

FOR IMMEDIATE RELEASE

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Contact: Eva Maciejewski, Director, Communications & Marketing
WomenHeart: The National Coalition for Women with Heart Disease
Direct: 202.464.8737
emaciejewski@womenheart.org

Philip de Guzman, Community Relations
ContextMedia:Health
Direct: 312.636.7320
Philip.deguzman@contextmediainc.com

WomenHeart Announces Groundbreaking Partnership with ContextMedia:Health

WomenHeart health education materials now available in hospitals and clinics nationwide

Washington, DC (June 27, 2016) – WomenHeart: The National Coalition for Women with Heart Disease announces its collaboration with ContextMedia:Health, the leading provider of digital solutions at the point of care in the United States. ContextMedia:Health delivers curated patient education to waiting rooms and exam rooms at over 25,000 hospitals and physician practices across the country.

Through this partnership, WomenHeart’s patient education videos are now available on ContextMedia:Health Waiting Room Screens and Exam Room Tablets in cardiology, OBGYN, and internal medicine physician member clinics and member hospitals. Additionally, WomenHeart’s women and heart disease-specific educational infographics are featured on ContextMedia:Health’s Digital Exam Room Wallboards which guarantee patients access to relevant health information during their health visits and treatment. This key information empowers women heart patients and their caregivers with education about specific heart conditions, engages them to make better lifestyle decisions, and promotes shared decision-making for patients and physicians.

“Heart disease is the number one cause of death of women, and can present very differently in women than in men. 43 million American women are living with or at risk of heart disease. This partnership will enhance prevention, early detection, accurate diagnosis, quality of care and outcomes for women living with heart disease. We look forward to members of WomenHeart’s National Hospital Alliance utilizing ContextMedia:Health’s point-of-care technologies to serve their women heart patients,” said Mary McGowan, Chief Executive Officer, WomenHeart: The National Coalition for Women with Heart Disease.

In the first month of partnership, WomenHeart's patient education videos were shown more than 116,000 times, while WomenHeart's women and heart disease-specific infographics were viewed more than 260,000 times on Digital Exam Room Wallboards in thousands of physician practices and hospitals. If you are interested in accessing WomenHeart's patient education videos, infographics, and other materials online click [here](#).

"ContextMedia:Health's partnership with WomenHeart marks the beginning of an innovative collaboration," said Anil Harjani, VP of Strategic Partnerships at ContextMedia:Health. "ContextMedia:Health is humbled to have the opportunity to drive tremendous impact at scale across our network and within many WomenHeart National Hospital Alliance member hospitals. Together, we will deliver WomenHeart's top-tier educational content to the millions of women who need it most."

ContextMedia:Health's point-of-care technologies are sponsored-backed and available at no cost to hospitals and physician practices. WomenHeart's partnership with ContextMedia:Health is a significant step forward in engaging hospitals and clinics in outreach and education about heart disease in women, and improving early detection, accurate diagnosis, and proper treatment for women heart patients.

About WomenHeart: The National Coalition for Women with Heart Disease

As the leading voice for the 43 million American women living with or at risk of heart disease, WomenHeart: The National Coalition for Women with Heart Disease is the nation's only patient centered organization dedicated to promoting women's heart health through advocacy, community education, and patient support. WomenHeart is both a coalition and a community of thousands of members nationwide, including women heart patients and their families, healthcare professionals, and health advocates, all committed to helping women live longer, healthier lives. To join or donate, visit www.womenheart.org.

About ContextMedia:Health

ContextMedia:Health is the leading provider of digital solutions at the point of care in the United States. The company impacts 377 million visits a year, across over 25,000 physician practices, and partners with 76 leading digital content publishers to deliver curated patient education to waiting rooms and exam rooms across the country.

ContextMedia:Health has been educating patients at the point of care since 2006, and partners with over 100 health brands across the top global pharmaceutical and medical device manufacturers to deliver custom marketing solutions across its digital networks. Most recently, ContextMedia:Health launched two new products – Patient Mobile Connect and the Digital Exam Room Wallboard – that guarantee patients access to relevant health information during the resolution moments of their treatment. ContextMedia:Health is tracking to distribute over 20,000 Digital Exam Room Wallboards in 2016. To find out more, visit www.contextmediainc.com.