



HEALTH CARE DISTRIBUTION

This patient education video will be broadcast inside Hospitals, clinics and private practice waiting rooms nationwide. With technical review and approval from Urological and OBGYN professionals, this educational resource is specifically produced to empower physicians to better educate their patients.

This campaign's distribution partners will provide DVDs to Healthcare facility, clinics and private practice offices nationwide.

- Internal TV Broadcast inside **1,200 Hospitals**
- Promoted to **8,000 Community Health Clinics**
- Promotion to **50,000 Private Practice Physicians**
- Physicians and Nurses attending Health conferences
- Healthcare professionals at **100 Military** medical facilities
- Healthcare Educators at Long-term Care facilities
- Hospital Community Outreach Coordinators
- Internal TV broadcast inside **2,300 Federal** facilities
- Consumers searching the internet for answers to their UTI problem will find this campaign's partners as they are the prominent leader in this field. Those sites the viewer will find basic prevention tips and a link to order this DVD.



Target Audience

THE SPECIFIC AUDIENCES FOR THIS UTI PREVENTION INITIATIVE ARE:



Healthcare Professionals

- o General Practitioners
- o OBGYN Practitioners
- o UROLOGY
- o Community Clinics
- o Emergency Care clinics

40,000 National Hispanic Medical Association members
1,200 Healthcare facilities using closed circuit TV (CME)
7 million patients visiting physicians with UTIs each year

Consumers (with an emphasis on females)

- o Males and Females 16+ years and older
- o English and Spanish speaking
- o Pregnant Patients
- o Urinary Incontinence Patients
- o Diabetic Patients
- o Post Menopausal women
- o Pelvic Health & Urology patient groups

Women suffer from UTIs at a rate 4 times more than men and once a UTI is contracted there is an 80% chance of contracting a second UTI. Recurring UTIs can have a negative impact the quality of life for those suffering from this painful infection. Women with diabetes and those pregnant are at a higher risk of further complications. The audience for this initiative is primarily women from all ethnicities with a concentration on females ages 16 years and older. This initiative will also reach government healthcare committee members, hospital management, physicians, the media, educators and consumers for many years. This campaign is projected to have a 10 year run cycle.

patients with better prevention education contract less UTIs

EDUCATIONAL CAMPAIGN

This important initiative will consist of a long term comprehensive multi-platform national launch through television, print, direct to physician DVD materials and broadcast inside healthcare facilities nationwide.

TELEVISION BROADCASTS

The national TV broadcast will consist of a 30 minute television program broadcast in over 80 million U.S. homes. Hosted by Cristina Puig the program will be filmed on location in Miami with Urology experts and patients. The TV program will be produced completely in English and in Spanish with graphics, interviews and animations in each language. Sponsors will be recognized via PBS style billboards on each broadcast. The selected networks for this campaign are: Lifetime Real Women, Discovery's FitTV, Galavisión and Public Television.

PRESS RELEASE & SOCIAL MEDIA

The social media campaign and a national press release will be distributed through the Marketwire service to thousands of journalists, editors, publishers at new syndicates, magazines, news papers, TV, radio, targeted blogs and websites reaching this campaign's targeted demographic. Clips from the video will also be posted on the leading online video syndication service providers such as YouTube, Google Video, Yahoo video, Daily Motion, Vimeo, Metacafe, and Veoh. Sponsors will be recognized in the press release with a description, logo and links back to their website.



Host Cristina Puig is based in Miami, Florida as a bilingual freelance news correspondent for CNN en Español and the Univision network.



PATIENT EDUCATION DVD RESOURCE

The most impressive benefit of this initiative is the long term use of this informative UTI Prevention resource for Healthcare professionals and consumers nationwide. The DVD will offer the viewer valuable information for leading Urologists and OBGYN professionals about the

cause and prevention of UTIs. This resource can be viewed at home, in the waiting room at the doctor's office, or provided to patients as an educational resource in both English and Spanish language options. This is the first and only UTI educational campaign and is poised to be a valuable resource for the Urology and OBGYN industry for the next ten (10) years.



Patients can watch the video at home and share with family and friends suffering from recurring UTIs. The video will also be checked out at school libraries, made available at walk in clinics and ordered online. Logo branding on this DVD will give the sponsors excellent consumer recognition.

PRINT

AARP's publication will cover the campaign and Ads will be placed in multiple women's health, Healthcare and Urology publication to inform this targeted healthcare demographic about the availability of this new video resource. Sponsor logos will be included.



PROMOTION

To launch the initiative, Capital Media Group Inc along with our industry distribution partners will distribute a national Social Media press release with an embedded video to English and Spanish healthcare and consumer magazines editors, news syndicates, websites, radio and TV stations nationwide. This release will offer a new story they can cover in their publications. A broadcast copy of this video will be sent to multiple healthcare broadcasters reaching inside 1,200 mid-size acute care Hospitals nationwide. These 1,200 hospitals include military, correctional, VA and private healthcare facilities nationwide utilizing closed circuit TV CME training and patient education systems. National Television distribution will consist of both English and Spanish language networks reaching more than 80 million households.



EDUCATION

Patients and consumers will also be directed to learn more about preventing UTIs by visiting the website and ordering a copy of the DVD for viewing at home. Most UTIs can be prevented through proper hygiene practices. It is the goal of this initiative to provide women from all ethnic backgrounds this vital information in an easily accessible, visual medium that will improve the retention of this important information. Patients with better education prevention contract less UTIs.