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FOR IMMEDIATE RELEASE

Healthy Advice Networks Collaborates With the Consumer Healthcare Products Association to Bring Important Health Information to 100 Million+ Consumers in Physicians' Offices
Chandra Wilson Delivers Critical Information About New Guidelines to Safely Give Children's Cough and Cold Medicine

CINCINNATI, OH. (January 19, 2010) *Healthy Advice Networks*, the nation's leading provider of physician office-based patient-education programs, recently partnered with the Consumer Healthcare Products Association (CHPA) to deliver a public service announcement (PSA) to remind parents about the safe use of children's over-the-counter (OTC) cough and cold remedies. The PSA featuring Chandra Wilson, a mother of three and star of ABC's Emmy Award-winning *Grey's Anatomy*, has reached nearly 102 million consumers and 8,300 physicians' offices this cough and cold season through three of *Healthy Advice's* patient-education networks – the Primary Care Network, Women's Health Network and *Healthy Advice for Children*.

CHPA's television PSA provided the foundation for in-office digital screen programming about children's cough and cold medicine safety in the waiting rooms of 18,488 primary care and women's health physicians. Additionally, to reinforce the message to parents at the beginning of cough and cold season, the print ad appeared as a billboard campaign in the exam rooms of 6,400 pediatricians and in a takeaway *Healthy Advice Cold and Flu* brochure.

"We wanted to remind parents that OTC medicines, like all medicines, are serious medicines and need to be used carefully—especially when giving medicine to children," said Linda Suydam, CHPA president. "*Healthy Advice Networks* was the perfect partner to deliver this message because of their excellent reputation for respected and credible health information. Their extensive reach gives us the ability to educate a large universe of consumers and impact them when and where they are most focused on their child's health – in the family physician's office."

Additional information to help families safely and effectively use OTC medicines, including OTC pediatric cough and cold medicines, is available on the CHPA Educational Foundation's web site at OTCsafety.org.

Tom Campbell, executive vice president and general manager at *Healthy Advice Networks*, said, "We are pleased to offer our support to CHPA's efforts. As providers of award-winning patient education, we understand how important it is that materials be reliable, accurate, and easy-to-understand so patients can take action to manage their health and the health of their families more effectively. We also know that patients trust the information their physicians give them. In fact, 98 percent of physicians recently surveyed responded that our programs helped them provide better care for their patients and enhanced patients' understanding of their condition."

Healthy Advice Networks is the largest and fastest growing health information company in the industry. The company delivers patient-education programs in primary care, cardiology, women's health, pediatric, gastroenterology, urology,

dermatology, and rheumatology practices. This year *Healthy Advice* is launching another primary care network, as well as several new programs targeted to both physicians and patients.

About *Healthy Advice Networks*

Healthy Advice Networks' mission is to help consumers and healthcare professionals make more informed health decisions by providing trusted, relevant and easy-to-understand health information when and where they need it. Over 53,000 primary care and specialty physicians throughout the U.S. have chosen *Healthy Advice* as their patient-education provider, making *Healthy Advice* the largest and fastest growing health-information company with programs in both the physician waiting room and exam room. The award-winning programs are sponsored by leading pharmaceutical and health and wellness brands. For sponsors, *Healthy Advice* provides a proven way to educate patients and physicians at the time treatment decisions are being made.

For more information, visit the web site at <http://www.healthyadvicenetworks.com/etp/releases/2010-01-19.html>

About the Consumer Healthcare Products Association

CHPA is the 128-year-old-trade association representing U.S. manufacturers and distributors of over-the-counter medicines and nutritional supplements. CHPA member companies provide millions of Americans with safe, effective, and convenient therapies for the treatment and prevention of many common ailments and diseases.

For more information, visit the web site at <http://www.chpa-info.org>.