

HealthChoicesFirst Cardiovascular Patient Educational Video Library

Carefully managed and KOL driven patient educational healthcare is now considered to be the cornerstone of optimized disease management. HealthChoicesFirst offers the consumer a variety of solutions to common health problems in an easy-to-understand and holistic way. For example cardiovascular health can require cardiologists, family physicians, nurse educators, nutritionists and personal trainers.

Health Choices First is currently looking to partner with pharmaceutical companies aiming to engage key physicians and provide high quality online videos and content for our video-based online email bale educational dashboards.

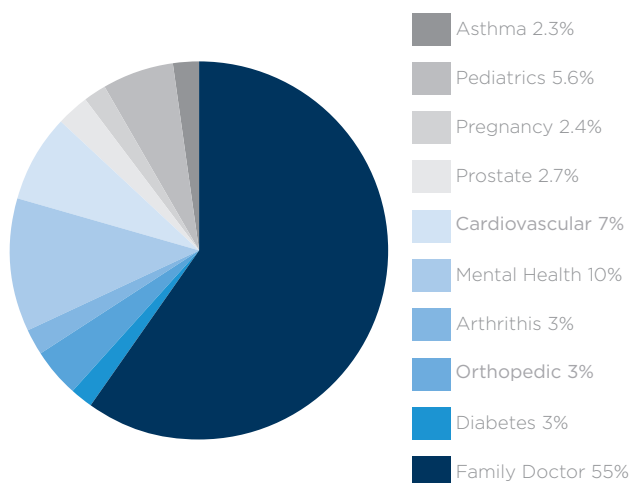
What we have to offer:

- Opportunities for your company to provide key physicians to create video content on medical topics relevant to the company's portfolio.
- Video content that is non-scripted and doctor-to-consumer directed. Guidance on questions and topics will be offered to ensure content falls within our medical board criteria.
- Email able video libraries that are being used by cardiologists to educate their patients.
- Online video health forums populated with your companies video content, providing even greater exposure of relevant health topics to consumers.
- Current health care company collaborations allow for numerous methods of funding to provide speakers, animation and video production.
- Providing your company a vehicle to expand into the fastest-growing market place of online and mobile digital media.
- Compliment's your company's efforts to provide leading edge video based educational tools to reach consumers and target patients.
- We can guarantee a percentage of video plays every month of sponsored content in your therapeutic area."

Emailable Patient EducationLibrary

More on next page >>

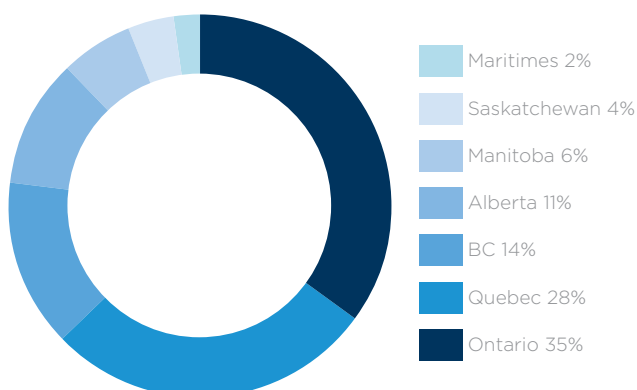
Video Plays by Medical Category



Traffic

- Chart of 100,000 unique a month
- Time on site average 2.12
- Average page views 2.5
- Page views 250,000
- Bouncer rate between 10% and 26% depending upon category and video pre-roll
- Video plays monthly 75,000

Province Breakdown of Traffic



Video Production Costs

Unrestricted or Restricted Educational

- English Speaking : \$12,000 (1 video and speaker fee)
- French Speaking: \$12,000 (1 video and speaker fee)
- Animation 4 minutes French and English \$4,000
- Production fee \$4,000

Total cost for 2 videos is \$32,000 total cost for 4 Videos is \$40,000.

Multiple language including Chinese and Indian 6 videos are \$50,000.

The videos remain in the HCF data base until out dated and are featured on our disease specific dashboards.

Both deals guarantee distribution and plays of 10,000-15,000 in Quebec and 25,000 and 50,000 in the other provinces respectfully depending on a package of \$32,000 versus \$50,000.

Additional Plays

- 50,000 plays in relevant market categories \$10,000
- 80,000 plays in relevant market categories \$20,000
- 100,000 plays in relevant market categories \$35,000.

For more information on opportunities with HealthChoicesFirst, please contact Chantal Sayers at (778)-896-8306.

Media Distribution Partners



HealthChoicesFirst
Solutions for Life