

# Successful formula for writing pharmaceutical product releases

- ❑ What is the incidence?
- ❑ How many people are affected?
- ❑ Who is at risk?
- ❑ What are the symptoms?
- ❑ What are the available methods of treatment?
- ❑ See your doctor for early diagnosis and prompt treatment
- ❑ Visit this site or call this number for more information
- ❑ Include information from HHS or highly regarded trade association
- ❑ Include sources of all statistics for credibility
- ❑ Include a quote from a doctor

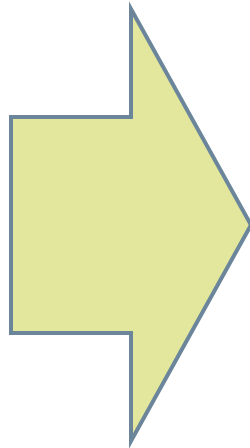
# Advantages of “unbranded” stories



- Far better results than stories with several product mentions
- Simplify legal review process
- Minimize scrutiny from the FDA
- Track responses to develop a list for direct mailings
- Move more product by encouraging people to see their doctors

# Attract more attention with eye-catching pictures that speak a thousand words

- Beautiful color photos of happy people
- Color drawings



### Health Bulletin

#### Making Surgery Safer For Active Boomers

(NAPSA)—An interesting thing is happening to baby boomers on their way to retirement: While their professional careers are winding down, their trips to the operating room are increasing due to active lifestyles.

The American Association of Nurse Anesthetists (AANA) offers baby boomers some perspective on physical activities and lifestyle trends that could ultimately lead to anesthesia and surgery.

As more baby boomers enter their 60s, the reports of activity-related injuries and conditions such as arthritis, joint and back problems, and coronary artery dis-



A growing number of boomers

### spotlight on health

#### Relax: It's Good For Your Digestion

(NAPS)—You can add yet another item to the already long list of reasons it's important to relax—digestive health.

The role of stress is widely known to disrupt the digestive system and doctors say that plenty of overworked, over-tired people find themselves constipated.



Reducing stress could improve digestive health.

clients that can Milton's ref- often, much— office delay at work-

• "Diet is probably the most common contributor to constipation that I see with my clients. Portions have ballooned, people eat out more, from saying into it. I reg-ulates as of ents. I reg-ulate who more

### health hints

#### Save Your Skin

(NAPSA)—Using sunscreen to protect your family from harmful sun exposure is important, but not all sunscreens deliver equal protection. Here are a few tips for buying sunscreen without overspending.

- Pick a broad-spectrum sunscreen that protects against UVA and UVB rays and has a sun protection factor (SPF) of at least 15. For children, make sure the SPF is at least 30.



Sun protection is vital for people of all ages. Select a sunscreen with the proper level of protection and quality ingredients.

- Be aware that more expensive does not always mean better. Costly national brands are not necessarily more effective than a store-brand product. In fact, a recent study by the Environmental Working Group found that of more than 1,000 brand-name sunscreen products, CVS/pharmacy brand sunscreens ranked in the top three for quality and protection.
- Read product labels. Look for a waterproof brand, such as CVS/pharmacy Continuous Spray Sunblock, if you'll be swimming or perspiring.
- Replace sunscreen every year to maximize effectiveness.
- Reapply sunscreen during hours of highest sun intensity—between 10 a.m. and 2 p.m.
- Wear sunscreen every day regardless of season or weather. Make sure you play it safe before you have fun in the sun.

### fitness Made easier

#### 5 Tips To Elevate Your Walk To A Workout

It's an easy way to increase physical activity by about 2,000 steps—or an extra mile—each day, proving it's also a great motivational tool that can push you to go further.

OUT don't realize the benefits from reduced body weight, increased flexibility, and better sleep. It's a win-win situation.

