**Company Profile**

**Industry Sector:** Health Media  

**Company Overview:** EduMedia develops evidence-based behavior-change interventions for men and women with high-prevalence health conditions. Our programs help at-risk persons effectively and efficiently manage their ongoing health promotion, disease prevention, and early detection activities. Areas of focus include high-volume high-cost conditions such as skin cancer, breast cancer, diabetes, low back pain, and depression. Health plans and payers derive cost-savings and consumers experience improved health status from individually tailored educational experiences and from continuing participation in our follow-up messaging systems.

**Target Market(s):**  
- Corporate Wellness Programs  
- Public Service Health Sites  
- Aging Services Providers  
- e-Health Providers

**Management**

**Leadership:**  
Martin McCarthy, Jr., Ph.D.  President and CEO  
Sara E. Murphey  Executive Vice-President

**Advisory Board:**  
Thomas Rideout, M.B.A., Associate Director, Corporate Development, Mason School of Business, College of William & Mary, Williamsburg, VA.  
William McCaghie Ph.D.; Jacob R. Suker Professor of Medical Education; Department of Preventive Medicine; Northwestern University Medical School  
Murad Szabzali, President, The Chempetitive Group, Chicago, Illinois

**Consultants:**  
June K. Robinson, M.D.; Editor, Archives of Dermatology; Dermatology Consultant; Site Investigator for Skin Sense Clinical Trial  
Philip Kotler, Ph.D.; Professor of Marketing; Kellogg Graduate School of Marketing, Northwestern University; Social Marketing Consultant

**Key Value Drivers**

**Technologies**:  
- Web-based interactive media with compelling images, graphics, animations, videos.  
- Health risk assessments with individually tailored feedback.  
- Personalized behavioral interventions to increase motivation and adherence.  
- Content management system customizes program materials for licensees.

**Competitive Advantage:** EduMedia develops tailored health education programs with proven effectiveness. Our multimedia content is engaging and provides a richer and more involving experience than is available from other sites. End-users participate in an ongoing relationship; increased compliance with prevention, early-detection, and early-treatment regimens maintains health status and results in cost-savings.

**Plan & Strategy:**  
- License Skin Sense / Sun Sense to niche markets: corporate wellness, university health programs, patient education programs, Blue Cross innovation initiatives.  
- Assess pre-post and continuing impact on health behaviors and health service usage; evaluate affiliate program and advertising revenue models.  
- Partner and build revenue with aging services and e-health providers.

*Technology funded by the NCI and being commercialized under the NIH-CAP.

**Product Pipeline**

- Skin Sense / Sun Sense  
- Breast Sense  
- Foot Sense  
- Back Sense  
- Mood Manager