

# HealthDay eNewsletters

## Health eNewsletters Connect You to Your Audience While Keeping Them Informed

Add “preference-based” personalized and timely health and medical news to your eNewsletters to 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 are the only topics that will populate this email.

A professional website visitor might be a practicing cardiologist who is only interested in receiving news on this specialty, and that’s all that will appear in the personalized newsletter.

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

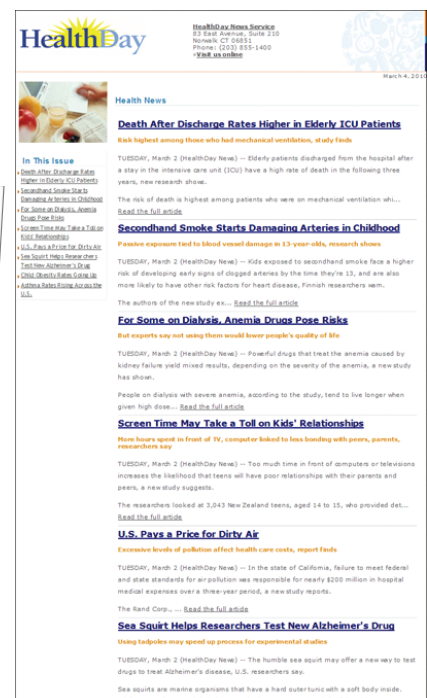
The sign-up form includes a 'SIGN UP NOW' button and a registration form. The form is divided into two main sections: 'YOUR INFORMATION' and 'SELECT AREAS OF INTEREST FOR YOUR NEWSLETTER'. The 'YOUR INFORMATION' section includes fields for 'Email address' and 'E-type Email address'. The 'SELECT AREAS OF INTEREST' section is divided into several categories, each with a list of topics and checkboxes. The categories are: 'Healthy Living', 'Heart Health', 'Mental Health', 'Respiratory & Allergies', 'Women & Jobs', and 'Children's Health'. Each category has a list of topics and checkboxes for selection. For example, under 'Healthy Living', there are checkboxes for 'Alternative Medicine', 'Eye Care', 'Fitness', 'Nutrition, Vitamins', 'Dieting', 'Physical Therapy', and 'Sexual Health'. Under 'Heart Health', there are checkboxes for 'High Blood Pressure', 'High Cholesterol', 'Blood Disorders', 'Heart Disease', 'Heart Attack', 'Stroke', and 'Diets & Prevention'. Under 'Mental Health', there are checkboxes for 'Mental disorders', 'Neurologic conditions (Autism, epilepsy, dementia, etc.)', 'Addiction', 'Depression', 'Phobias', and 'Alzheimer's'. Under 'Respiratory & Allergies', there are checkboxes for 'Asthma', 'Respiratory Infections (COPD, flu, pneumonia, etc.)', 'Cystic Fibrosis', 'Ear, Nose and Throat', 'COPD', and 'Sinusitis'. Under 'Women & Jobs', there are checkboxes for 'Activities', 'Obstetrics', 'Back & Spinal Problems', 'Elder care', 'Infant care', 'Childhood ailments', and 'Childhood nutrition, weight'. Under 'Children's Health', there are checkboxes for 'Child psychology', 'Parenting', and 'Child safety'. There is also a 'SIGN UP NOW' button in the top right corner of the form.

## HealthDay Health eNewsletter 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 HealthDay news 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 Signed up to Read