

# A Product to Some...A Service to Others!!!

## B2B: Broadcast to Broadband...A Cross Platform Strategy... Targeting Health Disparities in Medically Under-Served Communities

*2012 First Quarter Newsletter*

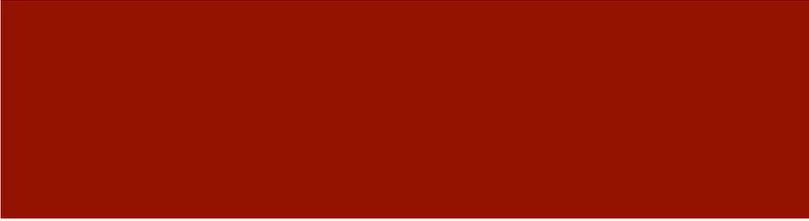
Personal Skills & Principles (PSP) partnership with the W. Montague Cobb/NMA Health Institute (COBB) and the National Association of Black Owned Broadcasters (NABOB) is the foundation of the Health Equity Alliance formed July 2011. The Alliance's primary goal is to revolutionize how ethnic and under-served communities receive its culturally relevant health and medical information. COBB's intimate relationship with the National Medical Association (NMA) and its 50,000 members will provide medical content and NABOB's 250 plus member Radio/TV stations will provide targeted access in there shared communities. PSP's Broadcast To Broadband (B2B) health communications business model will serve as the Alliance's platform in addressing health disparities in Black, Hispanic, low income and under-served communities.

The B2B strategy addresses the initiatives set forth in the FCC's "National Broadband" and "Health & Human Services "Hi-Tech Act" by bringing broadcasters and health care providers together to **engage, educate and empower** their local communities to address their health disparities, through their "anchor institutions" and the utilization of persuasive technologies.

**PSP's 4 part series** will show how broadcasters and medical organizations can partner and tap into federal funding that is already allocated and in the pipe-line, for such collaborations.

### B2B SYNOPSIS

- Reducing Health Disparity is a National Priority for the government
- The FCC "National Broadband" strategy encourages the funding e-Health Care Pilots
- The HHS HITECH Act supports deployment of Health Information Technology, and funds "Beacon Communities", and Community Wellness programs
- The Universal Services Fund allows Telecommunication companies and Health Care Providers servicing medically under-served communities to partner for pilot funding



## PART 1: A Many to One Approach

**B2B: Broadcast to Broadband** strategies seamlessly integrate community based "Internet & Health Literacy" programming, transmitted by local broadcast "**Anchor Institutions**", with patient-centered chronic disease management initiatives. The Federal Communications Commission (FCC) [National Broadband](#) strategy encourages the funding of pilot [e-Health Care](#) initiatives. In addition, the Department of Health and Human Services (HHS) **HITECH Act** funds community wellness initiatives. Cross-platform B2B pilots use a Many (the Community) to One (the Patient) framework.

B2B takes full advantage of traditional and emerging broadcast channels, mobile/digital communication channels and hands-on healthcare providers in the education, motivation and elevation of individual chronic disease management systems in medically under-served communities.

In the FCC's strategy document, they urge the adoption of federal policies that:

- 1) expand reimbursement for e-Health Care;
- 2) **conduct e-Health Care pilot projects:**

to partner for pilot funding

· Cross-platform, B2B: Broadcast to Broadband, strategies leverage public-private partnerships

· B2B takes full advantage of traditional broadcast, emerging mobile digital communication channels to engage local broadcasters and hands on healthcare providers in the education, motivation and elevation of chronic disease management systems in medically under-served communities

· Cross-platform B2B pilots use a "Many (the Community) to One (the Patient)" framework

·ULTIMATELY...

B2B: Broadcast to

enables pioneering new frontiers in digital healthcare, no matter the channel. Anchor Broadcast Institutions, Broadband/Health Information Technology providers and user experience teams can partner in under-served communities to inspire action and patient centric experiences based on locally based and culturally relevant insights into regional needs and behaviors.

#### **NEXT ARTICLE**

#### **PART 2: "Joining Your Market's Liaison Team"**

Contact PSP at [www.PSPConsulting.net](http://www.PSPConsulting.net) or call 301-595-1871 to find out what your organizations needs to do **NOW** to capitalize on this future opportunity.

"PSP is the vision mission company  
...Our mission is your vision"©



Broadband, will provide culturally relevant programming content, to those with the greatest medical needs, helping them to better manage their individual health, through a greater utilization of medical BROADBAND technologies

Contact PSP