When it comes to keeping fit, walking is more than a step in the right direction.

can keep track of the steps you're taking and give you a benchmark for measuring progress. Stanford School of Medicine research also shows using a pedometer can increase physical activity by about 2,000 steps—or an extra mile—each day, proving it's also a great motivational tool that can push you to go further.

Further Your Finish Line

"I arm all of my clients with a pedometer to ensure they're still held accountable, even when I'm not there," Braganza said. "It's like having a personal trainer in their pocket that keeps pushing them to go further."

Braganza recommends the Gosmart Pocket Pedometer from Omron, which features smart sensor technology, making it one of the most accurate pedometers available. Using smart sensors, it can count steps whether it's clipped at your hip, buried in your



### Health Bulletin

#### Multivitamin Guide For Him And Her

(NAPSA)—Understanding the ABCs of multivitamins can help people better meet their health goals. But did you know that men and women have different nutritional needs? The Institute of Medicine provides recommendations on which nutrients at which levels are necessary to help meet the nutritional needs of men and women.

Since most men and women do not meet their nutritional needs from diet alone, some doctors suggest taking a multivitamin to help fill nutritional gaps. What else can you do to ensure you meet your health goals? Registered dietitian and Centrum Ultra spokesperson Samantha Heller offers these tips:

Get Your Health on A by Getting D

Vitamin D, also known as the sunshine vitamin, is integral to health, but new research suggests most people in the U.S. are not getting enough. This vitamin is particularly important for strong bones. Contrary to popular belief, both men and women of all ages can benefit from vitamin D and calcium to help keep bones strong. Emerging research suggest that vitamin D has other benefits, such as support for breast health for women. Vitamin D is not abundant in foods, so taking a multivitamin with the right amount of vitamin D can be important.

Multitask With Magnesium

Even though magnesium is a mineral that is important for energy, metabolism, protein synthesis, healthy muscle and nerve function, most Americans are not getting enough of it in their diets. To up your intake, add green leafy vegetables, nuts, seeds and whole grains to your diet.

Power up With Bs

B vitamins include B6, B12, riboflavin, thiamine, folate and niacin. They're key players in DNA synthesis, processing carbohydrates, proteins and fats, generating energy and maintaining our central nervous system. Not getting enough of the B vitamins could leave you feeling tired. Make sure your diet is full of foods high in B vitamins including spinach, asparagus, beans, melon, broccoli, fish, poultry and eggs.

Experts say the multivitamin you need could depend on your age and gender.



These statements have not been evaluated by the U.S. Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

# Create more awareness with the series technique

- Bylined articles by an expert with helpful tips will run like a syndicated column
- Celebrity spokesperson attracts attention
- Several different formats appeal to new editors each time

### Eat Healthfully On A Budget

by Elizabeth Pivonka, President, Produce for Better Health Foundation (NAPSA)—Here's food for thought: Eating lots of colorful fruits and vegetables can be a sound investment in long-term health. They're loaded with healthy fiber, vitamins and minerals, and eating them helps maintain a healthy weight and may reduce the risk of many diseases.



A hot cup of fresh, frozen, canned, dried and 100 percent fruit and vegetable juice — can be an affordable part of a healthy lifestyle. Making produce instead of protein the main focus of a meal can mean less cost, less fat, fewer calories and more vitamins and minerals. Use meat as a side dish rather than the main course. Replace it with extra fruits and vegetables.

For a quick-to-fix dish that offers 1½ cups of veggies in each serving and is an excellent source of vitamin A and a good source of vitamin C and fiber, try this 10-Minute Veggie Soup.

