



PHTv Network Affiliate Program Overview

PUBLIC HEALTH TELEVISION

Introduction

Chronic diseases such as arthritis, asthma, cancer, pulmonary disease, congestive heart failure, depression, diabetes, and obesity account for over 60% of medical costs in the U.S. with a disproportionate burden of these diseases affecting the medically underserved and ethnic minorities.

Although this audience is a high priority target for preventive health, wellness and social awareness initiatives, significant obstacles remain for both the public and private sectors in their ability to reach those populations most at risk—those who most need access to this type of information.

The increased fragmentation of the communications marketplace as a whole, the declining power of conventional television and other media, and an inability to adequately target messaging to an increasingly diversified audience are but a few of these obstacles.

Geographic, economic, cultural and linguistic challenges must be addressed as well, both in program development and delivery, in order for preventive health communications strategies to succeed. By doing so, we can help to prevent illness, better manage chronic conditions and lower the overall potential cost of healthcare.

Public Health Communications is committed to developing a comprehensive communications network that transcends geographic, language, and cultural barriers. By leveraging our knowledge, expertise and resources, together with those of our partners, we have positioned Public Health Television to become an integral component of public health education, information and awareness strategies.

Public Health Television—PHTv—is a unique and ground-breaking digital communications network designed to reach the most at-risk and vulnerable segments of our society with information that can advance positive health and social outcomes.

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Advancing Positive Health and Social Outcomes

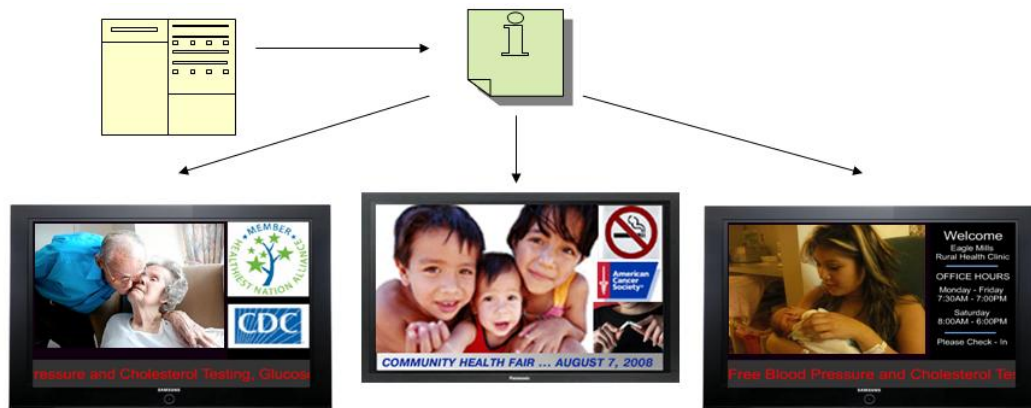
By working together we can help to shape our communities, inform and educate audiences, improve our futures and encourage others to do the same.

With the information presented here, we hope not only to provide you with explicit and comprehensive information regarding Public Health Television, but also to develop your understanding of who we are, what we do and how we achieve our mission to inform, educate and inspire.

Overview

Public Health Communications, LLC (“PHC”) is a private media network that utilizes IPTV technology (Internet Protocol Television) to reach underserved populations with targeted, culturally and linguistically appropriate preventive health, wellness, lifestyle and social awareness programming.

Public Health Television (PHTv) is a centrally managed technology platform that delivers digital television service via the internet rather than through traditional broadcast and cable formats, allowing content to be uniquely targeted to every screen in the network individually. This capability provides PHC with unlimited options for directing programming to screens throughout the network based on geographic location, viewer demographic, preferred language, time of day, etc.



Target Audience



Federally certified rural health clinics ("RHCs"), federally qualified health centers ("FQHCs"), and critical access hospitals ("CAHs"), play a critical role in the healthcare system by providing affordable, high quality and comprehensive healthcare services to medically underserved populations.

With over 9,000 delivery facilities nationwide, these health providers are the healthcare home to over 25 million people, producing positive results for their patients and the communities they serve.

