

## Partnership News

The Health Television System Inc is pleased to announce partnership with BanDeMar Networks [www.bandemar.com](http://www.bandemar.com)

BanDeMar Networks is a minority owned California LLC with 70 years of combined experience in computer technologies and IT, high-tech research and development, and over 15 years experience in IP exploitation, licensing and worldwide patent protection



Healthtv™  
[healthtvsystem.com](http://healthtvsystem.com)

## Minority Health Report

Marketers take note: by 2020 America's minority African-American population becomes a majority.

38 million African-Americans already spend a whopping \$16 billion dollars on healthcare - but utilize the healthcare system differently than white counterparts. According to a recent study, only 20% of African-American patients polled had a primary care physician, even tho 50% have health insurance.

Where does this population go for health care? Hospitals.



### Healthtv™ hospital audiences

- 50% African-American
- 20% Hispanic

### Healthtv™ content

- Features African-American, Hispanic, Asian patients and healthcare professionals
- Education focuses on proper medication use to help reduce risk of high blood pressure, diabetes and stroke

### DTC Ads Resonate with low-income, non-white audience\*

- **The higher the household income, the lower the response rate.** Respondents with household incomes less than \$20,000 are far more likely to search for information as a result of DTC ad than those in households with \$75,000
- Six out of 10 non-white respondents reported an ad caused them to search for info, as opposed to 45% of white respondents
- People taking 1 or more prescription drugs were more likely to search for info, versus 35% who were not currently taking any prescription drugs

\* 2004 FDA report asked consumers and physicians: "Has an advertisement for a prescription drug ever caused you to look for more information,"

### African-Americans Eating Healthier

African-Americans are making the change to healthier eating faster than Caucasian counterparts - significant in light of much higher rates of obesity causing heart disease, stroke and diabetes.

According to ACNielsen, more than a third of African Americans surveyed say they have eaten healthier in past 6 months and 83% say they plan to follow a healthier diet in the next 6 months. By comparison, only 69% of Caucasians could say the same.