



Healthtv™ and
The Parent Channel®
ON-DEMAND



**THE HEALTH TELEVISION SYSTEM INC
ON DEMAND AND INTERACTIVE**

Healthtv

Series H1: Care for your Heart

Series H2: Cancer in the Family

The Parent Channel

Series P1: In the Beginning

Series P2: Life with Baby

Series P3: Growing Family (pediatrics)

**The Health Television System Inc
Education Series
For on-demand and interactive systems**

Teaching hospitals across North America have utilized Healthtv™ and The Parent Channel® since 1993 as key teaching tools for patient education.

Now, the same *current, accurate, superior-quality* content is offered as a series for on-demand use.

As you've come to expect from The Health Television System Inc, each program in each series incorporates:

- National Standards and Guidelines
- Real people sharing coping strategies
- Key messages from multi-disciplinary team members

**The Health Television System Inc
Proven content for teachable moments.**

The Health Television System Inc
Education Series
For on-demand and interactive systems

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Why choose
Healthtv and The Parent Channel
on-demand series

In each series:

5 titles [minimum!] plus extra features

- ✦ profiles of multi-disciplinary team members
- ✦ upbeat 'slice of life' vignettes
- ✦ web sites for additional resources

Series price **\$2,500**

vs

Individual title price \$ 599

Features \$ 250

Series Savings: **\$ 745**

HEALTHTV ON DEMAND SERIES



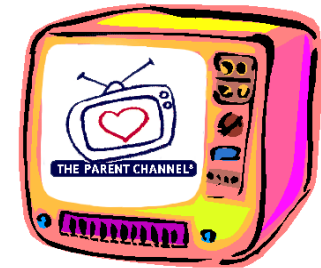
Series H1: Care for your Heart

High Blood Pressure:
What does it mean to you • 14 minutes
Medication Safety • 8 minutes
Stroke: A personal story • 9 minutes
Overcoming Depression • 12 minutes
Managing Pain • 12 minutes
Reflections on Quitting Smoking • 17 minutes
Total: 72 minutes

Series H2: Cancer in the Family

Understanding Radiation • 9 minutes
Nutrition and Recovery • 7 minutes
Controlling Nausea • 8 minutes
Managing Pain • 12 minutes
Overcoming Depression • 12 minutes
Medication Safety • 8 minutes
Advance Directives • 2 minutes
Total: 58 minutes

THE PARENT CHANNEL ON DEMAND SERIES



Series P1: In the Beginning

Helping a Mother Breastfeed • 9 minutes
Baby and the Bath • 8 minutes
Care for Baby • 7 minutes
Welcome to Washday • 4 minutes
Breast Pumps • 4 minutes
Formula Prep (unbranded) • 14 minutes
Total: 46 minutes

Series P2: Life with Baby

I'm So Tired! • 14 minutes
Never Shake a Baby • 14 minutes
Baby your Skin • 7 minutes
Back to Sleep • 4 minutes
The Immunization Report • 12 minutes
Total: 51 minutes

Series P3: Growing Family: Pediatrics

Two's Company • 14 minutes
Child's Play • 13 minutes
Breathing Easier • 10 minutes
Your Hygiene Routine • 4 minutes
The Immunization Report • 12 minutes
Total: 53 minutes

Extra Features help viewers stay tuned and stay informed

Extras with each Series

- 🌀 Slice-of-life breaks (e.g. a 70 year old woman playing piano to relax, a mom singing to her toddler as she feeds him)
- 🌀 60-second "Supporting Roles" profiling multi-disciplinary team members: Social Worker, Pharmacist, Cardiac Rehab, Lactation Consultant
- 🌀 Directives to appropriate associations
- 🌀 Pain Management Patient Bill of Rights
- 🌀 Disclaimers

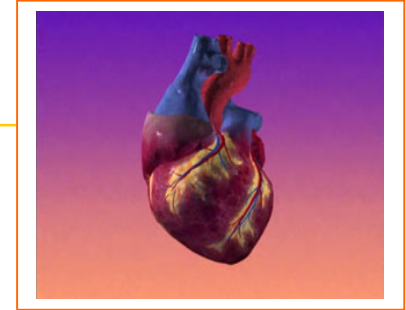


Healthtv Series H1: Care for your heart

High Blood Pressure: What Does it mean, and what does it mean to you

Client Base: Chronic, high risk groups, newly diagnosed clients and family members.

