

Medication Safety video Receives Top Award

The American Academy of Family Physicians and the Society of Teachers of Family Medicine bestowed the H. Winter Griffith Award for Excellence in Patient Education materials on The Health Television System Inc and Hospital For Special Surgery



**Announcing:
The Parent
Channel
and Healthtv™
Video on Demand
Series**
for use with VOD
and CCTV systems

For more details, and
a catalogue, please
email:
kathyk@
healthtvsystem.com



Healthtv: Easy as 1-2-3

1. Turn it on for patients
2. Follow up to answer questions
3. Document program watched

Colorectal Cancer Screening Video

"Colorectal Cancer" is a new segment on Healthtv™ that helps raise awareness of the importance of colorectal cancer screening.

According to The National Cancer Institute, colorectal cancer is the second leading cause of cancer in the USA, and the risk increases after age 40. Routine screening is recommended.

Produced by the American Cancer Society, this segment is appropriate for all patients and family members.

*Staff self-study module available.

Increase Awareness and Usage of Healthtv™

- Post program guide on the hospital intranet
- Inform staff of Healthtv™ during staff orientation, education fairs, staff meetings etc
- *Incorporate Healthtv's self-study modules into staff education requirements
- Print program guide in hospital information package
- Post Healthtv™ posters in patient rooms
- Post Healthtv™ guide and unit notices in staff areas
- Incorporate Healthtv™ in hospital documentation system
- Encourage staff to use Healthtv™ as a teaching tool for patient education and document program watched

**To receive these marketing materials contact
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Patient Education Best Practice Guidelines Initiative

The Health Television System Inc is spearheading an initiative to develop patient education best practice guidelines. Key stakeholder organizations participating JCAHO, ISMP, NCPIE and several teaching hospitals. Details in the next e-news.