

PATIENT PERSPECTIVE

There are many ways of treating any single medical problem, from medication, to therapy to surgery. Each has its advantages and disadvantages, and physicians offer clinical opinions about which works best. Today, patients and caregivers want doctors to also factor in how the patients themselves feel about those treatment options, based on personal tolerances, lifestyle and preferences. Patients are more informed than ever, and they should have a voice in determining their treatment options. When doctors listen to their patients' perspective, they can match treatment options with patient preferences.

Point of Entry: Empowerment

Concept 1: Empowerment

Execution: 1



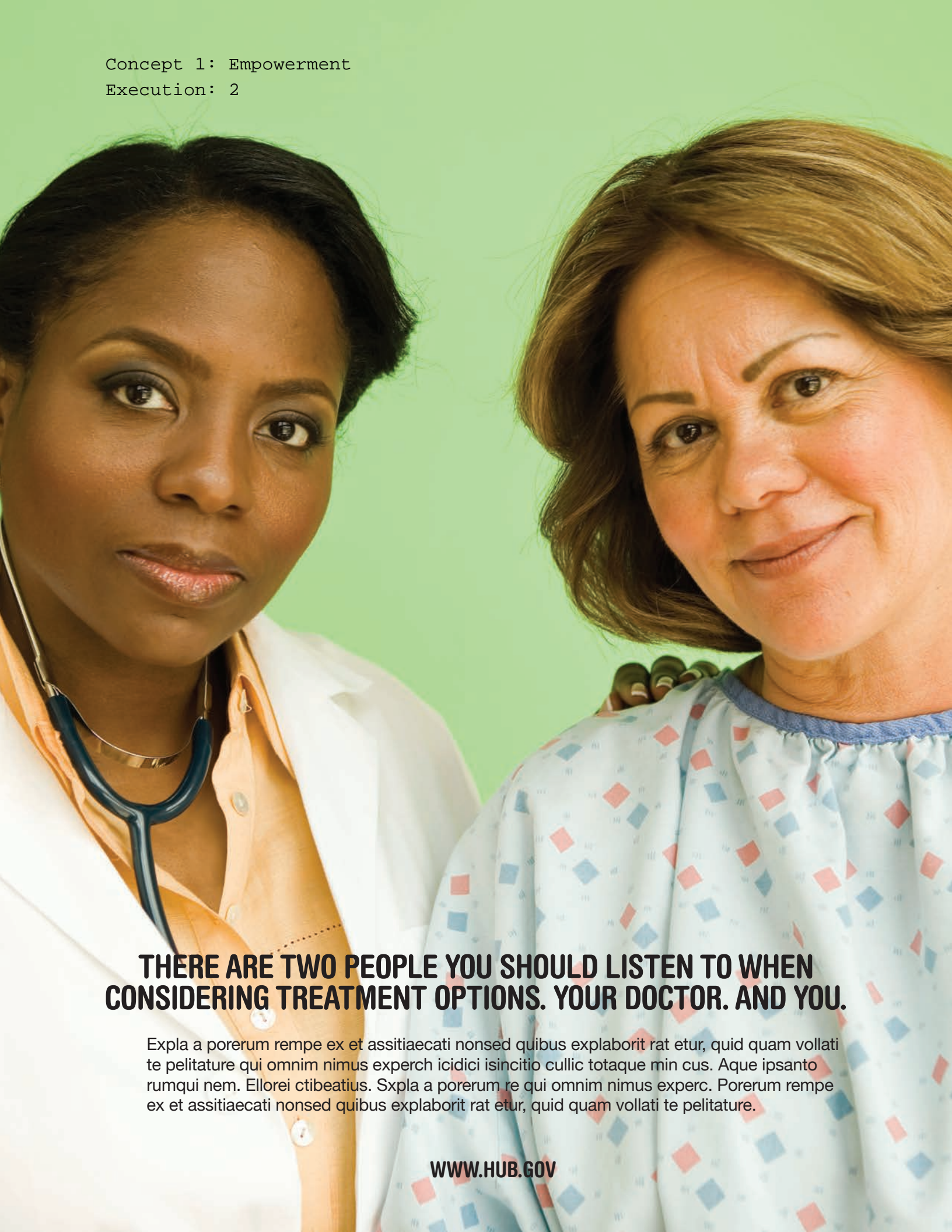
YOUR DOCTOR KNOWS MEDICINE, BUT YOU KNOW YOU.

There is no substitute for having a smart, attentive physician. But a vital factor in your medical care is how you feel about the treatments they prescribe. Fortunately, you now have access to pure, scientifically-sound, easy-to-understand treatment information. You can weigh all of the pros and cons of different treatment options from home. And talk to your doctor about any concerns or questions. All of which makes them better at helping you.

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Concept 1: Empowerment


Execution: 2



THERE ARE TWO PEOPLE YOU SHOULD LISTEN TO WHEN CONSIDERING TREATMENT OPTIONS. YOUR DOCTOR. AND YOU.

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Concept 1: Empowerment

Execution: 3

IT IS POSSIBLE TO LISTEN TO BOTH YOUR DOCTOR AND YOUR HEART.

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CROSSROADS

There comes a moment in all patients' lives when they receive a difficult diagnosis or something changes that impacts their health. They're nervous, confused, unsure about next steps. And they're hungry for information about the best treatment options. What they need most at that moment is a source of information that's clear, rational and totally trustworthy. A place to start that will help them navigate the decisions ahead. While the road to recovery might be a long one, patients and caregivers will know from the start that they're heading down the right path.

Point of Entry: Reassurance

Concept 2: Reassurance

Execution: 1

SORTING THROUGH ALL YOUR TREATMENT OPTIONS IS NOW A FAIRLY MINOR PROCEDURE.

There comes a moment in every patient's life when he or she receives a difficult diagnosis, or something else changes that impacts their health. They're nervous, confused, and hungry for information about the best treatment options. That's where we come in, with consumer-friendly, evidence-based information about medically-viable treatment options. All aimed at helping you navigate the decisions ahead. And helping you and your caregiver decide the right way to go.

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Concept 2: Reassurance

Execution: 2

IMAGINE HAVING A GPS FOR BETTER HEALTH.

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NO AGENDA

While there's no shortage of information out there about treatment options, it's easy for patients and caregivers to be overwhelmed by the sheer volume of it all. One can't help but wonder who to trust – what's real and what's just someone trying to sell something? When one's health is at stake, one has every right to expect unbiased information from a trusted source. A source that's comprehensive, reassuringly scientific, and untainted by an agenda of self-interest. Because the only agenda that matters is living healthier longer.

Point of Entry: Self-advocacy

Concept 3: Self-Advocacy

Execution: 1

A close-up photograph of a person's face, focusing on their right eye. The person is wearing a light blue surgical cap and a white surgical mask with blue patterns. The eye is green and looking directly at the camera. The background is a plain, light-colored wall.

LET'S TAKE A COLD HARD LOOK AT YOUR TREATMENT OPTIONS.

Independent scientists, doctors and researchers have created an information resource to help you compare the pros and cons of different treatment options. They lay out the facts. But make no recommendations. So you and your doctor can make an object decision about what will work best for you. So if you're looking for pure, scientifically-sound treatment information, here it is. In our unbiased opinion.

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Concept 3: Self-Advocacy

Execution: 2

**TREATMENT INFORMATION FROM SCIENTISTS.
NOT ADVERTISERS.**

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