Explanation of HBP including heart animation; risk factors and long-term effects associated with uncontrolled hypertension. DASH diet examples. Shared experiences of life style changes and a discussion on medication compliance. * Follows NIH 6th report on Prevention, Detection and Evaluation of HBP.



Medication Safety

Client base: All patients and family members.

The role patients can play in reducing medication errors. Teaches the 5 R's. Directs patients to tell healthcare professional about current medications, allergies, reactions, dietary and herbal supplements.

*Helps meet JCAHO Patient Education Standards and "Patient Safety Goals".

Stroke: a personal Story

Client Base: Patients and families. Inspirational story of one woman's experience recovering from the effects of a stroke.. Focus on stroke rehab, featuring PT and nurse.



Overcoming Depression

Client base: Patients and family members in acute care, long term care and psychiatry units.

Signs and symptoms of depression and importance of treatment. Appropriate response time for medication and importance of continuing medication therapy. Real people share experiences in overcoming depression. Includes post MI, cancer patient and family.

Managing Pain

Client base: All clients and family members.

Pain assessment process (pain scale, how to describe pain, etc.) methods for pain management (medication, heat/ cold, meditation, etc). Real people discuss: importance of managing pain; risk of poor pain management (increased recovery time, quality of life etc) * Helps meet JCAHO "Pain Management Patient Education Standard".



Reflections on Quitting Smoking

Client base: clients and/or family members who smoke

For pre contemplative and contemplative smokers; 'real people' share their struggles and triumphs that led to quitting. Educates on smoking as an addiction. Includes Mayo Certified Tobacco Cessation expert

Healthtv Series H2: Cancer in the Family

Understanding Radiation

Client base: Patients and family members starting or undergoing treatment, surgical oncology clients who will be undergoing treatment. Answers common questions and dispels myths. Explains tattooing. Shows and explains the radiation treatment process, and addresses common side effects and skin care.



Nutrition and Recovery

Client Base: Patients and families of newly diagnosed, undergoing treatment, or admitted for complications. Meal prep and discussion about foods high in calories and protein; Benefits of eating well during treatment; Tips for coping with lack of appetite, nausea. *follows ACS's: "Nutrition for the Person with Cancer" and NCI's "Eating Hints for Cancer Patients: before, during and after treatment"

Controlling Nausea

Client base: All oncology patients and family members scheduled for or undergoing cancer treatment. Benefits of controlling nausea. Practical coping techniques.



Managing Pain: There's lots to gain (see description in Heart Series)

Overcoming Depression

Client base: Patients and family members in acute and long term care; psychiatric units. Signs and symptoms of depression and importance of treatment. Appropriate response time for medication and importance of continuing medication therapy. Real people share experiences in overcoming depression. Includes post MI, cancer patient and family



Medication Safety

Client base: All patients and family members.

The role patients can play in reducing medication errors. Teaches the 5 R's. Directs patients to tell healthcare professional about current medications, allergies, reactions, dietary and herbal supplements. *Helps meet JCAHO Patient Education Standards and "Patient Safety Goals".

Advance Directives:

Client base: All patients and family members. The importance of having an Advance Directive and Health Care Proxy; Reference to national resource for State specific guidelines, "Partnership for Caring."

The Parent Channel Series P1: In the Beginning

Helping a Mother to Breastfeed

Step by step demonstration of proper positioning and latch.

Feeding cues and readiness to eat. Newborn sleep patterns explored

*Follows AWHONN guidelines.



Baby and the Bath

A complete head to toe demonstration of a newborn tub bathing; Incorporates new evidence-based practice for cord care (air drying) and signs of infected cord. Featuring Sharon Dore, author of AWHONN study supporting changing practices in cord care and infant bathing

Care For Baby

Relevant information for early discharge: education on jaundice and signs and symptoms of dehydration. Demonstration of axilla temperature and symptoms when to notify the doctor.

*Information from American Pediatric Society



Welcome to Washday

Information on laundry modifications to reduce irritating babies skin.

Breast Pumps

Educates on medical and other reasons a mother may need to pump; Demonstration of how to pump, several pump styles shown.



Formula Preparation

Non- branded formula preparation segment demonstrating formula preparation and bottle sterilization.

The Parent Channel Series P2: Life with Baby

I'm So Tired

An insightful view of Post-partum adjustment: women discuss their experiences, and health care professionals give information on signs of post-partum-depression and coping techniques.

