



**CUSTOMIZED PATIENT EDUCATION
FOR YOUR ENTIRE HEALTH
SYSTEM OR PRACTICE**



OVERVIEW

Patient Education is vital to positive outcomes. Well informed patients follow treatment plans better.

Patient need to know:

- How to manage chronic illnesses
- How to live healthier
- How to prepare/recover for/from surgery
- Where to get the help they need
- How to care for themselves at home
- What other services are available

OVERVIEW

However, the current patient education process is not totally patient friendly. The patient is force fed information, papers to review and forms to sign, during discharge that is akin to visiting a mechanic for your car.

Success is pushed downstream to the patient and caregiver who are distracted, nervous and fatigued. The content is given in forms that are confusing- literature, technical videos, healthcare providers using industry terms, etc.

But there is a solution and Halo Health can help.

OVERVIEW

Halo Health has created an integrated program that allows you to educate patients in your waiting rooms, exam rooms, in-patient rooms, and through your portal and EMR email system.

Our platform allows you to help your patients navigate your health system and their health in a format that they are used to receiving information- videos.

We customize each location's content to maximize your message to that demographic. For instance, a cardiac patient will learn about managing their disease as well as the locations for the rehab center and health center and the dates and times for smoking cessation classes.

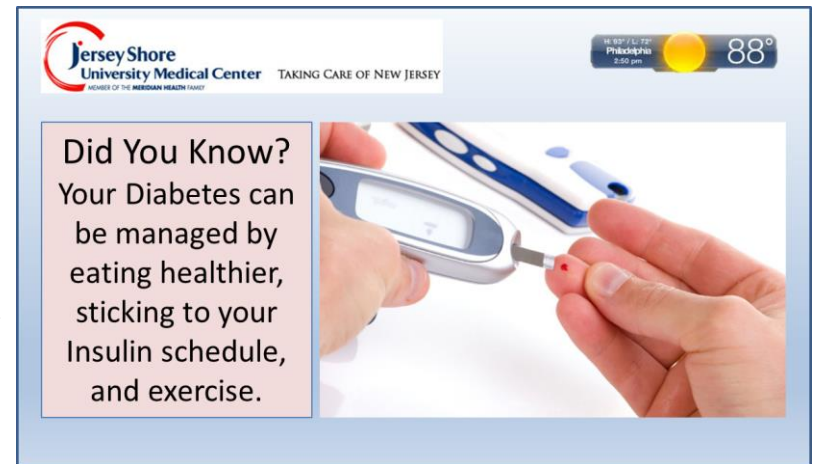
IN PATIENT EDUCATION

Halo Health brings you branded, customized patient education channels to your 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.



IN ROOM CONTENT

Halo Health has 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 us.

Jersey Shore University Medical Center TAKING CARE OF NEW JERSEY
MEMBER OF THE MERIDIAN HEALTH FAMILY

88°
Partly Sunny
2:00 pm

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

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 radonolite from the radon decay sequence, nitrosamine, and benzo(a)pyrene.
- Radon gas**, colorless and odorless gas generated by the breakdown of radioactive radium which is both the decay product of uranium, found in the Earth's crust. The radon decay products form 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 x if a twin. This is likely due to a combination of genes.

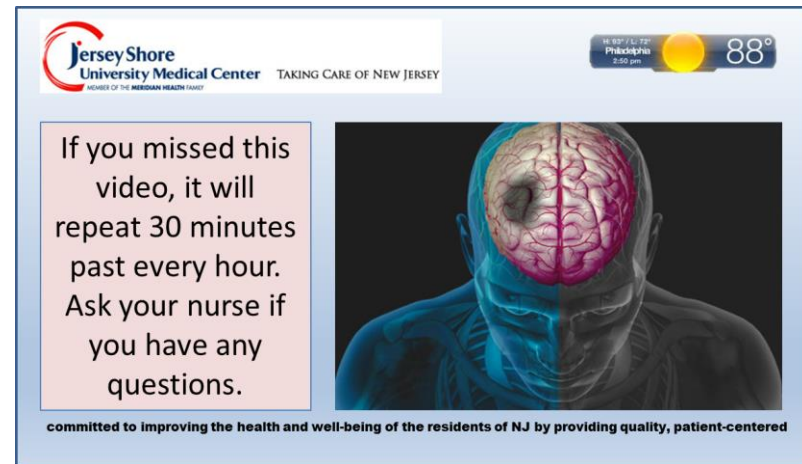
CUSTOMIZATION

Halo Health 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.



WAITING AND EXAM ROOMS

Halo Health integrates your marketing assets with our content to create videos educate and inform your patients about your:

- Community and Individual Patient Care Programs
- Individual Office and Staff Specialties
- Key Initiatives on Preventative Health
- General Health and Wellness Information
- Ancillary Service Providers

Speak directly to your patients and caregivers to give them options for their care that keep them in your health system. This enables a better continuity of care and more positive outcomes.

