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**ON-DEMAND HEALTH MEDIA ADDS QUIZZES AND TRACKING TO
VIDEO LIBRARY OF 3,000 ONLINE WELLNESS AND HEALTH MANAGEMENT TITLES**

*Quizzes Measure Understanding, Retention
While Motivating Users to Change Behaviors for Better Health*

WEST DES MOINES, IOWA, September 15, 2009 -- On-Demand Health Media, LLC.

(ODHM), the world's largest video-based healthcare and wellness company, announced today that it has added online quizzes to its library of over 3,000 wellness and health (disease) management videos to accurately track and measure user understanding and retention, to motivate and drive individuals to change their behaviors that have significant impact on their health.

Corporate wellness initiatives, insurance companies, benefit providers, clinics, hospitals, tele-health and personal health record companies that contract with ODHM can use the firm's three- to seven-minute videos with interactive quizzes to replace traditional text-based handouts to employees and patients—to educate, empower, motivate and influence change in their behavior.

ODHM's wellness and prevention videos promote healthy living, covering health topics, such as stress, dieting, exercise, nutrition, smoking cessation, sleep disorders and back pain. The firm's disease management titles cover obesity, diabetes, allergies, depression, stroke, cholesterol, high blood pressure, heart disease, cancer, Parkinson's, Alzheimer's disease and hundreds of other subjects and conditions.

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“In response to our customer requests, the videos can now be placed on a user-friendly, online platform that not only tracks whether individuals viewed a video, but also incorporates a five- to 15-question interactive quiz that will accurately measure the user’s understanding and retention of the content,” said Connie Bever, President of ODHM.

The videos with quizzes serve as reliable, consistent vehicles for the clinician or employer to communicate with the patient/employee with the best ways to treat a condition or prevent a health issue—with content that is accurate, unbiased, and up to date. After viewing the videos and taking the quizzes, patients/employees understand how a condition or disease affects the body and learn the optimum ways to prevent it from progressing to a more detrimental and costly level.

“Employers, insurance companies and doctors are now starting to hold individuals accountable for the health factors that they can control or significantly impact. They want to reward those individuals who educate and empower themselves,” Ms. Bever said.

ODHM videos and quizzes can automatically be linked to Health Risk Assessment (HRA) outcomes, sending a patient/employee a message to view the video that has been prescribed for the health risks that are identified. Additionally, the videos can be used to increase health screening participation, to “edutain” in medical waiting areas, to reinforce monthly wellness themes, to increase value of e-newsletters and as part of a self-search reference library. Health coaches or nurses can show or email a video to an individual.

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Topic specific packages of videos are available to provide solutions for organizations that have special needs. ODHM creates customized websites for each organization and brands the site with the organization's name and its logo.

Art Bauer, Chairman of the Board of ODHM and former owner and CEO of American Media, Inc., said, "We've chosen the video format to communicate the messages because we have research proving that when viewing video, a person's learning time is cut by almost 50 percent, and they have 24 percent more retention over reading text alone." He said, "We're fully committed to the development of quality, entertaining videos and quizzes that will lead people to change behaviors. The delivery and access options are endless—internet, intranet, cellular, digital video on-demand, CCTV or DVD."

"Living a long and healthy life isn't about genetics, but more about daily behaviors. The high cost of chronic disease in the United States can be attributed to three factors: food, physical activity and tobacco," said Gaylord Nordine, MD, DrPH, and Vice President of Preventative Medicine and Medical Management at ODHM. The treatment of chronic medical conditions comprise more than 75 percent of the nation's \$1.4 trillion medical expenditures and account for 70 percent of all deaths in the United States, according to the Centers for Disease Control (CDC).

On-Demand Health Media is the world's largest video-based healthcare and wellness company of evidence-based videos on wellness, prevention, disease management, self-care topics and medical procedure overviews. The firm maintains a master library of over 3,000 titles. On-Demand Health Media's website is www.ondemandhealthmedia.com.

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