



## **The Product**

An educational tool for patients, their families, and their caregivers, Your Best Health!<sup>™</sup> is a series of brief videos that address specific challenges that sponsors may face in the healthcare environment. This multimodal presentation, including a host's introduction, clinician or nurse educator's real interview with a patient, supplemented by attractive graphics and reinforcing review questions, allows a dialogue with elderly consumers in hard-to-access environments, such as senior care centers, nursing facilities, and other residential environments. They can address any chronic care or treatment topic, in a compelling and memorable presentation. These professionally produced videos can be distributed as DVDs by accounts representatives, via the mails, or posted online for downloading by interested facilities.

## **Services and Deliverables**

- All Preproduction, Videotaping, Postproduction Work
- Script Writing and Approvals
- Management of Closed-Sets and Logistical Arrangements
- Honoraria
- DVD Production (including jacket design) and Duplication
- DVD Distribution via the U.S. Postal Service or Website Downloads

## **Potential DVD Topics**

- The Easy Transition to Insulin Care
- Improving the Joint Pain of Arthritis: Simple Steps to Better Movement
- Living With Cancer: The Growing Population of Survivors
- Why So Many People Stop Taking Their Medications and Why It Is So Important to Keep at It!
- No One Should Live in Pain: You Can Overcome Painful Symptoms

**For more information please contact:**

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