

Vida Health Communications, Inc.

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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Overview: Vida Health Communications, Inc. develops and deploys whatever media technologies and approaches that work best to solve challenging public health problems. With a particular focus on women's and children's health, Vida makes the latest research, clinical practices, and health advice understandable to audiences of clinicians in diverse specialties and consumers across a wide array of cultures and communities. Vida produce and distributes programs recognized as effective 'behavior change agents' in the arenas of neonatal intensive care, mental health, violence prevention, child development, environmental health in pregnancy, child nutrition and physical activity, and more. Vida's multi-faceted team of health communicators makes optimum use of established relationships with content experts, expertise in instructional design, documentary filmmaking and new media, and over twenty years of listening to women, children and their caregivers..

Target Markets: Hospitals, disease management companies, schools of medicine and nursing, the federal government agencies (DOD, Agriculture and others with concerns or initiatives related to maternal child health) consumers, parents, particularly women of childbearing age.

Key Value Drivers

Products Entering the Marketplace: *"Your Green Guide to Pregnancy"* is a DVD program imparting practical skills to pregnant women to help them avoid environmental risks and maintain a healthy pregnancy. *"Promoting Infant Development NICU Toolkit"* includes media programs for parents of preterm infants and for clinical staff of neonatal intensive care units (NICUs).

Competitive Advantage: Vida specializes in creating 'behavior change' agents using reliable and emerging media technologies to solve costly public health problems. Vida's education programs are the recipients of over 100 awards including the Surgeon General's Award at the International Health and Media Festival. Vida has also won a Tibbetts Award from the Small Business Technology Council.

For fifteen years prior to conducting its first NIH funded research project, Vida produced and distributed programs to hospitals, professional schools and universities, specialty, educational and retail cataloguers. Health care systems such as Kaiser Permanente of California, PHARMA (Abbot Laboratories) and consumer goods companies (Procter and Gamble) have been Vida clients, customers or partners.

Strategy: For *"Promoting Infant Development NICU Toolkit"*, to continue fledgling efforts to sell to disease management companies and to healthcare systems such as current clients Progeny, Inc. and Carolinas Healthcare.

For *"Your Green Guide to Pregnancy"* to find a strategic partner(s) to forward dissemination while introducing Vida's other titles and resources to pregnant and parenting consumers. (The advertising firm for Brita Filter (Clorox) recently approached us to explore a collaboration.)

Management Team

Lisa McElaney, MFA, President/CEO
John Craine, MS, MBA, V.P. and Chief Operation Officer
Aimee Arvan, Director of Marketing

Scientific Review Board:

Jessica L. Illuzzi, MD, Dept. of Obstetrics, Yale School of Medicine
Katie Huffling, CNM, BSN, MS, Dimensions OB/GYN Associates, Cheverly, MD
Heidelise Als, PhD, Department of Psychiatry, Harvard Medical School
Alan Kazdin, PhD, Yale University, Dept. of Psychology
Robert Sege, MD, Dept of Pediatrics, Boston Medical Center, B.U. School of Medicine and the American Academy of Pediatrics Youth Violence Prevention Section Chair
David Rose, EdD., Harvard School of Education, CEO, CAST

Product Pipeline

Promoting Preterm Infant Development



Your Green Guide to Pregnancy



■ Phase 1 ■ Phase 2 ■ Phase 3