

# NETWORK

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spots and air them only in specific hospitals, if wanted, or at specific times. Carever-tisements or just regular advertising costs \$4.50 for every 30-second spot whenever it airs, and in each hospital, said HNN's senior vice president, Jimmy Borchardt. Most ads run twice per day in one hospital for a week.

It allows advertisers to reach a large group of people with specific interests, or at least all under one roof. If they choose to pay for the service, a company could reach a very large group: Biffar estimates HNN will be on in 226 hospitals in 40 states, with 45 million viewers before 2009.

Programs change monthly and feature news and vignettes on things such as fitness clubs, yoga, bicycling, healthy living, Lasik surgery, or travel agencies. Shows include uplifting segments like "Health-care Heroes," which highlight extraordinary doctors, nurses or other employees; "Celebrities Who Care," with stories of celebrities and their humanitarian efforts, for example; "Fast Forward," shows futuristic innovations in medical technology; "Clinical Pearls" shares medicinal tips from healthcare professionals; "Factoids" provide intermittent medical trivia. There is no fictional content.

In specific hospitals, faculty announcements may also be made on screen, job openings, hospital news releases, services and events.

Typical HNN content consists of the following hourly breakdown: 32 minutes of HNN original series programming, 19 minutes of customized hospital programming and 9 minutes of advertising air time.

Borchardt and HNN President Joann Ellis, both appointed by Biffar to run the new company, said the programming began

in 2007 and spread to out-of-state quickly.

"It's a great deal for potential clients interested in a very reasonable media buy to promote their brands," Borchardt said.

And the programming is high quality, Ellis said. "It's like the CNN news, but it's healthcare news, and it's fun and positive."

This kind of private, independent television station is typically designed to reach a target audience, with a variety of agendas. Wal-Mart, for example, has their own "Out of Home" network. CNN's Airport Channel is another. There's even a network shown only in elevators, Ellis said.

"What it does allow is that company to reach out and position brands that are relative to that audience," Borchardt explained. "It's information that would benefit the patient or caregiver or loved ones. It's a way of getting information to these people to help their life...it promotes hospitals and the environment of the hospital."

The programs and ads are delivered to medical centers via a broadband internet connection, so HNN can customize programming for different states, cities or hospitals.

Ellis said it's also a way to help patients or visitors feel more positive about what might be a grave situation. "It gives people comfort when they're sitting in the hospital to know who's taking care of you. It makes your hospital experience less stressful..."

"What makes us so exciting is 'Out of Home' video is the latest in direct-to-consumer marketing that started right here in Cape Coral."

HNN was taking off just as the building market went bust in Southwest Florida, though as Borchardt said, "Real-estate and building is not the only game in town." ■

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