



Pharmacy Health and Wellness Platform

HealthChoicesFirst.com is a growing community of 300 leading health care providers and medical professionals sharing practical, complementary health care information on chronic diseases and solutions for healthy living.

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

Educational health content from credible sources that audiences can trust.

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

Pharmacy companies often work closely with leading key opinion leaders and local physicians to search for ways to engage their customers. We believe HealthChoicesFirst can offer pharmacies 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 companies can encourage selected pharmacists and key opinion leaders to provide video content on medical topics relevant to the company. These videos will direct consumers to consult local qualified pharmacists situated inside your stores.

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

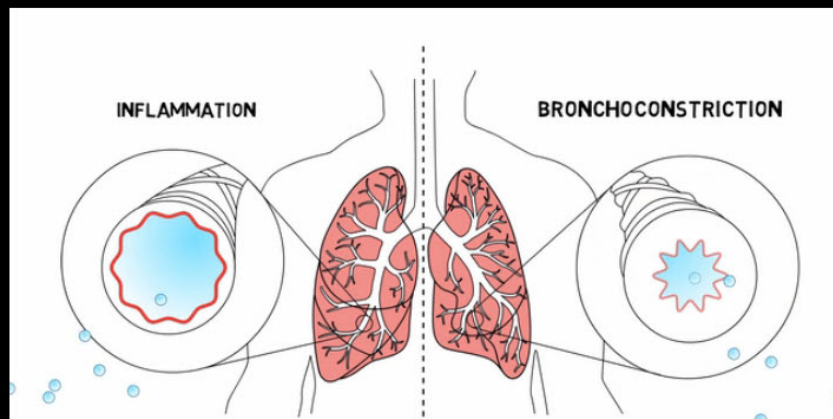
HealthChoicesFirst is currently looking to partner with a select number of both local and national pharmacy businesses aiming to engage key pharmacists and provide high quality online videos and content for our video-based online health tools.

What we have to offer you as a pharmacy or a pharmacy chain:

- Opportunities for your company to provide key pharmacists to create video content on medical topics relevant to the company's needs.
- Placement of multiple video I frames on both local and national websites to provide information and sales opportunities.
- Online video health forums populated with your pharmacist video content, providing even greater exposure of relevant health topics to consumers.
- Access to use and leverage Canada's largest independent medical board represented all across Canada.
- 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.
- Access to our new educational video library for patient education.
- Advertising opportunities for national and local pharmacies.
- Partnership opportunities with HCF corporate partners
- Video for in house promotion in clinics waiting rooms.

Patient Educational Libraries

Asthma and The Importance of Good Device Technique



Your Local Practitioner

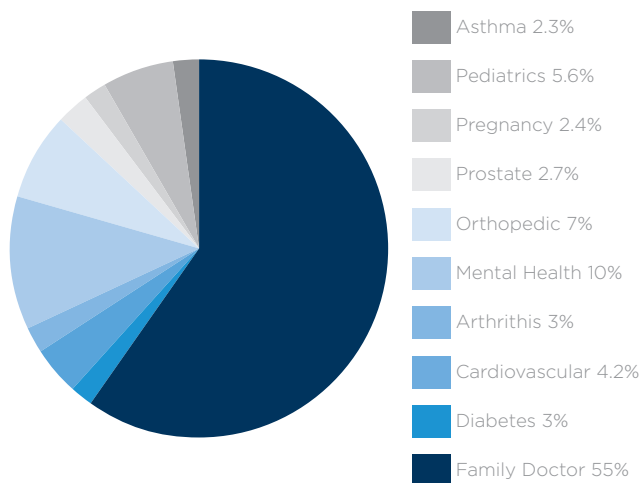


Mr. Eugene Mar
BSC
Pharmacist
Vancouver, BC

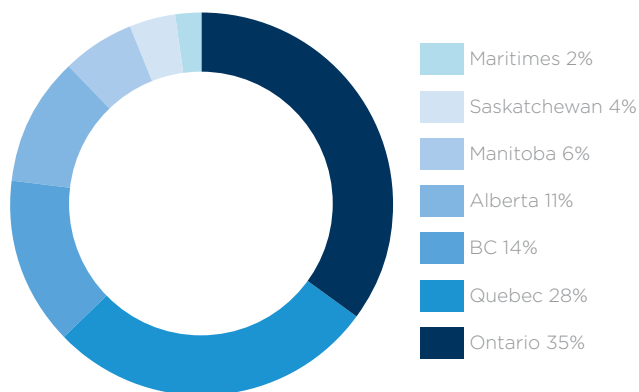
Eugene Mar graduated from the Faculty of Pharmacy at University of British Columbia in 1999. Eugene joined Kerrisdale Pharmacy as a pharmacy student in 1997 and after obtaining his pharmacist license continued working with the pharmacy as a pharmacist. Eugene is now the Assistant Manager.

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Video Plays by Medical Category



Province Breakdown of Traffic



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

Relevant Patient Videos

The Importance of Adherence to Prescription Medications - Rheumatologist
 Dr. John Wade, MD, FRCP, Rheumatologist, discusses the importance of medication adherence and alternative medications.

20%-30%
 of prescriptions are never filled



Local Practitioners

Sadia Badiei
 Registered Dietitian

Marya Morrison
 CAT(C) Athletic Therapist

Contact Information

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