



## Health and Wellness Videos

HealthChoicesFirst.com is a growing community of 150 Physicians and 150 Allied Healthcare Practitioners sharing practical, complementary health care information on chronic diseases and solutions for healthy living.

With Canada's most comprehensive online library of informative health and wellness videos in North America, HealthChoicesFirst is the ultimate resource for consumers looking for reliable and relevant health content.

### Educational health content from credible sources that audiences can trust.

HealthChoicesFirst videos feature practicing doctors and health care professionals in Canada. These physicians share accurate doctor-to-consumer and easy-to-understand solutions in their areas of expertise.

Pharmaceutical companies often work closely with leading key opinion leaders and continue to search for ways to engage these physicians. We believe HealthChoicesFirst can offer pharmaceutical companies a strong partnership, with a variety of opportunities that focus on relevant topics and key products that reach the consumer.

### Unbiased health information, free of any promotional influence.

Each one-to-two minute video is reviewed by the HealthChoicesFirst Medical Board and features provincially and nationally recognized speakers.

Partnering pharmaceutical companies can encourage selected physicians and key opinion leaders to provide video content on medical topics relevant to the company. These videos will direct consumers to consult local qualified physicians instead of promoting specific professionals or medical practices.

While other health videos provide a basic background on diseases and conditions, HealthChoicesFirst videos are unique in their focus on solutions. Videos focus on diagnosis, testing, symptoms, risk factors, causes, prevention, treatment, medications, side effects, pain management and much more.

**70%** of Canadians search for medical or health

Source: 2010 Canadian Internet use Survey, Statistics Canada

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# HealthChoicesFirst Video Library

Complementary 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, diabetes is a disease that can require physicians as well as diabetic nurse educators, nutritionists, ophthalmologists and a podiatrist. Our new online health forums create this important link for consumers.

HealthChoicesFirst 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 health forums.

## What we have to offer:

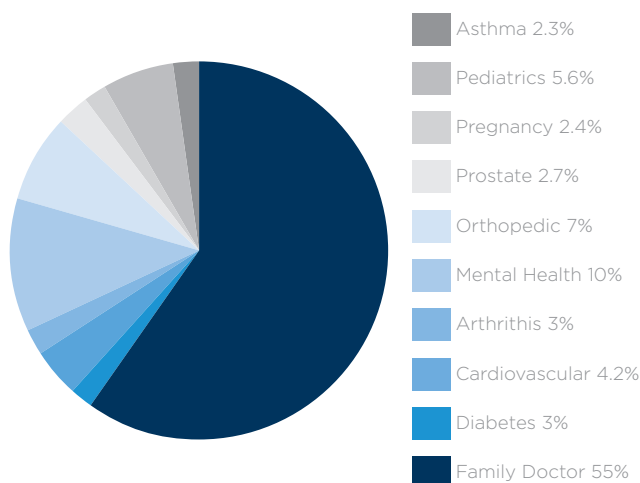
- Opportunities for your company to provide key physicians to create video content on medical topics relevant to the company's portfolio.
- Video content that is non-scripted and doctor-to-consumer directed. Guidance on questions and topics will be offered to ensure content falls within our medical board criteria.
- 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 unrestricted education grants to HCF an Incorporated Canadian LP company owned by a majority of business men and women, allowing your company to provide funding for speakers and video production.
- Providing your company a vehicle to expand into the fastest-growing market place of online and mobile digital media.
- Differentiates your company against competitors by opening up new and leading-edge ways to reach consumers.
- "We can guarantee a percentage of video plays every month of sponsored content in your therapeutic area."

## Example of New Video Based Disease Forum

The screenshot displays the HealthChoicesFirst website interface for an Osteoporosis Treatment forum. At the top, there's a search bar and a 'Join the conversation' button. The main content area includes a 'Case study' section with a video thumbnail and text about a 60-year-old woman's bone density test. Below this, there are several video thumbnails for various topics related to osteoporosis, such as 'Nutrition and Osteoporosis', 'Planes & Manual Therapy', 'Osteoporosis Medications', 'Osteoporosis Risks, Diagnosis and Treatment Options', 'Yoga for Osteoporosis', and 'Benefits of Exercise Later in Life'. A 'Conversation based on Osteoporosis Treatment' section shows user comments and replies, including one from Dr. Maziar Badi MD, FRCP, and another from Dr. Jason Kur MD, FRCP.

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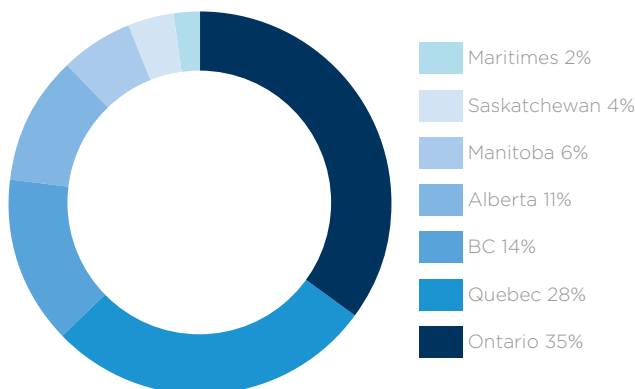
## Video Plays by Medical Category



## 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



Google ads are averaging across our major diseases \$1-1.50

## Video Production Costs

- English Speaking : \$8,000 (1 video)
- French Speaking: \$8,000 (1 video)
- Animation 4 minutes French and English \$4,000
- Production fee \$4,000

Total cost for 2 videos is \$22,000 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 of these 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 \$22,000 versus \$40,000.

## Additional Plays

- 30,000 plays in relevant market categories \$10,000
- 50,000 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 Kevin McMullen at 514-910-3683**

## Media Distribution Partners

