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We are your Neighbors

Healthy Advice® Hospitals have more than 40 *Healthy Advice*® advertising sales professionals across the U.S., servicing hospitals locally. As part of the community, we understand your patient and caregivers needs and are very selective in determining which businesses are permitted to advertise in your *Guide*.

How Can My Guide Be Free?

Healthy Advice Hospitals can subsidize the cost of your *Guide* through local medically related advertising. We are proud to have saved hospitals hundreds of thousands of dollars during our 36-year history. At right are some of the most frequently asked questions concerning the advertising model. Typically, the last question always asked is “Why wouldn’t I move forward with the service?”

Healthy Advice™

healthyadvice.com/hospitals

Will McDonald’s or Starbuck’s be in my guide?

No. Ninety-five percent of the advertising mix is comprised of nursing homes, assisted living facilities, durable medical supply companies, home health organizations and the hospital’s physician base.

Who approves the advertisers?

The hospital has full control over the advertising process, from which businesses can be approached to final approval on all advertisers.

Do I have to sell the advertising?

No. Our sales professionals are located across the country and will work with the hospital and the community to solicit all advertising.

What do I need to do?

We require a letter from the hospital announcing the project, plus a meeting with discharge planning to discuss the businesses in the area the hospital works with. At completion of ad sales, the hospital will be asked to sign off on all advertising.

What if I don’t want advertising?

A hospital may purchase the *Guide*. It comes with 3 ad pages to promote hospital services. Please call for a quote.

HEALTHY ADVICE SERVICES

- **Patient Guide - Free or Purchase**
(Advertising model pays for free Guide or hospital may purchase the Guide)
- **Custom Design - Free**
- **Educational Library - Free**
(Updated and new content added during the year)
- **Digital Patient Guide - Free**
- **Quarterly Changes to your Guide - Free**
- **Design Services - Free**
- **Printing, Warehousing, Shipping - Free**
- **Editing Services - Fee Based**
- **Second-Language Services - Fee Based**
- **Cover Photography - Free or Fee Based**
(Call for more details)