**10-Minute Veggie Soup**  
Preparation time: 10 minutes; allow to rest for 5 minutes before serving

2 29-oz. cans low-sodium chicken broth  
1 14.5-oz. can diced tomatoes — no salt added  
1 teaspoon dried basil  
¼ teaspoon onion powder  
¾ cup macaroni, dry  
3 cups frozen mixed vegetables  
½ teaspoon salt  
½ teaspoon pepper

You can find prepare recipe and veggies in even an entire You'll also find nting guide wit weekly menu

**Acress Sally Field Urges Women To Make Bone Health A Priority**

(NAPSA)—Sally Field knew she was at risk for osteoporosis, so her physician was monitoring her bone health regularly. Despite this, Field was surprised when one of her bone mineral density (BMD) tests showed she had osteopenia (or low bone mass), which had progressed to osteoporosis.



Sally Field was surprised when one of her bone mineral density tests showed she had osteopenia (or low bone mass), which had progressed to osteoporosis.

"When my doctor said I had osteoporosis, I took action," Field says. "I knew I couldn't turn back the clock but I wanted to do everything I could to improve my bone health and prevent further bone loss. I exercised regularly, continued taking calcium and vitamin D, and my doctor prescribed a prescription medicine."

Osteoporosis is a common disease that causes bones to become thinner and weaker. It is often called a "silent disease" because bone loss occurs without warning. More than 44 million Americans age 50 or older have or are at risk of developing this disease. People who suffer bone loss have a higher risk of experiencing a bone fracture.

Talk to your doctor about getting a BMD test, which will let you know the strength of your bones. Learn more by logging on to [www.BoneHealth.com](http://www.BoneHealth.com).

This information is provided by Roche and GlaxoSmithKline.

### Children's Health

#### Discuss Slow Growth With Your Doctor

(NAPSA)—A child's normal growth is one of the key indicators of good health. Often, when a child doesn't grow at the same pace as his or her peers, parents just assume the child is a late bloomer, says Deborah Bowly, M.D., a pediatric endocrinologist and expert in children's growth at the Medical University of South Carolina. But for some children, a slow growth rate is a sign of a growth disorder. Dr. Bowly answers a few commonly asked questions about the problem.



**Why is it important to assess the child's potential for growth?**  
In general, healthy children assess the child's potential for growth. In some cases, genetic tests may also be requested. If a hormone deficiency is suspected, a "stimulation" blood test may be scheduled to assess hormone levels.

**Q: How are growth disorders treated?**  
A: Growth disorders are treated by treating the underlying condition. If a child has a nutritional issue, he or she may need to see a nutritionist or a gastroenterologist. When there is an underlying medical condition, the child may be referred to a pediatric subspecialist. If the child has a hormone deficiency, we replace the hormone that is missing.

**Q: What advice would you give to parents who think their child may have a growth disorder?**  
A: If you think your child has a growth disorder, ask the pediatrician's office to plot his or her height and weight on a growth curve. Talk with the pediatrician about your child's overall health and whether he or she needs to be referred to a pediatric endocrinologist.

To learn more about growth disorders, you can visit the Web site of the Major Aspects of Growth in Children (MAGIC) Foundation at [www.magicfoundation.org](http://www.magicfoundation.org).

**What are some reasons a child may not be growing?**  
Children can have poor growth if they are not getting enough food or are unable to absorb nutrients from their food, as is the case with celiac disease. Children with chronic medical issues such as kidney fibrosis can also have poor growth. Some children have problems with their bones or have hormonal conditions that cause them to grow short. Hormone deficiencies can cause poor growth.

**How are growth disorders diagnosed?**  
A pediatric endocrinologist will evaluate the child's growth in the context of his or her age and stage of pubertal development. If a child is short and not gaining weight well, baseline blood tests (bone age X-ray (X-ray of left hand and wrist) may be ordered to

# Reach more people by covering more media

## □ *Traditional Media*

- Newspapers: 100 to 400 placements
- Radio: 300 to 400 on-air placements
- TV: 100 to 150 on-air placements
- Spanish Media: 10 to 25 placements in newspapers
- African-American Media: 10 to 25 placements in newspapers

