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FOR IMMEDIATE RELEASE

Healthy Advice® Networks Reports Doctors Want More Information from CPG Manufacturers *Information from Brands with Health Claims Would Help Consumers Make Better Choices*

CINCINNATI, OH. (July 14, 2010) *Healthy Advice*® Networks, the nation's leading provider of point-of-care health-education programs for consumers and physicians, recently conducted in-depth interviews with a group of primary care physicians from across the country. Discussions were focused on the changing landscape of healthcare and the role patients and physicians play.

Health, United States, 2007, a report issued by the National Center for Health Statistics, cites the high prevalence of people with unhealthy lifestyles and behaviors as a major concern for Americans¹. In fact, 133 million Americans – or almost 50% – have at least one chronic illness². Not surprisingly, then, consumers are looking for ways to adopt healthier lifestyles and are turning to their doctors for advice. An overwhelming 84% list physicians as their top source of information when making a decision to try a food or food component when shopping for health.³

Unfortunately, physicians don't always have the information they need. According to a survey conducted by PULSE Health & Wellness Initiatives, manufacturers are not sufficiently communicating the health benefits of their brands to meet the needs of healthcare professionals. 60% stated that companies do not provide enough information about their products for consumers to make healthy purchase decisions.⁴ For manufacturers of food products with health claims and health and wellness brands, reaching the doctor and patient at the point-of-care is critical to help facilitate change. The doctors interviewed by *Healthy Advice* Networks all agreed that healthier lifestyles result in healthier patients and the more information and resources they have from manufacturers, the more value it is to them and their patients.

Reflecting the perspective of the group, Dr. Richard Collins of Buffalo, New York, commented, "My patients trust me to provide them with the information they need to manage their health. If I recommend they try a particular brand, almost 100 percent will. There is an immediate credibility because it is part of our overall discussion about their treatment plan." Dr. Gary LeRoy of Dayton, Ohio, agreed and said materials offered should be tailored to the "teachable moment." "Once the patient brings up a health concern, I can educate that patient about choosing the right foods for a healthy diet."

"This is consistent with what we find," said Deborah Schnell, President of Sales and Strategic Planning at *Healthy Advice*® Networks. "Better educated consumers are more likely to take care of their health and change behaviors. When manufacturers with healthcare claims provide physicians with information they can use in their practice treating patients, everyone wins. A doctor's endorsement can go a long way to help ensure these brands become part of a consumer's overall healthy lifestyle."

¹*Health, United States, 2007*, National Center for Health Statistics Health, United States, 2007, With Chartbook on Trends in the Health of Americans Hyattsville, MD: 2007

²Anderson G. *Chronic Conditions: Making the Case for Ongoing Care*. Baltimore, MD: John Hopkins University 2004

³2007 IFIC Survey of Consumer Attitudes towards Functional Foods/Foods for Health

⁴PULSE Health & Wellness Initiatives, 2008

About *Healthy Advice*® Networks

The mission of *Healthy Advice*® Networks, 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* products for their patient-education needs. *Healthy Advice* Networks is the largest and fastest growing health-information company with programs in the physician waiting room, exam room and back-office. The award-winning programs are sponsored by leading pharmaceutical and health and wellness brands. For sponsors, *Healthy Advice* programs provide 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>.