

# 2009 Programming Calendar

WAITING ROOM TV NETWORKS



# Your Target Is Waiting

AccentHealth's Waiting Room TV Network brings award-winning healthy lifestyle TV programming, produced by CNN, to over 149 million Nielsen verified viewers in physicians' waiting rooms across the nation each year. The show is hosted by CNN's Chief Medical Correspondent Dr. Sanjay Gupta and Robin Meade, morning news anchor for CNN Headline News. Patients are engaged in full sight, sound and motion health programming that is tailored for four distinct networks, allowing appropriate targeting for your brand's health message.

## WAITING ROOM TV NETWORKS

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### **Full Network**

12,000 offices – 149MM A18+ annual audience

### **General Health Network**

5,500 offices – 72.9MM A18+ annual audience

### **Silver Network**

3,600 offices – 23.0MM A50+ annual audience

### **Pediatric Network**

1,900 offices – 24.2MM A18+ annual audience

### **Ob-Gyn Network**

1,000 offices – 12MM A18+ annual audience

Please inquire about our Rheumatology  
and Dermatology Networks.

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# Young Family Network 2009 Programming Events

Each month of AccentHealth Young Family programming includes pregnancy and parenting content, infant care segments, as well as healthful recipes, a nutrition segment and a fitness segment. Here is a sample of program highlights.

## January

*Pediatric Network:*

Croup  
Infant Skin Conditions

*OB Network:*

Cervical Cancer  
Managing Morning Sickness

## February

*Pediatric Network:*

Benefits of Pets  
Jaundice

*OB Network:*

Managing Menopause  
Fertility

## March

*Pediatric Network:*

Toddler Discipline  
Introducing Solids

*OB Network:*

Fibroids  
Prenatal Care / Folic Acid

## April

*Pediatric Network:*

Potty Training  
Infant Immunization

*OB Network:*

Contraceptive Options  
Pregnancy & Medications

## May

*Pediatric Network:*

Temper Tantrums  
All About Sleep

*OB Network:*

Post-Partum Depression  
Exercise During Pregnancy

## June

*Pediatric Network:*

Pool Safety  
Lactose Intolerance

*OB Network:*

Fertility  
Travel During Pregnancy

## July

*Pediatric Network:*

Kid's Cuts and Itches  
Breastfeeding

*OB Network:*

Healthy Pregnancy  
Natural Childbirth

## August

*Pediatric Network:*

Back to School Health Checklist  
Acid Reflux

*OB Network:*

Selecting a Pediatrician  
Buying Guide for your Baby

## September

*Pediatric Network:*

Why Kids Lie  
Bathing Baby

*OB Network:*

Carrying Twins  
First Week at Home with Baby

## October

*Pediatric Network:*

National School Lunch Week  
SIDS Awareness Month

*OB Network:*

Gestational Diabetes  
Pregnancy and Working Moms

## November

*Pediatric Network:*

Ear Infections  
When 2 become 3

*OB Network:*

Skin Changes During Pregnancy  
Baby's Development

## December

*Pediatric Network:*

Downtime  
RSV

*OB Network:*

Third Trimester  
Dad and Pregnancy



# General and Silver Networks' 2009 Programming Events

Each month of AccentHealth General and Silver programming includes a healthful recipe, a health news update, a nutrition segment and a fitness segment. Here is a list of additional program highlights.

## January

Weight Loss & Nutrition  
Cough & Cold  
Headaches  
Dry Winter Skin

## February

American Heart Month  
Rheumatoid Arthritis  
Benefits of Pets

## March

GERD / Heartburn  
Nutrition Month  
Eye Health  
Diabetes Awareness

## April

Spring Cleaning / Indoor Allergens  
At-Home Foot Care  
Youth Sports Safety

## May

Allergy & Asthma Awareness  
Better Sleep Month  
Osteoporosis Prevention  
Arthritis Month  
High Blood Pressure Awareness

## June

Functional Foods / Nutraceuticals  
Men's Health Week  
Summer Hydration Tips  
Skin Cancer Awareness

## July

Family Fitness  
Psoriasis  
Restless Leg Syndrome  
Summer Food Safety

## August

Shingles  
Adult ADHD  
Oral Health  
Vitamins and Supplements

## September

Cholesterol Education Month  
Fall Allergies  
Prostate Health  
Fibromyalgia  
Caregiving

## October

Breast Cancer Awareness  
Bipolar Disorder Awareness  
Prescription Compliance  
Peripheral Artery Disease

## November

American Diabetes Month  
Flu Season  
Overactive Bladder  
Alzheimer's Awareness

## December

Depression  
COPD  
Healthy Holiday Eating & Drinking



# Meet The Hosts of AccentHealth

## **Dr. Sanjay Gupta**

Dr. Sanjay Gupta is chief medical correspondent for the health and medical unit at CNN. Gupta, a practicing neurosurgeon and an assistant professor of neurosurgery, plays an integral role in CNN's medical coverage, which includes daily packages, the half-hour week-end show House Call and coverage of breaking medical news. Gupta has co-hosted AccentHealth since 2003.

