

# The HealthCentral Network

# MEDIA KIT

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## Why The HealthCentral Network?

### VIRTUAL COMMUNITIES. REAL SUPPORT.

The HealthCentral Network provides consumers with:

- breaking news
- in-depth coverage
- award winning content
- a broad array of personalized tools

Each condition specific site is home to a community of experts and patients who share both knowledge and experience. It may be a virtual world, but people still need real support.

### UNDERSTANDING CONSUMER NEEDS

Every patient is different, which is why every condition specific site is built around our proprietary, consumer-driven architecture:

#### “Find. Manage. Connect.”

Their first step is to find out about their condition. Step two is to seek out more information to help them manage their lives. And lastly, they look to connect with a community of experts, caregivers and other patients to get and give support.

### EXPERTS EXPLAIN. EXPERT PATIENTS EMPATHIZE.



Expert Patients have experience with a specific condition and bring our people-centric philosophy to life by:

- sharing deeply personal information
- offering advice and support via robust SharePosts, columns and discussion boards
- giving a helping hand to their community
- offering empathy and real-life answers to consumers about issues that impact consumers' day-to-day lives

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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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