

# theGIconnection.com

community \* content \* connection

SINCE 1997 OMNI HEALTH MEDIA has been a premier producer of trusted, credible content for patients and their caregivers. OMNI programming is used by over 2,200 physicians on their websites, representing leading providers and organizations, including Dana-Farber Cancer Institute, Memorial Sloan-Kettering Cancer Center, and Susan G. Komen. OMNI combines content and community on the theGIConnection to create a trusted source of information and a safe environment for patients to share and support one another. This platform is augmented by Web Chats With The Experts and distributed through our newsletter program, social media outlets, and print partnership with *Women* magazine to comprehensively reach and engage individuals with GI conditions, including Barrett's, IBD, IBS, GERD, hepatitis, cancer, and obesity.

*OMNI's extensive digital and print platforms reach and engage to reinforce your message and promote your brand.*

## WEBSITE AND ONLINE COMMUNITY

### WHAT DO PATIENTS SEEK?

- Information
- Validation
- Translation

MOST IMPORTANT, they want to give back!



## DIGITAL ADVERTISING

Banner placement available on **theGIConnection**, and in disease-state newsletters, and other OMNI health portals with GI content

- 200,000 disease-state newsletters per month
- An additional 300,000 views on:

**awomanshealth.com**  
**CANCERCONNECT.COM**



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## WEB CHATS WITH THE EXPERTS

An online interactive patient engagement program broadcast on **theGIConnection**, key video destinations, and archived for on demand use; **Expert Chats** are designed to engage patients and facilitate informed decision making while harnessing the power of peer-to-peer interaction within theGIConnection community.

Available on:



## PRINT ADVERTISING

Published quarterly, **WOMEN** magazine has partnered with **theGIConnection** and allocated dedicated space for inspirational stories, advocacy profiles, and disease-state content around GI conditions.

Available in over 8,000 GI Clinics  
~ 500,000 readers per month



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## CONTENT MARKETING

Editorial and advertorial opportunities on **theGIConnection** and other OMNI properties to include **aWomansHealth.com**, **CancerConnect.com** and **WOMEN** greatly enhance your reach.

News, press releases, and program information distribution available.

