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### **Scott Nesbitt of Healthy Advice® Networks Voted Best Speaker at Recent Marketing Healthcare to Women Conference** *Presented Insights to Facilitate New Thinking*

CINCINNATI, OH. (February 15, 2011) *Healthy Advice*® Networks, the nation's leading provider of point-of-care patient and physician engagement programs, recently participated in the 2<sup>nd</sup> Annual M2W®-HC™ - The Marketing Healthcare to Women Conference held in Chicago. The conference was created to help marketers learn more about how today's American woman, who controls more than two-thirds of the spending in the health category, makes purchasing decisions.

According to Nan McCann, President of PME Enterprises, and Co-Founder of M2W-HC, "Scott Nesbitt's session was an extraordinary overview of how brands can reach female consumers in the physician's office, while combining the importance of delivering the right message at the right time, to the right consumer. Scott left us wanting to hear more, which in my experience is a rare achievement! No wonder attendees voted Scott the "Apple of Our Eye", the best speaker of M2W-HC 2011. *Healthy Advice* Networks truly understands women as consumers and is uniquely prepared to help today's pharma and healthcare brands reach their core female customers with important messaging."

Scott, an Executive Vice President at *Healthy Advice* Networks, delivered a presentation entitled "On-site (Place-Based) Marketing: Don't be Fooled by Demographics", and shared reasons why women inherently think differently. He urged participants not to fall into the trap of marketing by demographics. When it comes to health, women are motivated by their stage of life and by condition while guided by those they trust. He noted that in a 2008 Gallup poll, women ranked healthcare practitioners very high in both honesty and integrity, factors that contribute to why targeted place-based marketing has greater impact than traditional direct-to-consumer advertising.

"Understanding the nuances of marketing to women is critical in today's world," added Deborah Schnell, President, Sales & Strategic Planning, *Healthy Advice* Networks. "American women account for over half of the U.S. GDP, which is about \$7 trillion. They make 93 percent of all OTC pharma purchases and 80 percent of all family healthcare decisions - a \$90.8 billion market. Helping brands to deliver their key messages most effectively to their target audiences is the cornerstone of our success and why brands depend on us year after year."

*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. The company also delivers health information and late-breaking news to physicians through PracticeWire, the only product located in the physician's back office where healthcare practitioners can access information while they are practicing medicine.

### **About *Healthy Advice*® Networks**

*Healthy Advice*® Networks provides consumers and healthcare professionals with relevant and accessible health information at the point-of-care and is the largest and fastest growing health-education company in the country. Impacting 435 million patient and caregiver visits, *Healthy Advice*® Networks delivers health content in the physician's waiting room, exam room, back-office and in hospitals. Over 53,000 primary care and specialty physicians and 500 hospitals throughout the U.S. have chosen *Healthy Advice*® Networks for their patient-education needs. Leading pharmaceutical and health and wellness brands sponsor the *Healthy Advice* award-winning programs. *Healthy Advice*® Networks delivers consistent, measurable results to sponsors year after year, while providing actionable education to patients and physicians at the precise time treatment decisions are made.

For more information, visit the web site at <http://www.HealthyAdviceNetworks.com/m2w>