



**MEDIA CONTACT:**

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**Remedy Health Media and Johns Hopkins Medicine Partnering to Launch Online Health Resource  
JohnsHopkinsHealthAlert.com**

*Site publishes free health information on the latest breakthroughs for the most common medical conditions preventing healthy aging with experts at Johns Hopkins Medicine*

New York, NY (April 18, 2013) – Remedy Health Media, America’s fastest growing health information and technology company, announces the partnership with Johns Hopkins Medicine to launch JohnsHopkinsHealthAlert.com, an online health resource providing consumers the most up to date information on common medical condition which prevent healthy aging.

JohnsHopkinsHealthAlert.com, which is live today, brings Remedy Health Media editors together with Johns Hopkins Medicine experts to educate the public on aging medical conditions and their breakthroughs, particularly over age 50. The site allows visitors to read free health alerts and special reports in 18 different topic areas such as anxiety, weight control, healthy living, depression, diabetes, memory, arthritis, prostate disorders, high blood pressure, nutrition and back pain.

JohnsHopkinsHealthAlert.com allows the consumers, editors, and experts to share factual information and personal experiences in an open community forum. Visitors of the site will be updated timely in the 18 topics bringing beneficial knowledge of common medical condition breakthroughs within blogs, assessments, essays and quizzes. Further, digital features of the site allows readers to access JohnsHopkinsHealthAlert.com on mobile, tablets, and social media platforms

“I am pleased to announce the collaboration with Remedy Health Media in providing consumers with reliable and expert-reviewed healthy aging breakthroughs with JohnsHopkinsHealthAlert.com,” said Ronald R. Peterson, President of The Johns Hopkins Hospital & Health Service and EVP of Johns Hopkins Medicine. “Our mission is to continuously focus on 21<sup>st</sup> century technology and provide cutting-edge information on healthy living after 50 in an easy, and free method.”

“Providing patients and caregivers with the information and tools needed to navigate changing healthcare is our soul focus, and partnering with Johns Hopkins Medicine to launch JohnsHopkinsHealthAlert.com will help the consumer live a healthier life,” said Michael Cunnion, CEO of Remedy Health Media. “Myself, and our team are honored to have the opportunity partner with Johns Hopkins Medicine where healthy aging breakthroughs can be reached to a much larger audience.”

**About Remedy Health Media**

Remedy Health Media ([www.remedyhealthmedia.com](http://www.remedyhealthmedia.com)) is a privately held health information and technology company with tools that help millions of patients and caregivers live healthier, more fulfilled lives. Remedy Health Media aims to empower lives with the information and applications needed to efficiently navigate the healthcare landscape, and as a result, to permit better health outcomes through their products and services.

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### **Digital Media Industry Pitch**

Dear \_\_\_\_:

Knowledge of changing medical information has just become easier- and free!

Remedy Health Media, America's fastest growing health information and technology company has partnered with Johns Hopkins Medicine to launch JohnsHopkinsHealthAlert.com, an online health resource that provides consumers with the most up to date information on common medical condition breakthroughs which prevent healthy aging.

While there are many resources today that provide the public with various health information, JohnsHopkinsHealthAlert.com differs from others because it provides evidence-based content from both the editors at Digital Health Media and the experts at Johns Hopkins Medicine, America's No. 1 rated hospital. JohnsHopkinsHealthAlert.com, live today, allows visitors to obtain health alerts in 18 different topic areas of aging medicine. The site also provides digital features such as blog, and social media interaction giving the consumer and the experts the opportunity to share factual information. Other important digital features to the site provide the consumer with the option to receive alerts in any of the 18 topic areas to emails or personal social media accounts.

Michael Cunnion, CEO of Remedy Health Media, is available for interviews throughout the week if you are interested in speaking with a spokesperson on this exciting collaboration. Since joining the company in 2008, Michael has led the expansion on integrating American university's health journals and publishing business's with the collaboration of Remedy's health information and technology resources. With over 20 years of experience in improving health and technology services, Michael is highly media trained with experience on all media platforms.

Attached, please find the press release providing further information on today's site launch. If you have any questions or would like to schedule an interview please feel free to contact me.

### **Pharmaceutical Trade Publications Pitch**

Dear \_\_\_\_:

Knowledge of changing medical information and technology is crucial among pharmaceutical industries, but now the most important people in the pharmaceutical business, the consumer, can access the same information – for free!

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While there are many resources today that provide the public with various health information, JohnsHopkinsHealthAlert.com differs from others because it provides evidence-based content from both the editors at Digital Health Media and the experts at Johns Hopkins Medicine, America's No. 1 rated hospital. JohnsHopkinsHealthAlert.com, live today, allows visitors to obtain health alerts in 18 different topic areas of aging medicine. Readers and experts can also share factual information and experiences on any of the updated topics to a forum board, overall providing trusted health information to a larger audience.

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### **Women's General Interest Pitch**

Dear \_\_\_\_:

Knowledge of changing medical breakthroughs and technologies to better healthy aging just become easier- and free!

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While there are many resources today that provide the public with various health information, JohnsHopkinsHealthAlert.com differs from others because it provides evidence-based content from both the editors at Digital Health Media and the experts at Johns Hopkins Medicine, America's No. 1 rated hospital. JohnsHopkinsHealthAlert.com, live today, allows visitors to obtain health alerts in 18 different topic areas of aging medicine, three of which are top health concerns expressed by women over 50; depression, heart health, and memory. The site also allows consumers and experts the ability share factual information and experiences on any of the topics to a forum board, overall providing trusted health information to a much larger audience.

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### **Men's General Interest Pitch**

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While there are many resources today that provide the public with various health information, JohnsHopkinsHealthAlert.com differs from others because it provides evidence-based content from both the editors at Digital Health Media and the experts at Johns Hopkins Medicine, America's No. 1 rated hospital. JohnsHopkinsHealthAlert.com, live today, allows visitors to obtain health alerts in 18 different topic areas of aging medicine, three of which are the top health risk for aging men; prostate cancer, colon cancer, and prostatitis. The site also allows consumers and experts the ability share factual information and experiences on any of the topics to a forum board, overall providing trusted health information to a larger audience.

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