
CUSTOMIZED IN ROOM EDUCATION STATIONS

NOVEMBER 23, 2015



AC MEDIA
resources
Your Visions to the World



HALO HEALTH
ENGAGE. EDUCATE. EMPOWER.

BACKGROUND

- Halo Health and AC Media Resources have partnered to bring branded, customized patient education channels to your admitted patients through your existing TV system.
- These channels are controlled remotely and run 24 hours a day on a continuous loop.
- These channels combine your education resources with Halo Health's content library to give the patient both "hard core" and less complex health and wellness information.
- The channel layouts are designed to maximize your patient education and navigation exposure.

Jersey Shore
University Medical Center
MEMBER OF THE MERIDIAN HEALTH FAMILY

TAKING CARE OF NEW JERSEY

H: 83° / L: 72°
Philadelphia
2:50 pm 88°

Did You Know?
Your Diabetes can
be managed by
eating healthier,
sticking to your
Insulin schedule,
and exercise.

CONTENT

- Halo Health and AC Media Resources have access to over 140 disease state topics including diabetes, COPD, various cancer diagnoses, hypertension, and behavioral health.
- Content comes from respected sources like the AHRQ, CDC, American Heart Assoc., Alzheimer Association, and more.
- Your existing education and marketing content get seamlessly added to your channels to personalize the patient experience.
- Content can change based on your needs by simply contacting AC Media using your normal service ticket methods.

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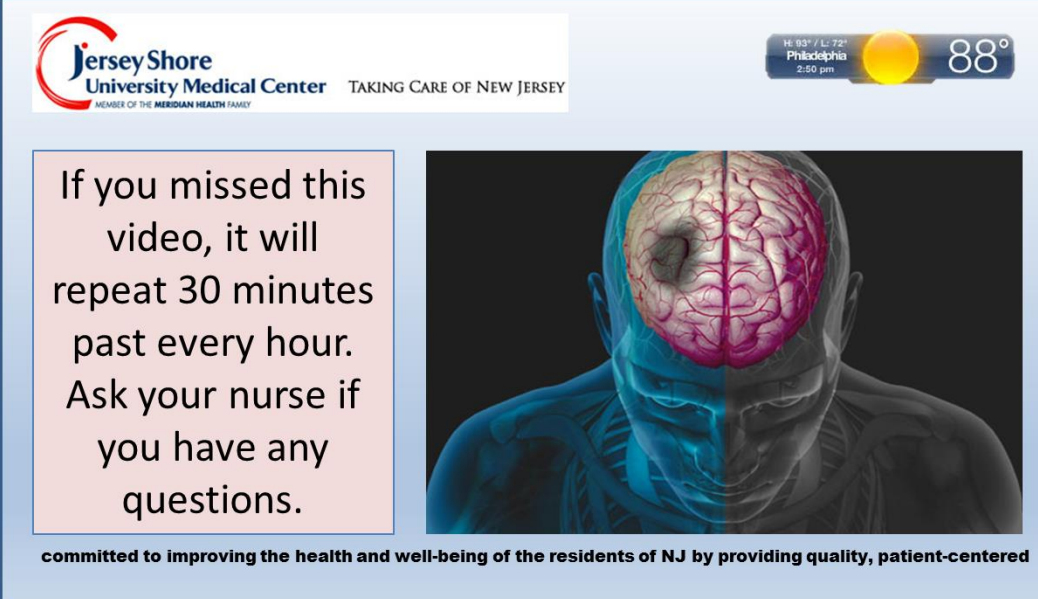
THE FIVE CAUSES OF LUNG CANCER

- Smoking**, particularly of cigarettes, is by far the main contributor to lung cancer. Cigarette smoke contains over 60 known carcinogens, including radioisotopes from the radon decay sequence, nitrosamine, and benzopyrene.
- Radon gas**, colorless and odorless gas generated by the breakdown of radioactive radium, which in turn is the decay product of uranium, found in the Earth's crust. The radon decay products ionize genetic material, causing mutations that sometimes turn cancerous.
- Asbestos**, causes a variety of lung diseases, including lung cancer. Tobacco smoking and asbestos have a synergistic effect on the formation of lung cancer. Asbestos can also cause cancer of the pleura, called mesothelioma.
- Air Pollution**, outdoor air pollution has a small effect on increasing the risk of lung cancer. Fine particulates and sulfate aerosols, which may be released in traffic exhaust fumes, are associated with slightly increased risk.
- Genetics**, It is estimated that 8 to 14% of lung cancer is due to inherited factors. In relatives of people with lung cancer, the risk is increased 2-4 times. This is likely due to a combination of genes.

Come join us tonight in the lounge to learn ways to stop smoking without drugs. Room 302 at 7 pm.

CUSTOMIZATION

- Halo Health and AC Media Resources work with you to create the perfect layout for the channel.
- Colors, logo placement, content placement, and scheduling all get discussed before broadcasting the channel.
- Layouts can be changed as often as needed and can even include a scroll at the bottom for reminders.
- Content can be scheduled to be shown at a specific time every hour or run continuously.



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If you missed this video, it will repeat 30 minutes past every hour. Ask your nurse if you have any questions.

committed to improving the health and well-being of the residents of NJ by providing quality, patient-centered

NEXT STEPS

- Meet with Educators to discuss content
- Have a viewing party.
- Install channels