

# Join an exciting new healthcare media partnership

Caring Today and The Patient Channel have launched a media partnership in leading hospitals across the U.S. Beginning this summer, the essential *Patient Channel Program Guide* will be inserted with *Caring Today* magazine, bringing leaders in print and broadcast together at hospital bedside.

The Patient Channel from NBC Universal and GE Healthcare is the largest closed-circuit health information TV network in America. Programming addresses a variety of common disease states and conditions, helping hospitals meet federal patient education requirements.



imagination at work

The Patient  
Channel®



Written by medical and industry experts, **Caring Today** magazine is an authoritative source of information for caregivers. Primarily distributed in physician's offices, *Caring Today* is the largest magazine dedicated to the needs of the booming caregiver population.

Practical Advice for the Family Caregiver  
**CARING  
TODAY**

## Real media synergy

On average, 60% of patients view The Patient Channel with a visitor or caregiver. With *Caring Today* at bedside, the synergy of print and broadcast in the hospital can be a powerful combination.

## A special advertising opportunity

Advertisers can benefit from significant savings by running on both The Patient Channel and in *Caring Today*. Our advertising package includes:

- Five minutes of advertising per half hour on The Patient Channel, available to 12 million patients
- A full-page ad in *Caring Today*, reaching upwards of 2.4 million family caregivers with each issue
- A customized Internet program on [caringtoday.com](http://caringtoday.com) and [patientchannel.com](http://patientchannel.com)

### For more information, contact:

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