- Back Care
- Breast Cancer
- Cancer
- Caregiving
- Children’s Health
- Dental Health
- Depression
- Diabetes
- Digestive Health
- Diseases and Conditions
- Drug Center
- Emotional Health
- Exercise and Fitness
- Fertility
- First Aid and Emergencies
- Food and Nutrition
- Heart Health
- Hepatitis C
- High Blood Pressure
- Holistic Medicine
- Infectious Diseases
- Liver Health
- Men's Health
- Menopause
- Pain Management
- Parenting
- Patient Safety
- Pregnancy
- Prostate Health
- Sexual Health and Relationships
- Smoking and Tobacco Cessation
- Stress Management
- Substance Abuse
- Weight Control
- Women's Health
- Work and Health

Health Library Benefits

- **Health Library for Managed Care & Employers (Corporate Intranets)**
  Helps managed care organizations in their efforts to encourage members to take charge of their health and make better health care decisions.

- **Health Library for Hospitals**
  Helps hospitals educate patients and assist them in understanding when to seek care. The health library also assists in condition management and reinforcing treatment adherence.

- **Health Library for Media Websites & Health Portals**
  Media and health portals can feature these “centers” as an additional source for disease/condition health management information—adding value to the website. Patients can print out this information and review it with their physician or health care provider.

How Does It Work?

- HealthDay’s Health Library is available in its entirety or by subject or group of subjects
- Each library article is “topic flagged” which allows these articles to instantly populate a web page or website channel
- Topic flags also provide the most relevant search results for your visitors

Trustworthy Health Content

- Content developed by medical writers, editors, and physicians, many the recipients of dozens of national awards
- All content is medically reviewed and updated as needed
Health eNewsletters Connect You to Your Audience While Keeping Them Informed

Add “preference-based” personalized and timely health and medical news to your eNewsletters. This can help solidify the connection between your organization and your members, patients, caregivers or customers. Personalized eNewsletters deliver much higher open rates and click-throughs than traditional eNewsletters.

How does the “preference-based” personalization work?
From a sign-up box or button on your website, visitors will move to a second screen where they can select from a list of specific health and medical topics that are of interest.

Your organization can customize how many topics they can choose from—HealthDay has more than 800 topics available. Only the latest articles from these topics will be displayed in a personalized message from your organization. The newsletter will have your organization’s “look and feel.”

For example
A consumer website visitor might be interested in diabetes, food allergies, speech disorders, parenting and children’s health issues. These preselected topics would then populate your e-mail.

Physicians signing up for a medical newsletter will likely only be interested in signing up for news in their specialty. Newsletters can be produced for physicians in 32 specialties.

Company Branded Sign-Up Form
Choose Topic Groups or Select From the 800+ Topics Available

HealthDay eNewsletters is Expandable
The HealthDay eNewsletter is built on a scalable platform – it can grow as your organization expands online services to include personal health records (or EMRs) and customized patient communication.

HealthDay eNewsletter Benefits
• Branded to your company.
• Demonstrates company’s commitment to providing its audience with timely, credible medical and health news.
• Incorporates important links from your organization for your eNewsletter subscribers – e.g. health care forms, health reminders, care instructions, preventive/follow-up care, general patient education and medication compliance.
• Each newsletter article can link back to your website providing additional visitors/traffic.
• Easy-to-use management portal. HealthDay’s online management portal allows clients to manage all aspects of their eNewsletters in one location with a single login.

Personalized eNewsletter
Generated With Only the News Subscribers Are Interested In
From writing feature articles, to producing videos, to creating content for hospital websites, our team can create exactly what you need for your target audience.

**A Perfect Fit**
We will work with your team to create customized content that fits your style and tone.

**Accurate**
Custom articles and video scripts are thoroughly researched, written and edited.

**On Your Schedule**
You create the schedule that meets your editorial and production needs.

**Copyright**
The copyright for each custom project belongs to your organization and allows you to use and re-use the material however you choose.

**Affordable**
Customized content is competitively priced and designed to provide a turnkey solution for your content needs.

**Web Content Review**
Let our physician reviewers make sure your content is current and up-to-date.

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**Video Production and Script Writing**
You tell us what you are looking to achieve and we’ll write the script, engage the talent and deliver a finished video to you at any length.

**Contact us** at sales@healthday.com or (203) 855-1400 to see how HealthDay Custom Content can work for you.
Put HealthDay to Work For You

Quality, Original Health Content Delivered Daily

HealthDay’s health news services and products are turnkey resources for your company or organization. Our products provide your consumer or professional audience with accurate and objective health and medical information.

Consumer and Physician News Services, Countless Applications

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When you’re in need of specialized content, our Custom Content Division becomes your freelance writing and video production department. HealthDay provides custom content tailored to your audience and format. Our team has also been trained in creating content that is optimized for search engines.

HealthDay Customer Benefits

Content is automatically posted on your website each day without the need for editing, or manual input. A two-year news archive is included with your license and provides another content resource for your website. Your news license also allows you to include HealthDay news in e-mail, printed newsletters and social media.

Health News Services Countless Applications

To learn more about our services contact us at sales@healthday.com.