

2008 Editorial Calendar



The goal of the editorial content in the *Healthy Advice* CardioCare Network is to support and reinforce the health information doctors share with patients. We want to help inspire patients to be more proactive in their personal healthcare and support their desires for healthier and more fulfilling lives by presenting information in a way that motivates compliance and fosters healthy outcomes.

The editorial content is researched and written by seasoned writers with a background in health education and is then reviewed by physicians.

The following editorial calendar offers a quick glance at some of the many key health topics that will be highlighted in our program this year.

CardioCare Network (CCN)

Cardiologists treat a unique group of people—patients who are either at risk for or suffer from a cardio condition. Our goal is to provide information on the lifestyle issues these patients need to improve to increase their health and treatment outcomes. CCN also provides vital information on heart attack/stroke signs and prevention, medication compliance, as well as the latest treatment options.

CONTENT UPDATES

Our unique strategy for updating content ensures that our health education programming is consistently engaging and motivating every time a patient watches. Our programming is:

- **ACCURATE:** Can be updated within 24 hours of breaking health information.
- **FRESH:** Parts of the program are refreshed every half hour, so that no patient will see the same 25 minutes of editorial content twice.
- **CURRENT:** Programming is reviewed and updated monthly.
- **RELEVANT:** We carefully select health topics based on healthcare issues most commonly experienced by the patients watching the program.

MONTH	SPECIAL FEATURE	SEASONAL/ADDITIONAL FEATURE
JANUARY	Maximize Your Medicine	Cardio Care Flu Guide
FEBRUARY	Women and Heart Disease	Managing Your Weight
MARCH	Bring Down High Blood Pressure	Diabetes Care
APRIL	Life After a Traumatic Event	Sleep and Heart Disease
MAY	Surviving a Stroke	Vascular Health
JUNE	Know Your Cholesterol Numbers	Latest Treatment Innovations
JULY	Coping With CAD	Managing Your Medicine
AUGUST	Heart Attack Signs	Exercise for Better Health
SEPTEMBER	Cardio Procedures 101	Living With Heart Failure
OCTOBER	Therapies for Heart Health	Talk About Prescriptions
NOVEMBER	Heart Failure Warning Signs	Weight Goals That Work
DECEMBER	Managing Diabetes	Diet and High Blood Pressure

Calendar subject to change.