

# The HealthCentral Network

# MEDIA KIT

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## Life Line Screening

### NOT ONLINE. ON-SITE.

The HealthCentral Network, together with Life Line Screening, presents an exclusive opportunity to gain access to on-site, health-seeking consumers via the nation's leading mobile health screening service. This nationwide, grassroots program helps people become aware of an undetected health problem and encourages them to follow-up with their physician, bringing advertisers a self-selected audience predisposed to messages about improving their health.

### LIFE LINE SCREENING AREAS OF SPECIALTY

- Carotid artery disease
- Abdominal aortic aneurysm
- Peripheral arterial disease
- Osteoporosis
- Cholesterol/lipid panel
- Diabetes
- CPR/Heart disease

### ACCESS TO THE LARGEST DATABASE OF SCREENING PARTICIPANTS IN THE US

- 1.5 MM self-selected, consumers who have had comprehensive health screening in the last 18 months
- Each database member paid more than \$100 for a screening
- Nearly 60 million households and growing

### OPPORTUNITIES

### To Reach Existing Database Members:

- Targeted, co-branded messaging
- Educational information, brand awareness, coupons
- Newsletter to database members (off-line and online)

### To Reach New Participants:

- Handouts or coupons for screening attendees
- “Sponsored by” logo on handouts
- Questions on screening questionnaires to gather additional data on medications prescribed and compliance

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***Find consumers for whom your message is relevant. Manage to reach them when they are most receptive to your message. Connect with THCN at 212.213.9200.***

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