

NY Giants, Healthmonitor Partner on New Magazine

The New York Giants and Healthmonitor Network have teamed up to publish a quarterly magazine to “motivate men and their families to... be proactive about their health.” Ronnie Barnes, MD, vice president of medical services and athletic trainer for the Giants, said that, “men tend to be reactionary in their health maintenance.”

The new quarterly publication, “*New York Giants Health Monitor*,” will provide health education expertise to a strong fan base through a unique communications platform. Executive vice president at Healthmonitor Network Kenneth Freirich said men “remain one of the hardest-to-reach groups when it comes to health.” It was distributed to the 80,000 fans that attended the season opening game, as well as to season ticket holders and 1 million copies were circulated to 10,000 doctors’ offices in the NY/NJ area. Sanofi-Aventis is the key advertiser in the cancer section of the magazine.



education, increase adherence and allow “patients to activate monthly co-pay coupons in exchange for entering a branded relationship marketing program.” Patients then complete a survey to determine their treatment status, and will continue to receive follow-up e-mails and reminders to ensure that they remain compliant. OPTIMIZERx has also teamed up with Cegedim Dendrite to launch OFFERx, an integrated platform that will allow pharma companies to test and launch new direct to patient savings and support programs more efficiently and cost-effectively. David Harrell, chief executive of OPTIMIZERx said, “OFFERx now will allow more brands to take the next step in engaging and supporting their targeted patients... to expand product access, adherence and loyalty.”

Healthline Network Signs Ad Deal with OptumHealth

Healthline Networks will be the exclusive search and advertising partner for OptumHealth’s new consumer health Web site, myOptumHealth.com. Healthline will provide use of its Healthline Medically Guided search technology, as well as be the “exclusive advertising representative for direct and network sales.”

Healthline’s search technology will provide consumers with a “reservoir of content and data” that will be divided into “Health Hubs.” Featured information will include content by medical experts and licensed from such publishers as A.D.A.M., tests and procedures, body and drug guides, videos, and decision support tools, such as Symptom Checker, Doctor Search and Tools & Calculators.

Healthy Advice Wins Health Information Awards

For the fifth consecutive year, Healthy Advice Networks has received National Health Information Awards for its Digital Screens Waiting Room Network and Exam Room Program campaigns. Every Healthy Advice program won at least one award, for a total of 19 wins. They received 12 merit awards, four bronze awards, two silver awards, and a gold award for its Women’s Health Network.

Mike Collete, chief executive of Healthy Advice, said, “Our goal is to provide easy-to-understand health information to facilitate a dialogue between consumers and their physicians. The fact that six of our programs were recognized for Total Health Information is reflective of the depth of our programs and the impact they have on health decisions.”

Greater Than One Re-Designs ThinPrep.com

Greater Than One re-designed its cervical cancer site, ThinPrep.com. The company “developed a comprehensive strategy and e-plan for the brand. ThinPrep.com is now much more search engine friendly and was written, designed and coded with SEO in mind,” said Marnie Rosenberg, partner of Greater Than One.

The new Web site will feature information about cervical cancer, and interactive educational materials, such as a *Test Your Knowledge* center quizzing visitors and providing immediate answers and explanations and a downloadable *Doctor Discussion Guide* to “facilitate conversations between a patient and her doctor.”

CARE Media Launches Women’s HealthCARE TV

CARE Media has launched Women’s HealthCARE TV in 100 test sites to provide healthcare information to patients in obstetrician/gynecologists’ waiting rooms. Now, they will be able to watch 2-5 minute long educational segments on women’s healthcare topics, including life stages, sexual health, mammograms, heart disease and infertility. The network will “focus on programming and advertising at point-of-care,” with all segments and ads being screened by a Medical Advisory Board to ensure relevant and accurate information. By January 1, 2009, the number of subscribing offices is expected to reach 1,000 offices. It is expected to grow to 2,500 offices by the end of Q4 2009.”

OptimizeRx Sets Partnership To Launch Education Effort

OPTIMIZERx and S&H Digital have partnered to launch ADHERx, a program designed to provide patient