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**THE W. MONTAGUE COBB/NMA HEALTH INSTITUTE
Announces the
“Broadcast To Broadband Health Equity Alliance”
at the
NMA 2012 ANNUAL CONVENTION AND SCIENTIFIC ASSEMBLY**

On July 29, 2012 at The NMA 2012 Annual Convention and Scientific Assembly, the W. Montague COBB/NMA Health Institute (“COBB/NMA”), announced its partnership known as the B2B Health Equity Alliance (“Alliance”) with The National Association of Black Owned Broadcasters (NABOB) and Personal Selling Principles, LLC (“PSP”).

The Alliance has committed ten years to the development, evaluation, and implementation of evidence-based strategies for the reduction of racial and ethnic health disparities that affect African Americans and others who are poor and underserved. The Alliance will pursue grants while continuing to develop the Broadcast to Broadband (“B2B”) health communications models that will provide medically underserved communities with access to compelling and highly interactive health information.

On August 24, 2011, the Department of Health and Human Services (“HHS”) published the “Federal Strategic Plan to Reduce Health IT Disparities”. The Alliance was formed in July 2011 to promote pilot B2B (Broadcast to Broadband) Health Communications Models. B2B Health Communications Models leverage “Anchor” broadcast stations, HD Radio/ TV spectrum, and emerging Social, Local, Mobile (“SoLoMo”) applications to Engage, Educate and Empower medically under-served communities to reduce health disparities using persuasive technology.

B2B pilot programs will use NABOB certified technicians to craft community Engagement campaigns executed by local “Anchor” Broadcasters. The broadcast campaigns drive traffic to HD Medical Health Channels (MHC’s). MHC’s will narrowcast COBB/NMA sanctioned national and targeted hyper-local health programs that Educate the community. The MHC’s will link to Broadband health portals where individuals can download Social, Local, Mobile medical applications which Empower them to better manage their health, and that of their families, with the goal of elimination of health disparities.

COBB/NMA will recruit the medical subject matter experts for content, while NABOB will recruit radio and television stations to promote and broadcast locally focused health equity programming. The Alliance's goal is to obtain funding to assist each broadcast station in creating a HD digital radio or television channel, which will become the local market's MHC.

To hear the **MHC On-Air Preview** visit www.themedicalhealthchannel.com

COBB/NMA, The Cobb Institute is a 501 (c) (3)-non- profit organization established in 2004 by the National Medical Association to focus upon the elimination of racial and ethnic health and healthcare disparities through innovative methods, including research, inquiry and organizational collaboration. The Cobb Institute shall engage in the ongoing evaluation of services delivered by the Alliance. The quality of the Alliance programs and initiatives will be enhanced by the scientific skills and clinical acumen of NMA physicians.

NABOB is the only trade association representing the interests of African-American owners of radio and television stations across the country. It has two principal objectives: First, to increase the number of African-American owners of telecommunications facilities, and second, to improve the business climate in which they operate. The overall objective is to maximize the potential for financial success through providing advocacy resources and information in critical business areas including, advertising sales, station acquisition, financing, and federal broadcast regulation.

PSP 1, LLC based in Beltsville, Maryland is a performance enhancement company that specializes in organizational development. The Alliance recognizes PSP as developer, facilitator and architect of the B2B business model. PSP will be responsible for the expert personnel needed to implement the goals of the Alliance, including overall project development and management. Jeffrey P. Myers, Principal of PSP said, "The B2B initiative offers business, education and government the opportunity to collaborate and produce a meaningful service for those who need it the most."

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