PHTv is installed in the waiting / reception areas of these health provider facilities, reaching underserved populations at the point-of-care, with targeted health education, wellness, lifestyle and social awareness programming that can improve health outcomes and ultimately reduce healthcare spending.

The network is also used to provide ongoing training and education for health practitioners in these facilities.

Public Health Television will be deployed nationally, on a state-by-state basis, to over 3,000 public health facilities within the first three years and a goal of 7,000 unique locations by year five, with programming reaching in excess of 100 million targeted viewers annually.



PHTv Core Programming

PHTv programming policies parallel those that have been established by the Corporation for Public Broadcasting (known as PBS). Like PBS, it is our intent to maintain a noncommercial appearance of all underwriting / sponsor funding messages. By guaranteeing our programs treat complex health and social issues with journalistic integrity and compassion, our audiences know they can rely on us to provide accurate, impartial information.



We recognize the significance of Public Health Television as an educational resource and we believe viewers benefit from our dedication to creating and spreading awareness.

Public Health Communications makes every effort to deliver media content that encourages viewers to become active participants in promoting change and shaping their communities.

PHTv Programming Goals and Criteria

Delivering quality, innovative and distinctive health education, wellness, lifestyle and social awareness programming to underserved populations is our utmost priority. We measure success by meeting, and often exceeding, our responsibility to positively impact the communities we serve.

In order to achieve our goals, we collaborate with a wide variety of government agencies, public health departments, national health organizations, foundations and health providers to insure that our programming is accurate, relevant and timely.

