



Contact:

Deborah Schnell, President
Sales & Strategic Planning
Healthy Advice Networks
513.936.6852
dschnell@HealthyAdvice.com

FOR IMMEDIATE RELEASE

***Healthy Advice Networks Launches Health Education Magazine in Primary Care Offices
Offers Recommendations to Improve Health for Patients of All Ages***

CINCINNATI, OH. (February 2, 2010) *Healthy Advice Networks*, the nation's leading provider of physician office-based patient-education programs, announces the launch of *Healthy Advice Magazine*. The magazine augments the information displayed on the *Healthy Advice* digital screens, which provide patients with relevant, actionable information to manage their health and are located in the waiting rooms of more than 15,000 primary care physicians.

Sabrina Shattles, Editor-in-Chief of the new publication, said, "*Healthy Advice* has been delivering award-winning health education to patients for over 20 years and the magazine is a natural extension. Providing one more touchpoint to engage with patients, the content helps to improve physician/patient interactions by preparing patients for their discussion with their doctor. The tagline of the magazine is 'Smart Choices. Simple Steps' reflecting our editorial focus: to provide actionable, easy-to-implement health information for patients to use in their everyday lives."

"From the beginning, we took a different approach," added Mark Magnani, Executive Vice President, Publisher at *Healthy Advice Networks*. "We wanted a magazine that patients could identify with and where they could see themselves, not celebrities. We designed a magazine physicians would welcome into their practices because it encouraged patients to participate and take ownership of their health, just as our health-education programs do. Lastly, since we know that many consumers leave their physician's office and go shopping, we created an environment for health and wellness sponsors to deliver a message that consumers can take action on immediately."

The *Healthy Advice Magazine* will be published three times a year and hand-delivered to physicians' offices by *Healthy Advice Networks'* field force.

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



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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>.