We do all of the work including content management and installation, working with marketing and nursing to make sure your message is heard by your patients at their time of need.

COMMUNITY AND INDIVIDUAL CARE PROGRAMS

Educate patients about your health system's happenings:

- Grand Openings
- Clinics and Classes
- Portal Information
- Patient Navigator and Case Manager Contact Information
- Community Outreach Events
- Cause Events and other Corporate Sponsorships



Personalize your health system by putting a face to it in your community.

INDIVIDUAL OFFICE AND STAFF SPECIALTIES

Inform patients about their physician's specialty and office staff:

- Physician Profiles
- Staff Profiles
- Office Hours, Emergency Contact Info
- Insurances Accepted
- Office Sub-specialties
- Community Involvement of Staff
- Open Houses and Other Patient Engagement Events



KEY INITIATIVES ON PREVENTATIVE HEALTH

Explain your health system's initiatives and their patient benefits:

- Patient Safety
- Fall Prevention
- Disease Management- Diabetes, Smoking Cessation, COPD
- Home Based Services
- Reduction of Readmissions- at home monitoring
- Medication Adherence and Compliance

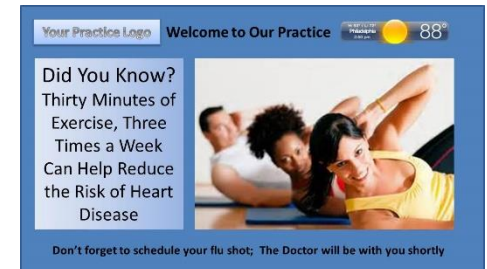


And tell the patient why your health system cares- to help them manage their health better and with better results.

GENERAL HEALTH & WELLNESS INFORMATION

Augment your information with our content library from respected sources like the AHRQ, AMA, ADA, CDC, and more:

- Diet, Exercise, Nutrition
- Smoking Cessation, COPD
- Diabetes Management and Prevention
- Cold, Cough, Flu Prevention
- Cancer Screenings
- Alzheimer's, Dementia, Parkinson's
- Monthly Topical Subjects that Follow National Campaigns
 - Breast Cancer/Prostate Cancer Awareness



ANCILLARY SERVICE PROVIDERS

Introduce patients to the specialists they may see as part of their treatment plan of action:

- Radiology
- Therapists
- Nutritionists
- Labs
- Health/Fitness Centers
- Tandem Specialists (i.e. Pulmonologist in Cardiology office)
- DME and other Equipment Suppliers

