

Doctor Organization Gets Into Area of Consumer Education

The American Academy of Family Physicians (AAFP) is getting into the area of consumer education with the launch of a video-focused consumer Web site that will provide peer-reviewed health information in a video-on-demand format. The new site is accessible at www.familydoctor.org. Information on the site is geared toward such major health topics and conditions as diabetes, heart disease and allergies. AAFP worked with AnswersMedia to develop the new offering, which it calls Primetime HealthNet.

AAFP plans to add physician tools that allow for education-driven communications with patients. For prospective advertisers, the online site will offer targeted placement and will subsequently include “assigned trigger points that lead visitors to bonus content, including promotional content and targeted e-commerce opportunities.”

Magazine Publisher Launches Online Women’s Network

Meredith Corporation has launched a group of new Web sites under the banner of the Meredith Women’s Network, which is comprised of Web sites geared toward topics of importance to women. The Web sites, which reach 15 million unique visitors each month, includes The Parents Network (which contains content that would be found in Meredith magazines such as *Parents* and *Family Circle*) and The Real Girls Network (which contains content that would come under the umbrella of its *Fitness* and *Ladies’ Home Journal* publications).

Lauren Wiener, senior vice president of Meredith Interactive, said in a statement, “The new alignment organizes our business according to the passions and affinities of our audience – from her family to her home to her self. For our marketing and advertising partners, the Meredith Women’s Network allows us to optimize return on an investment across our digital platforms by providing superior brand engagement at tremendous scale.”

An Acquisition of HealthTalk

Revolution Health (a part of the Waterfront Media/Everyday Health Network) has acquired HealthTalk, an online provider of chronic care information and programming. HealthTalk will be a part of Revolution Health Network,

which already includes RevolutionHealth.com and CarePages.com, among others.

HealthTalk reaches more than one million unique visitors each month and has more than 500,000 members; while Revolution Health reaches more than 12 million unique visitors monthly. Members receive targeted health information and may participate in forums to interact with other patients. HealthTalk’s information about chronic conditions combined with Revolution Health’s presence in the health and wellness category provides needed information to a broadened audience, including allowing pharmaceutical and biotech companies to reach their targets in a new way.

Parade expands its distribution

Parade magazine has added 71 new newspaper partners to its national circulation, raising its total national distribution to 33 million copies across 470 newspapers. *Parade* estimates that it reaches 73 million readers every week. *Parade*’s new partners, mostly serving small and mid-sized areas, include North Dakota’s *Bismarck Tribune*; the Bridgeport-based *Connecticut Post*; Lincoln, Nebraska’s *Journal Star*; the *Napa Valley Register*; and Iowa’s *Sioux City Journal*, among many others.

HealthCentral in deal for Wellsphere

HealthCentral acquired Wellsphere, a health technology company, which will add approximately another 4 million unique visitors per month to HealthCentral’s current audience of 6 million unique monthly visitors.

Wellsphere possesses nearly 300,000 health-related articles; more than 250,000 health-related images; and nearly 20,000 health and healthy living videos. Wellsphere also offers a range of tools, including Wellphone – a mobile platform that allows consumers to send personal text message reminders; Wellternatives – providing nutritional information to help consumers make healthier choices when dining out; WellPages – powered by the company’s Health Knowledge Engine, it enables consumers to find comprehensive support for their specific health needs; Stanford University’s BeWell@Stanford – which provides health and wellness information to Stanford employees.

New consumer health title debuts

Aperture Health is set to launch a new custom consumer title, *Wellness360*, in California in April. Aperture is a provider of corporate health and wellness programs and the publisher of interactive health site Wellness360.com.

The debut issue will be direct mailed to registered Wellness360.com members residing in California, hitting a circulation of more than 400,000 mobile, educated, health-conscious Internet users, according to a statement from Aperture Health. The average Wellness360.com member is over 35 years old, and 85 percent pay for their own health insurance.

Florida and Illinois are next in line to receive *Wellness360* magazine.