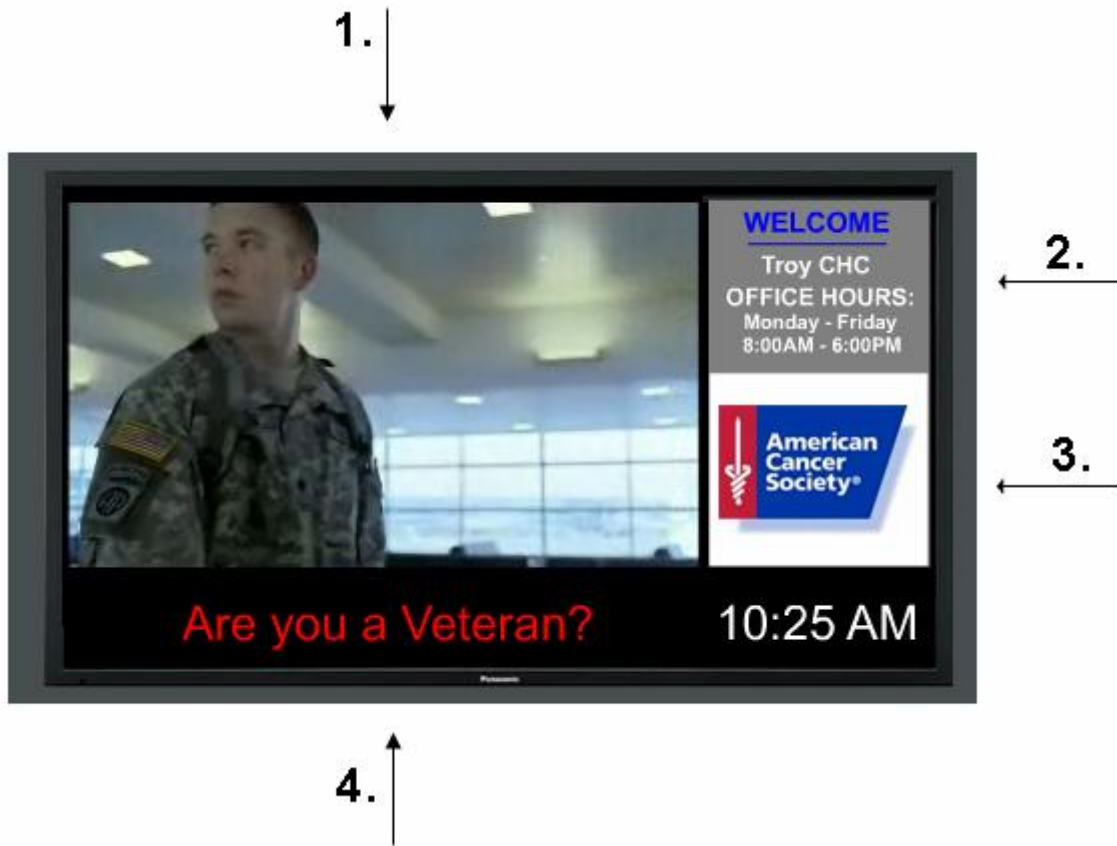


The US Department of Health and Human Services' Office of Disease Prevention and Health Promotion (ODPHP) has established guidelines for effective health communication strategies and public education campaigns that seek to change the social climate to encourage healthy behaviors, create awareness, change attitudes, and motivate individuals to adopt recommended behaviors. The PHTv delivery platform and programming meet each of these important guidelines.

- Accuracy: The content is valid and without errors of fact, judgment, or interpretation.
- Availability: The content is delivered or placed where and when the audience can access it.
- Consistency: The content remains internally consistent over time and also is consistent with information from other sources.
- Cultural competence: The design, implementation, and evaluation process accounts for special issues for select population groups.
- Reach: The content gets to or is available to the largest possible number of people in the target population.
- Reliability: The source of the content is credible, and the content itself is kept up to date.
- Repetition: The delivery of/access to the content is continued or repeated over time, both to reinforce the impact with a given audience and to reach new viewers.
- Timeliness: The content is provided or available when the audience is most receptive to, or in need of, the specific information.
- Understandability: The language level and format are appropriate for the specific audience.

PHTv Programming Delivery

The Public Health Television technology platform is an infinitely scalable system with a robust functionality for programming content. Each device in the network can be programmed to display its own unique content providing PHC with unlimited options for directing information to displays based on hours of operation, time of day, viewer demographic and PHTv Network Affiliate need. Each individual display is partitioned into defined sections or "zones" within the screen layout, allowing for distinct programming locations.



ZONE 1 – Core Programming - HD long-form video programming. Each 1-3 minute program is aired one (1) time every hour and addresses a variety of preventive health, wellness, lifestyle and social awareness topics.

ZONE 2 – PHC allows PHTv Network Affiliate with a limited amount of programming time for self-promotion. (Office hours, upcoming events, staff introductions, etc.)

ZONE 3 – Programming Underwriter / Sponsor logo, message, call-to-action, etc.

ZONE 4 – Used for ticker applications such as community information, emergency information, local weather and a variety of RSS feeds.

PHTv Underwriters and Sponsors

Public Health Communications, LLC adheres to a policy which prohibits traditional advertising content on the network. Instead, the Company provides public and private organizations with the opportunity to underwrite / sponsor the development and targeted delivery of health education, wellness, lifestyle and public service-oriented programming.

The scope, demographic reach, granular targeting and measurement capabilities of PHTv have positioned it to become an integral and valuable component of health communication and public education campaigns, including:



- Federal, State and Local Health Education and Consumer Information Initiatives: Smoking Cessation, Childhood Obesity, Autism, etc.
- Managed Care Organizations serving patients who traditionally face barriers to quality healthcare, including Medicaid, Medicare, SCHIP, and Healthy Families Programs.
- Social Marketing: ConAgra, Home Depot, Target, Timberland, P&G and others, who have integrated corporate responsibility as a core component of their business communication strategies.
- National, State and Local Associations: AARP, American Cancer Society, American Diabetes Association, American Heart Association, American Kidney Foundation, etc.
- Foundations, Funds and Trusts: Robert Wood Johnson Foundation, Kaiser Family Foundation, The Children's Fund, etc.
- Pharmaceutical / Health Industry: Socially responsible health education, product safety and wellness programs.

PHC and the National Association of Rural Health Clinics (NARHC) have established an exclusive, five-year agreement that calls for the endorsement and joint promotion of Public Health Television to association members.

PHC is actively engaging State Primary Care Associations and Rural Health Associations to endorse and promote Public Health Television to association members on a state-by-state basis. To date, associations in Tennessee, Texas, Missouri, Indiana, Michigan, Washington and California have committed to the PHTv initiative.