## □ *Online*

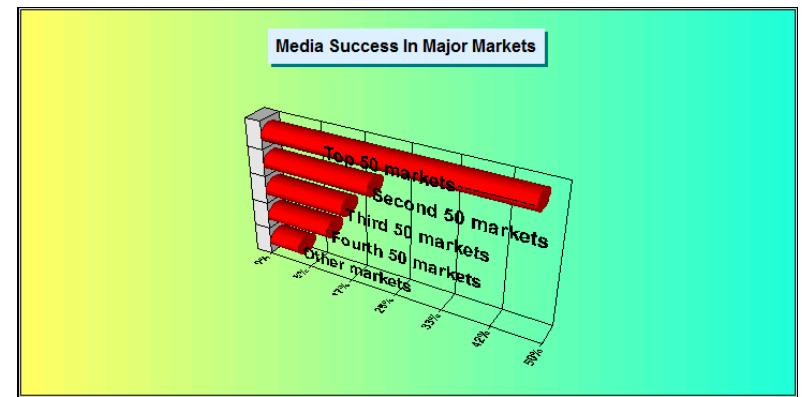
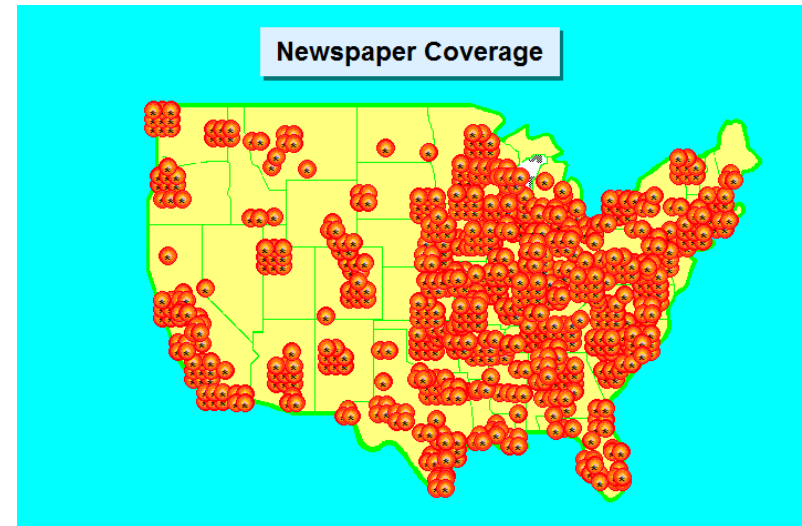
- 1000+ online news sites
- Social media
- Twitter feeds to editors
- SEO
- Blogging
- Anchor texting and hyperlinking
- RSS feeds in XML
- Podcasting
- YouTube CSNN Channel



# Reports include impressive results

- E-clips
- Circulation and readership figures
- Market rankings
- Page views
- Unique visitors per month
- AQH
- CUME
- Ad value equivalency

American Heart Association



Graph Data: As of 3/20/2018, **American Heart Association** generated **3892** news articles in **59** different states with a readership of **9,511,232**. The sites it was on were viewed by **72,194,590** unique visitors per month. Additionally it was viewed **338** times on [www.napsnet.com](http://www.napsnet.com). The print placements had an approximate ad value of **\$39,716.76**, based on column inch rates.

# Reach the wealthiest and most populous communities

- Newspapers, radio stations and TV stations are supported by local advertisers
- Advertisers will spend money where they are going to get the best ROI
- Publications and stations tend to exist where advertisers are willing to spend

## Health Awareness

### New Guidelines Mean More Americans Have High Blood Pressure—You Could Be One Of Them

(NAPS)—The American Heart Association (AHA) and American College of Cardiology recently announced new blood pressure guidelines that will change how high blood pressure is detected, prevented, managed and treated. The big news? There's a whole new definition for what constitutes high blood pressure. It's now considered any measure over 130/80 mm Hg, rather than the old definition of 140/90.

