

Plain Talk About Health

Scheduled to start airing in the fall of 2006, *Plain Talk About Health* is a 30-minute television program co-hosted by former Secretary of

Health and Human Services, Tommy Thompson, and Susan Davis, the President & CEO of the renowned public relations firm SDI. Focused on medical issues that are of pressing interest and concern to the medical and non-medical community alike, *Plain Talk About Health* uses a talk show format designed to provide a mix of interviews and topical discussions, featuring guests from across the gamut of medicine, academia, government and business. Broadcast across the country and around the world (via satellite and Internet2), the show's viewers are provided with an opportunity to learn about complex medical issues in "plain talk."

Plain Talk About Health hosts Tommy Thompson and Susan Davis.



"Restoring Hope & Health Through Technology"

Medical knowledge is critical to humanity. Yet despite the continuous advances in technology, there remains a global disparity of access to that knowledge. To compound this issue, experts are forecasting that medical knowledge will double in the next five years.

Using state-of-the-art satellite and broadband communications technology, Medical Missions for Children aims to bridge the gap between developed and developing nations. To accomplish this, we work to elevate the level of expertise in hospitals around the world, through a combination of direct one-on-one telemedicine consultations helping the world's critically ill children, and a concentrated stream of medical education programming delivered to universities and healthcare facilities via both satellite and broadband. The end result is that these institutions will be able to help thousands of patients who previously would have gone undiagnosed or untreated.

At the end of the day, not only do children and adults alike benefit from the activities of Medical Missions for Children, but we are also helping to restore the global image of the United States through acts of "Medical Diplomacy."

Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime. — Chinese Proverb



*Transferring medical knowledge from those
who have it, to those who need it.*



MMC @ St. Joseph's Children's Hospital
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GLOBAL VIDEO LIBRARY OF MEDICINE

Available anytime, anywhere, on any device.



Domiciled on the campus of Montclair State University (MSU), the MMC Global Video Library of Medicine (GVLM) is an electronic storage facility for digitally captured video files. The files' subject matter is a mix of medical symposia, lectures, demonstrations, discussions and clinical presentations.

The GVLM is a program of Medical Missions for Children - a four-star-rated 501(c)(3)

charity. Other programs of Medical Missions for Children include the Telemedicine Outreach Program (TOP), Medical Broadcasting Channel (MBC), Giggles Children's Theater and *Plain Talk About Health* television show.

Montclair State University is New Jersey's second largest university, with 16,000 undergraduate and graduate students. Although established in 1908, the University has a modern, state-of-the-art campus located 3 miles from St. Joseph's Children's Hospital, the home of Medical Missions for Children.

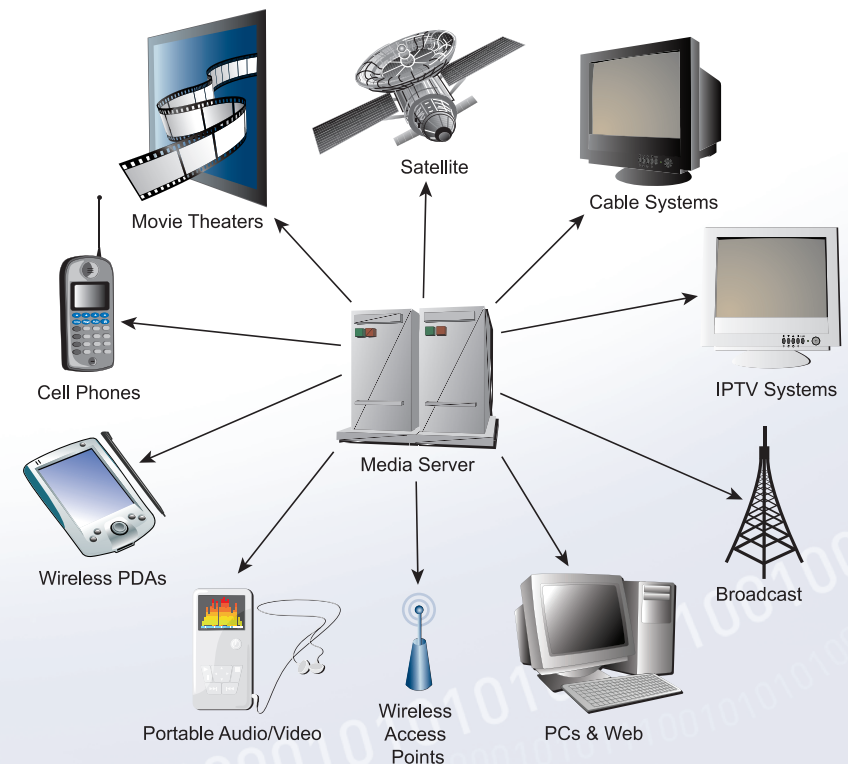
The GVLM is used much like a bank; MMC "deposits" content after it has been harvested or produced. Prior to entering GVLM, all video content is encoded into Mpeg 2 format, color and audio adjusted, edited for HIPAA compliance, electronically tagged and then cataloged for scheduling. The content is then "withdrawn" and used for scheduled or on-demand programming.



THE GVLM PROVIDES CONTENT FOR:

- ▶ MBC (*Medical Broadcasting Channel*) Both satellite broadcast and Internet2 (*Free*)
- ▶ Internet Light - Standard Internet with programming aimed at a non-medical audience (*Free*)
- ▶ On-Demand access to GVLM content (*Membership*)
- ▶ "Heads Up Network" - On-demand GVLM service aimed at U.S. (960,000) and International physicians. Capable of delivering tutorials about new drug and drug delivery technologies being offered by the pharmaceutical industry. (*Membership*)
- ▶ Commercial and PBS television programming (*Free*)

Content from GVLM can be delivered on multiple devices such as:



MMC HIGH-DEFINITION TELEVISION STUDIO

The Medical Missions for Children (MMC) HDTV production studio is located on the campus of St. Joseph's Children's Hospital. This modern state-of-the-art facility is a multi-set studio capable of producing medical interviews, discussions, demonstrations and news announcements. The studio uses the latest in lighting technology, electronic presentation aids and HDTV or HD-light TV formats. Adjacent to the studio is a fully digital control room, a six-station editing suite featuring Apple Final Cut Pro technology, a green room and a make-up salon. Programs and content recorded at this modern facility will be edited and stored to the Global Video Library of Medicine [GVLM].

