

MEDIA WATCH

Parade debuts news monthly To cover health, fitness topics

Parade Publications this month launches “Parade’s HealthyStyle,” a monthly magazine covering health, fitness and nutrition, among other topics. The projected circulation is 8 million in weekday newspapers. The magazine will feature advice from experts and tips from celebrities.

Publisher Randy Siegel said the new title provides “our newspaper partners with a weekday product that will supplement their own health and lifestyle coverage” and also will allow advertisers “a niche vehicle that has all the same benefits of Parade,” including reach and immediacy.

The editorial plan also includes several regular columns, including “Cheat Sheet” focusing on health, beauty and fitness news.



manufacturers interested in improving brand persistence, customers seeking improved medication and care plan adherence, and chronic care management companies searching for technologies to improve health outcomes and reduce costs.” Audiopoint is also to provide a revenue-generating Ad Model.

Wolters Kluwer, Nielsen Launch Analytics Tool

In July, Wolters Kluwer Health and Nielsen Company launched the Healthcare Consumer Informatics Alliance, which will provide manufacturers and media companies a “comprehensive understanding of consumer behaviors” to help with creating more effective product messages and media planning.

MediZine acquires UHPG

MediZine, a consumer health education firm, has acquired the assets of University Health Publishing Group (UHPG), a publisher of two respected consumer health information brands. UHPG works in conjunction with Johns Hopkins Medicine and the University of California, Berkeley, School of Public Health.

While terms of the acquisition were not disclosed, MediZine chief executive and president Traver Hutchins said that this acquisition will allow both companies to build on synergies, with MediZine benefiting from “UHPG’s impressive heritage” and UHPG being able to grow its subscriber base.

One World Eyes Compliance

One World Design and Manufacturing Group, a creator and producer of innovative pharmaceutical packaging aimed at improving compliance and enhancing branding opportunities, has added a range of patient compliance programs. The new services include health literacy programs, patient training devices, innovative educational models, product sample design, patient compliance aids and adherence programs. One World

DMG also launched a Web site, www.patientcompliance.com, to provide comprehensive and innovative strategies to pharma manufacturers looking to increase adherence.

Jack Morrone, vice president of business development, said this combination of unique packaging and patient education expertise allows the company to offer a comprehensive program to manufacturers and marketers.

InforMedix Tackles Medication Adherence

Audiopoint, provider of innovative voice and data services, and InforMedix, creator of Med-eXpert and Med-ePhone systems, have teamed up to combine speech recognition and voice-enabled communications with medication adherence. The new solution allows consumers or healthcare professionals to receive real-time, customized health information via any cellular or home telephone.

Per the agreement, the companies will co-market InforMedix’s Med-ePhone system to existing and future non-healthcare corporate and consumer customers, as well as to “pharma

The alliance includes data solutions that analyze why consumers purchase certain prescription, over-the-counter and other health-related products. The first platform, HealthScape, combines de-identified patient prescription-related transaction data with consumer purchasing, attitudinal and behavior information “to provide deep insights into therapeutic market activity, patient trends, consumer segmentation and targeting opportunities,” according to a joint statement.

QS/1 Partners with LDM Group

QS/1, a healthcare automation solution provider, has partnered with LDM Group, a direct-to-patient messaging company, to bring a patient messaging system, CarePoints, to pharmacies. The free and HIPAA-compliant service is intended to “build customer loyalty, better educate patients and give pharmacies revenue from pharma manufacturers.” CarePoints uses de-identified information to determine appropriate materials for the consumer. Materials can suggest substitutions, complementary, or better medications, as well as required Medication Guides, or targeted in-store promotions, such as vaccination clinics.