The guidelines classify blood pressure into different categories, eliminating the previous pre-hypertension category. They also recommend treatment based on risk factors such as family history, age, gender and race. Regardless of your risk or blood pressure level, however, one thing is the same: Treating high blood pressure starts with lifestyle modifications including healthy diet, regular exercise, limit or avoid drinking alcohol and nonsmoking.

To highlight the importance of keeping blood pressure under control, the AHA, along with the American Medical Association and the Ad Council, has launched a new campaign that encourages people to talk with their doctors and visit [LowerYourBloodPressure.org](http://LowerYourBloodPressure.org) for tools and resources to help manage blood pressure.

**New Definitions And Classifications**  
**Normal:** If your blood pressure is less than 120/80, it's considered normal and should be checked at least once per year. You still need to take care of yourself to help prevent hypertension or make it easier to control in the future, as blood pressure can rise as you age. Those with other risk factors for heart disease or stroke should periodically check blood pressure to ensure their numbers stay healthy. High blood pressure often has no signs or symptoms, so people with uncontrolled high blood pressure might feel fine and think they're OK.

**Elevated:** When your blood pressure's top number is 120-129 while the bottom number is less than 80, it's considered elevated and you need to take action to preserve your heart and brain health. Lifestyle changes are suggested with a blood pressure re-evaluation in three to six months. Partnering with your doctor to create a treatment plan



**You might not see or feel its symptoms, but the results—a heart attack or stroke—are far from invisible or silent. Go to [LowerYourBloodPressure.org](http://LowerYourBloodPressure.org) before it's too late.**

you can stick to lowers your risk for serious health consequences.

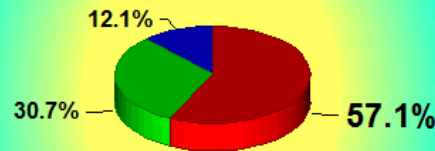
**Stage 1:** This occurs when your top blood pressure number is 130-139 OR your bottom 80-89. If you're otherwise healthy, the guidelines suggest making healthy lifestyle changes and re-evaluating in three to six months. If you have other risks for cardiovascular disease, you may need lifestyle changes plus medication. Your doctor can use a "risk calculator" to tell you your risk level. Then, you would re-evaluate every month until your numbers are controlled.

**Stage 2:** This is when your blood pressure is at least 140/90. At this level, the new guidelines recommend you be evaluated by your primary care provider within one month of your diagnosis. Two types of medication as well as lifestyle changes with a monthly re-evaluation of your numbers are recommended because the risk of heart attack or stroke is higher.

**Hypertensive crisis:** If your blood pressure is greater than 180/120, you need to act swiftly to bring it down. This is a hypertensive "crisis" and you should consult your doctor immediately. Quick management is important to reduce the risk of organ damage.

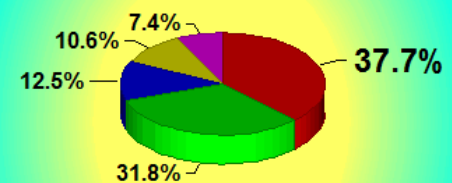
No matter where you fit within the new blood pressure guidelines, talk to your doctor to determine your risk and treatment. It's smart to check your pressure regularly and stay in touch with your doctor for the best way to handle any changes.

### Media Success Where the People Are



■ MOST POPULOUS THIRD OF STATES PROVIDED 57.1% OF THE PLACEMENT  
 ■ MIDDLE THIRD OF STATES PROVIDED 30.7%  
 ■ LEAST POPULOUS STATES 12.1%

### Media Success Where the Money Is



■ WEALTHIEST 20% OF STATES PROVIDED 37.7% PLACEMENT \$  
 ■ SECOND WEALTHIEST 20%: 31.8%  
 ■ THIRD WEALTHIEST 20%: 12.5%  
 ■ FOURTH WEALTHIEST 20%: 10.6%  
 ■ LEAST WEALTHY 20%: 7.4%