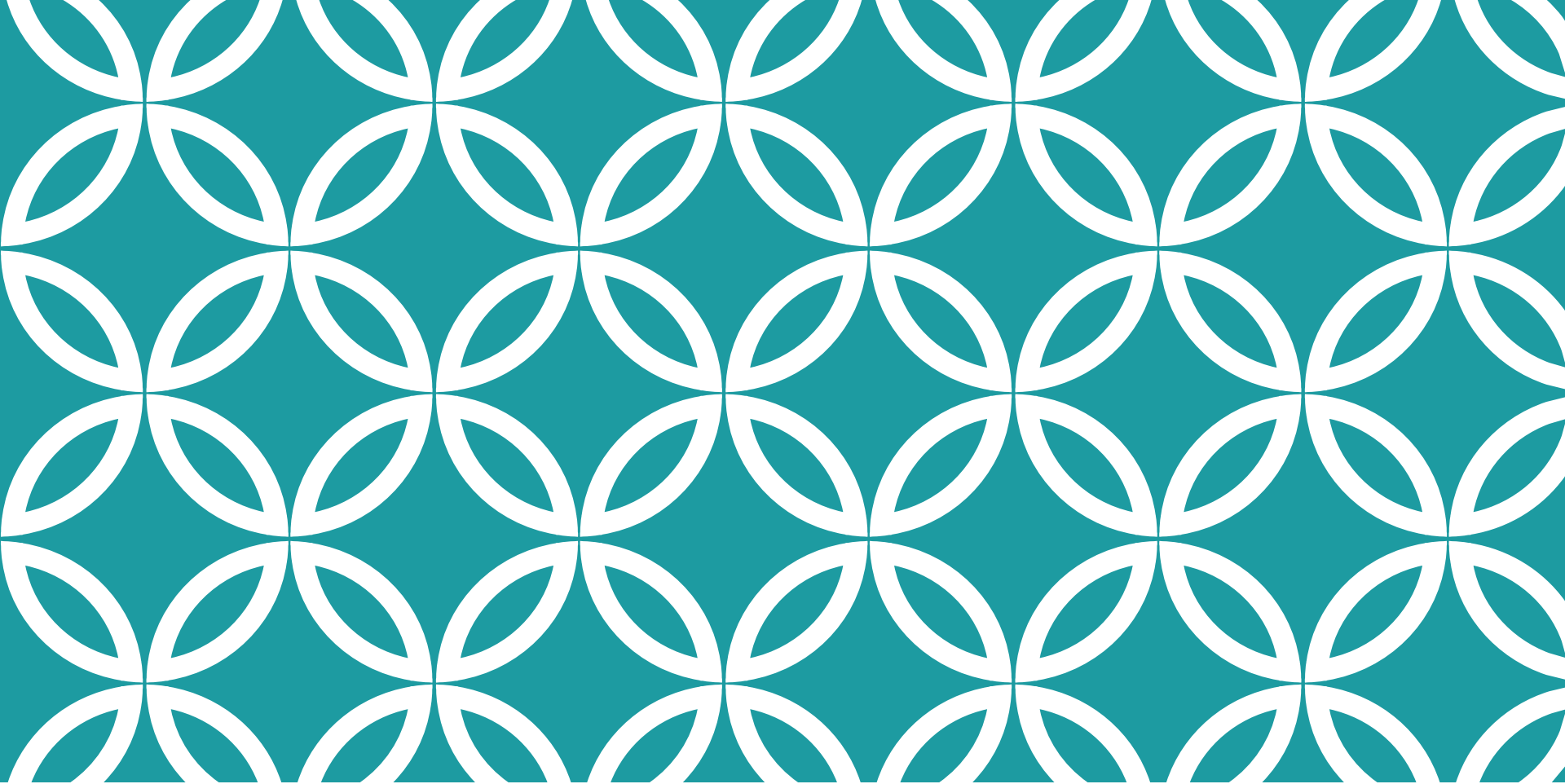


Keep the patient in network by informing them of their options. Closest to their home does not always help you with EMR updates, medication management, etc.

DIRECT TO PATIENT

One of the best parts of the Halo Health platform is that it can be carved up to be sent directly to your patients. This way you can provide individualized segments based on your patients' needs. With over 3000 videos in our library, we have plenty of content for you to send to your patients needing to learn about diabetes management, nutrition, diet, exercise, heart health, smoking cessation and 140 other topics.

These videos can be part of your portal, sent to your patients via email or text, or run on your office PCs as an education library.



HOW AND WHERE TO USE DIGITAL EDUCATION SYSTEMS



PATIENTS IN ER OR URGENT CARE

This network would focus on the needs of patients who are in traumatic situations and need comfort plus simple information.

- They have a low involvement in overall health and wellness at this time since they are only focused on their specific event.
- They have a long dwell time in comparison to other types of patient care

Digital Solution: A network that features live TV plus your “print ads” that outline the products, services and partnerships that would affect these patients in traumatic situations.

- Specialists: orthopedists, radiologists, cardiologists, etc.

PATIENTS IN FAMILY/SPECIALIST OFFICES

This network would focus on the needs of patients who are in routine situations and need simple information on their particular situations and general health advice.

- They have a high involvement in overall health and wellness at this time and are keenly aware of their need to improve their lifestyles
- They typically have a short dwell time so repetition is key for changing their behavior.

Digital Solution: A network that features your products, services, and partnerships. It would incorporate all of your video, print and podcasts assets to create segments like recipes, community events, and more. Halo's content could be added.

- Each monthly reel would cover 8-10 topics that are pertinent to both the practice specialty and your monthly corporate initiatives.

PATIENTS IN REHAB/PT/WELLNESS CENTERS

This network would focus on the needs of patients who are in routine situations and need simple information on their particular situations and general health advice.

- They have a high involvement in overall health and wellness at this time and are keenly aware of their need to improve their lifestyles
- They have a long dwell time in comparison to other types of patient care

Digital Solution: A network that features live TV plus your “print ads” that outline the products, services and partnerships that would affect these patients.

- Specialists: Trainers, Therapists, etc.
- Special Events: Open Houses at Wellness Centers, etc.
- Inspirational Quotes, Stories, Etc.

PHYSICIAN AND CLINICIAN

This network would focus on the needs of Physicians and Clinicians: new services offered by you, new treatment techniques, law changes, billing procedure changes, etc. (ACA, ICD-10, HCAHPS, JCAHO)

- The office staffs have a high involvement in overall health and wellness improvement and cost reductions.
- They have a short dwell time so segments must be short and to the point.

Digital Solution: A network that features your products, services, and partnerships presented in short segments that the staff can watch during breaks, meals and off hours.

- The network would feature monthly segments like “CEO’s Corner”, “Welcome to (Ancillary Service Center)” announcing new offices and members of corporate, “Improve Your Practice” techniques to help staff be more cost efficient, “Patient First” techniques to better deal with patients to help them comply with instructions to make them healthier, reduce over all costs and readmission, etc.
- Network could also be used for C.E. credits. Office could contact us to schedule.
- Partners could sponsor segments to offset costs and to launch new products to the office staff.