

Health channel

All Health All the Time

PRESS KIT

A Digital Health Content and Services Company

MISSION

Create, curate, aggregate, and distribute health and wellness content and services on multiple platforms that provide hope, informs, inspires, and encourages everyone to enjoy mental and physical well-being.



FOUNDER: SOUTH FLORIDA PBS

Over 60 years of production and broadcast experience and 20 years of digital experience

2 full-power over-the-air stations: WPBT2 & WXEL



3 digital broadcast/cable channels: Health, Create, Kids

South Florida PBS serves Miami / Ft. Lauderdale and Palm Beach / Treasure Coast DMAs combine to form the 7th largest TV market

THE HEALTH CHANNEL PLATFORM

A robust 360°
platform of health
and wellness
information and
services



Television Channel

- 24-hour channel (broadcast, satellite, cable, streaming)
- Private channels for healthcare and wellness providers



Digital Audio & Video

- Video for desktops, laptops, mobile phones, tablets, smart speakers and smart TVs
- Delivered via websites, apps, podcasts and social media



Digital Services

- On-demand and subscription services (e.g., telemedicine, weight loss)

Items in **PINK** are already launched

HEALTH CHANNEL'S DIGITAL REACH IS GLOBAL

2 million
Monthly
impressions

100,000
Monthly
engagements

600,000
Monthly
video views

165
Countries

Across



Web



Mobile Apps



Social Media



Email



KEY MILESTONES

In 2018, **South Florida PBS** launched the [Health Channel](#), a doctor-based television channel through which people can get their medical and healthcare questions answered. In conjunction with the broadcast channel, South Florida PBS developed an advanced online service including a user-friendly website with more than 5,000 unique health-related and medical videos, providing access to health information and a marketplace of products and services.

Working with world-class healthcare organizations, **South Florida PBS' Health Channel** is tackling issues such as the Coronavirus pandemic, health insurance, mental health, and medical breakthroughs with original and acquired evergreen programming.

Through *AllHealthGo*, **South Florida PBS'** digital health media venture, we are leveraging our free 24/7 TV channel and unique distribution platforms, including website, [app](#), [podcasts](#), [newsletter](#) and social media to increase quality health and wellness information.

The **Health Channel** is proud to be recognized by [Sharecare](#), a leading digital health company, as the winner of the 2022 Sharecare Awards in the Cancer category for its original production: **Hope is Here Episode 4 - Gina's Story** and the 2021 Sharecare Award in Disruptors in Healthcare category for its original production: **Fauci: The Virus Hunter documentary**. The Sharecare Award is awarded to those whose creative use of media is empowering people around the world to live healthier.

ORIGINAL PRODUCTIONS

- ***Sex Talk with Dr. Lia*** - available on various FAST Channels since November 2022
- ***Hope is Here*** – released nationally on public television in November 2022
- ***Living Minute*** – over 600 Living Minute Episodes produced featuring innovative medical breakthroughs and stories
- ***Town Halls*** – hosted 25 town halls covering Coronavirus, Mental Health, and Breast Cancer since 2020. Received over 4 million digital impressions and 3 million digital views
- ***Fauci: The Virus Hunter*** – one-hour documentary reached 98% of the public television market in 2022

*New concepts in development on the topics of personalized medicine/ research, veterinary care and forensics