## **Robin Meade**

Robin Meade is the anchor of Headline News' morning show, "Morning Express with Robin Meade." In 2002, Meade was recognized by Lycos as one of the 20 most popular television news personalities in the broadcast news industry and has won Emmy Awards for her news coverage. Meade joined AccentHealth as co-host in 2005.

## **Donna Brousseau**

In January 2008, Donna Brousseau joined the show as host of our recipe segment, *On the Menu*. Brousseau has spent the last several years modifying recipes to fit into a healthy lifestyle by using "little tricks." She now brings these recipes that are packed full of flavor and nutrition to our health-conscious viewers.



*AccentHealth co-hosts Dr. Sanjay Gupta and Robin Meade*



*Donna Brousseau host of AccentHealth's On the Menu segment*

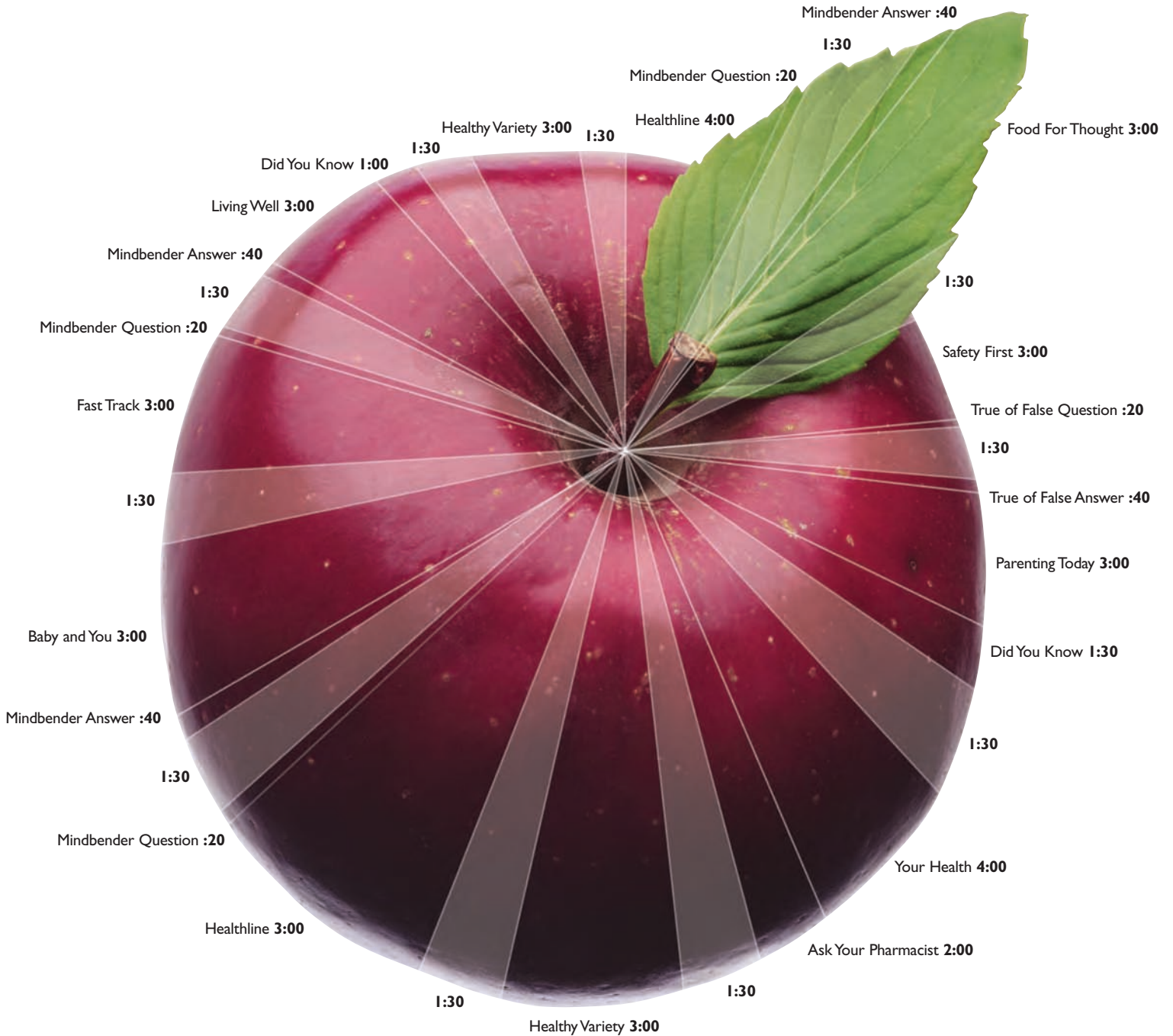
AccentHealth's award-winning programming is customized by specialty network and by audience demographics. Programming is tailored for pregnant moms, parents, health-conscious adults, and active seniors.

Each month's program includes educational content on a variety of topics including common conditions, disease prevention, heart health, nutrition, recipes, exercise and parenting.

AccentHealth now features a bi-weekly health update, as well as local weather content tailored by zip code.

# Sample Programming Hour

Every hour of AccentHealth programming is organized similarly to the one you see here.



Actual times of segments and breaks may vary slightly from what is shown. Shaded areas denote commercial breaks.

