



# Watch the power of video drive optimal results for your brand!

Featuring a wide range of original health video that we syndicate across premier partner sites, the **HN Video Network** will effectively reach and engage your target audience with scale.

The **HN Video Network** delivers for your brand:

- ▶ Contextually-relevant environment to convey your brand message
- ▶ Pre-qualified audiences who have self-selected to learn about specific conditions
- ▶ Multiple platforms to reach consumers, including: online, VOD, mobile and point-of-care
- ▶ Simplicity and flexibility—align your existing banner or video ads with our content
- ▶ Proven ROI through rigorous research and measurement

**35MM+** cable TV households | **2,500** physician's offices

**400+** videos that cover a variety of topics—from conditions and diseases to healthy lifestyle:

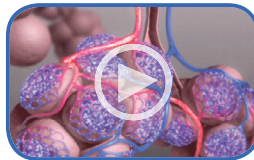
**True Champions:  
Rheumatoid Arthritis**



**My True Life Story:  
Diabetes**



**What is COPD?**



**Girl Talk**



**Food Rescue**



**65MM\***

Consumers who watched health video in 2010

**93%\***

Viewers who took action after watching online health video

**3:21\*\***

Average time spent with our videos compared to **1:20†** in online media

**67%\*\***

Average completion rate of our videos compared to **42%†** in online media

Start seeing results immediately. Contact:

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HealthiNation is the first health video company to receive URAC accreditation as a Health Video Content Provider.

Sources: \*Manhattan Research Cybercitizen Health® v9.0, Q3 2009 and YouTube internal survey; \*\*HealthiNation internal tracking numbers, Spring 2011; †Brightcove and Tubemogul, September 2010.

ACCREDITED  
HEALTH CONTENT  
PROVIDER