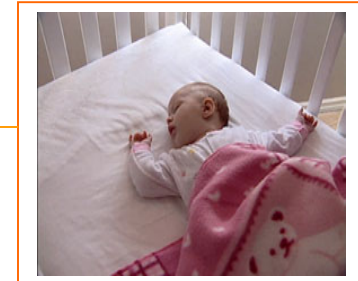


Never Shake a Baby

The intent of is to prevent Shaken Baby Syndrome through providing specific coping strategies, and to acknowledge the frustrations of coping with a new baby. *Jacy Showers and The Child Abuse Prevention Center collaborated

Baby Your Skin

Infant skin-care and common newborn skin concerns and conditions (such as infant acne; millia; stork's bite and Mongolian spots) , incorporating key messages from AWHONN skin care recommendations.



Back to Sleep

Incorporates the most recent SIDS prevention recommendations. Proper sleep position shown and the importance of a smoke free environment discussed.

The Immunization Report

Explanation of vaccines and their importance; Includes a testimonial from a mom who suffered repercussions when her son did not have his full course of shots. Former head of Infectious Diseases at Hospital for Sick Children addresses concerns raised around possible side effects of baby shots. Immunization schedule discussed up to preschool years. *Information from the CDC and American Pediatric Society



The Parent Channel Series P3: Growing Family: Pediatrics

Child's Play

Cognitive development and the importance of play in socializing, self-awareness and sensory development. Incorporates new findings from the 'Early Years' study.

Two's Company: The Reality

Parents talk about the realities of life with two or more children. Parents of children of all ages can relate to the group discussion in this segment.

Breathing Easier

How to 'asthma-proof' your home, and in particular, children's bedrooms. Provides strategies for environmental control and identifying and minimizing allergies and asthma triggers.

The Immunization Report

Explanation of vaccines and the importance of immunization; Former head of Infectious Diseases at Hospital for Sick Children addresses concerns regarding possible side effects testimonial from a mom whose son did not have his full course of shots, and who became very ill with pertussis Immunization schedule to preschool years.

*Information from the CDC and American Pediatric Society

U B Safe

This award-winning animated title teaches young children how to keep themselves safe from accidental poisonings.



Nurse Educators Continuing Education DVD;

Audience: Appropriate for all healthcare professionals

Learning Objectives: Key messages from patient education videos

Includes: Lesson plan, narrated power-point presentation and post test

Incorporate into your teaching plan:

JCAHO information, national standards and guidelines

DVDs coincide with selected Healthtv and The Parent Channel titles
For more information contact The Health Television System Inc.



- ⊗ Managing Pain There's Lots To Gain
- ⊗ Medication Safety
- ⊗ Nutrition and Recovery
- ⊗ Eating and Aging
- ⊗ Overcoming Depression
- ⊗ Hypertension: What does it mean and what does it mean to your clients

Facts about Pain



(Pain Action Guide, American Pain Foundation, 2000)

- More than 50 million Americans suffer from chronic pain
- Each year, another 25 million Americans experience pain as a result of injury or surgery

Pain to the Forefront



- JCAHO developed and promulgated pain standards in 1999 with effective dates in 2000
- American Pain Society introduced the National Pain Care Policy Act in 2001

JCAHO Focus on Pain Management- Patient Education

Patients are educated about pain and managing pain as part of treatment.



1. Understand pain
2. Risk for pain
3. Importance of effective pain management
4. Pain assessment process
5. Methods for pain management

All titles on DVD format
Unlimited use for 12 months

Order Form

Healthtv

Series H1 Care for your heart \$2,500 _____
Series H2 Cancer in the Family \$2,500 _____

The Parent Channel

Series P1 In the beginning \$2,500 _____
Series P2 Life with Baby \$2,500 _____
Series P3 Growing Family \$2,500 _____

Self-Study Modules

Overcoming Depression \$298 _____
Medication Safety \$298 _____
Pain Management \$298 _____
Eating and Aging \$298 _____
High Blood Pressure \$298 _____

Sub-Total _____

Taxes _____
Shipping -----

TOTAL:

Name

Title

Hospital

Address 1

Address 2

City

State

Zip

Phone

Email

Purchase Order Number for invoicing:

Shipping address if different than above:

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toll-free 1-877-259-4111

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Fax order form to:

The Health Television System Inc;

Canada 416-654-4068 USA 716-662-6759