PHTv Network Affiliate Program

Participation as a "PHTv Network Affiliate" is provided as a free service to qualified health providers and includes equipment, installation, service and ongoing network management. Each approved PHTv Affiliate will have one (1) PHTv Network Equipment Package installed in the main waiting / reception area of its primary healthcare delivery facility. The program requires a renewable one (1) year service agreement with Public Health Communications.

Program Participation Requirements

PHTv Network Affiliate must meet the minimum requirements for participation in the Public Health Television as set forth by Public Health Communications:



Provider Requirements: PHTv Network Affiliate must be a federally certified rural health clinic (RHC), federally qualified health center (FQHC), or certified critical access hospital (CAH) and maintain a minimum patient population of 2200 individuals.

- Requires a One (1) Year Service Agreement with PHC

Site Requirements: In order to receive the PHTv Services it will be necessary for Public Health Communications (PHC) to install reception equipment consisting primarily of a wall-mounted 40" LCD Display, FireCast® Media Appliance, and Voltage Regulator / Power Conditioner (PHTv Network Equipment Package). For proper installation and operation of PHTv services, PHC requires PHTv Network Affiliate to provide the following:

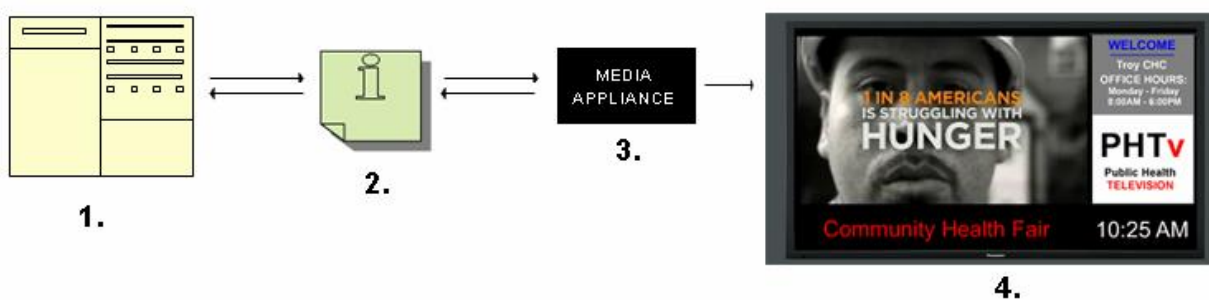
- Provide approved location for the installation of PHTv Network Equipment in main waiting / reception area of facility.
- Provide access to uninterrupted internet connectivity (DSL, Cable or greater)
- Provide access to uninterrupted electrical power service
- Provide reasonable security for PHTv Network Equipment
- Provide PHC with reasonable access to facility management personnel (IT, Operations) and physical location for troubleshooting, network maintenance, service calls, and related purposes

PHTv Network Technology

Public Health Communications, LLC has established exclusive, long-term agreements with the IPTV / digital signage industry's leading technology provider, WireSpring Technologies, Inc., and national technology integration / deployment firm, McBride. Collectively, these firms possess an unmatched level of experience and industry-leading expertise in the design, deployment and ongoing management of large-scale digital signage television networks.

WireSpring is the recognized industry leader in the design and development of operating system platforms (OS) within the IPTV / digital signage and interactive kiosk marketplace. Their FireCast™ product line is built upon a robust Linux-based architecture and features a tamper-resistant software environment.

Network Overview



1. PHTv Network Management and Data Center (ClientCenter): Each individual display in the network is managed and monitored remotely from the ClientCenter.
2. PHTv Programming content is delivered to PHTv Network Affiliate Equipment via the internet.
3. Programming content is stored on the Media Appliance for playback on the LCD display.
4. Media Appliance communicates directly with ClientCenter for system monitoring, content updates, software updates and general management tasks.

Note

Since all PHTv content is stored locally on the Media Appliance, interruption of internet access will not disrupt programming playback on the LCD display. This feature also minimizes any impact that the PHTv system has on the Network Affiliate's internet bandwidth.

PHTv Core Programming Content is generally updated on a monthly basis and can be scheduled to coincide with off-peak internet usage hours.

PHTv Security Overview

Public Health Communications, LLC and WireSpring take security very seriously. The following information provides an overview of our security protocol.

The FireCast™ platform is based on secure, open standards, and is vigilantly maintained to be up-to-date and protected against the latest security vulnerabilities. Because of its unique Linux architecture, FireCast OS is inherently immune to the vast majority of viruses and worms.

FireCast OS is based upon the proven and trusted Linux platform. WireSpring has removed many unnecessary utilities from the core operating system in an effort to reduce complexity and improve security. FireCast OS does not accept incoming connections on any ports, and connects to ClientCenter using only a single outbound HTTP connection over port 80 (or HTTPS over port 443), making it very firewall-friendly. There are no FTP, SSH, Telnet or other servers running, making the system extremely difficult to remotely exploit.

Additionally, the core FireCast libraries are encrypted for added security. All communication between the kiosk/signage units and ClientCenter is encrypted, using a 128-bit Blowfish algorithm and a 448-bit symmetric key. Authentication between the units and the ClientCenter server uses shared secret exchange to generate temporary 128-bit, one-way MD5 digest keys. Session keys are good for one hour, after which point they are expired and the units must re-authenticate to generate a new, valid key.

The ClientCenter remote management service utilizes a 128-bit Secure Sockets Layer (SSL) connection, ensuring that schedules, reports, and other assets are protected using the same methods as modern online banking sites. All communications are logged, and WireSpring's staff continuously monitors the logs and other server properties for suspicious or anomalous behavior.

WireSpring's servers are co-located in secure datacenters operated by Rackspace Managed Hosting, the world's fastest-growing managed hosting company. WireSpring and Rackspace manage server and infrastructure security on three different levels: physical security, network security and account security.

Physical Security

Data center access is restricted to Rackspace's level three technicians. 24/7 security guards, Biometric palm scanners and a military-grade passcard system are in use to ensure that no unauthorized persons can access our servers.

Network Security

Edge-of-network and switch-level security devices handle packet-level hacker attacks like ping and SYN floods, core router attacks, etc. WireSpring's servers run a custom-hardened version of RedHat Advanced Server, following the SELinux guidelines published by the National Security Agency (NSA). By default, ClientCenter servers will only listen to inbound connections on port 443 (SSL), and only allow HTTPS connections for authorized ClientCenter users.

Remote access to the ClientCenter servers is disabled by default. In the event that WireSpring needs to start a remote access session with a ClientCenter server, the connection must be initiated from WireSpring's headquarters office in Ft. Lauderdale, FL, USA and established via a secure 128-bit SSH tunnel.

Data center access is restricted to Rackspace's level three technicians. 24/7 security guards, Biometric palm scanners and a military-grade passcard system are in use to ensure that no unauthorized persons can access our servers.

Account Security

Rackspace maintains a list of Authorized Contacts and a Secret Question, both of which are supplied by WireSpring. Rackspace will not provide any information regarding our servers or account or any technical support to anyone other than WireSpring's authorized contacts - and only then if they know the answer to our Secret Question. * Only the owner of WireSpring Technologies, Inc., and its Chief Technology Officer are authorized contacts.

Warranty

Public Health Communications, LLC warrants the security performance of the Public Health Television technology platform—FireCast™—against unauthorized access / security breaches in the PHTv network that result in any direct damages to the PHTv Network Affiliate's local area network (LAN).

PHTv Network Installation

McBride – is the nation's leading specialized electrical and information transport (voice, data, video) contractor serving more than 40% of the Fortune 100 through a unique combination of 11 regional branch offices and best-of-breed affiliate organizations. McBride serves customers across the North American continent in markets ranging from retail, financial, telecom, and health care.

McBride will oversee the ongoing deployment and maintenance of the Public Health Television Network, with services to include:

- On-site system installation, integration and testing
- On-Site Repair Service as needed



PHTv Network Management

The PHTv Network is remotely managed and monitored by PHC and its strategic partners. The network has been designed to require no involvement by PHTv Network Affiliate staff or personnel. PHC provides both Level 1 and Level 2 call support should a technical problem occur.

PHTv Network Deployment

Beginning in July 2009, Public Health Communications will begin piloting Public Health Television in select states over a 12 month period: Tennessee, Missouri, Texas, Indiana, California and Washington State.

PHC anticipates initiating a nationwide deployment of the PHTv Network in July 2010.

PHTv Contact Information

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