

# Thank you

.....for considering TO YOUR HEALTH! as part of your community health information system..

Several important points:

We know you have choices of several “free” health/medical programs from organizations wanting free mentions of their name or products.

**Our only support comes from our subscribing healthcare organizations and/or stations.**

Topics are selected to assure harmonious relations with the health professionals in your community. We feel this focus makes TO YOUR HEALTH! significantly different from other health programs available to you and your radio station—that may have “agendas” that run contrary to local interests.

The primary goal of TO YOUR HEALTH! is to give people in your community accurate, well-documented news they can use to improve their health and for you to reap the substantial benefits as the organization providing that news.

Each one-minute program can be customized with your organization’s name and marking slogan, or use it to promote special projects/departments.

TO YOUR HEALTH! was created to make the best use of an already efficient medium—radio. It has the flexibility to stand alone as a public relations/image building resource, to extend the value of advertising or to serve as the basis for a mini-program paired with your sponsor’s marketing message.

We also offer TO YOUR HEALTH! as a web-based text and audio service. Sample pages follow showing how your healthcare organization can use the pages as a link from your home page with space for your own logo and phone numbers, etc.

I hope you’ll join us! If you have questions about how other organizations use the series successfully, please call or email me.

An order form follows the sample text/audio pages on [www.lyledean.com](http://www.lyledean.com).

Sincerely,

Lyle Dean  
Producer  
800-768-8964 Fax: 312-428-7201  
[lyle@lyledean.com](mailto:lyle@lyledean.com)

# HOW IT WORKS

TO YOUR HEALTH! is consumer health news and information customized for healthcare clients and their radio stations.

Ten new programs each month are delivered on digitally-recorded CD's or online by mp3, with topics chosen especially for hospitals. The last eight-seconds of each program is customized with the name of your hospital or clinic, your marketing slogan and/or the call letters of your radio station. Additional customization for each program, such as an intro for your organization, is also available.

**NEW!** TO YOUR HEALTH subscribers can hyperlink from their home page to a site containing current TO YOUR HEALTH topics (audio and text). We provide an exclusive URL for linking from your website. This site is available to the public only through our healthcare organization subscribers. There is no additional charge.

Hundreds of hospitals and radio stations have been using this unique, exclusive service for more than two decades. We'll be happy to work with your marketing team to provide this cost-efficient resource to your community.

The cost, fully customized, is \$545 for a one-year radio and website subscription (120 new programs researched, written and fully-produced for less than \$5 per program)!

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# ABOUT

## LYLE DEAN

In addition to his career in broadcast journalism as reporter/morning anchor for WLS Radio, Chicago, WGN Radio, Chicago, other leading radio stations and the ABC Radio Networks during a career that spanned fifty years, he designed the concept, writes and voices To Your Health.

The idea came to him while seeing so much good and useful health information that was not being disseminated during regular news broadcasts on radio or television. Three decades later, an abundance of health information is now available, but the initial goal of accurately delivering useful health news remains critically important.

To Your Health, as brief radio vignettes, gained popularity with hospitals because health topics are selected and treated in a manner that is not controversial and does not cause issues with hospital physicians.

For his work in health reporting, Lyle was honored with the Jacob Sher Award from the Medical Writers of America. He earned various awards from Associated Press and United Press International for writing and investigative reporting. However, he says his greatest satisfaction comes from researching, writing and voicing To Your Health minutes on hundreds of radio stations during more than three decades.

He attended college in South Dakota, Omaha and Chicago during his broadcasting career. He also took classes at what is now Northern Illinois University Law School. He holds the highest broadcast license available from the Federal Communications Commission along with a United States Coast Guard Master's license.

Lyle and his late wife, Sharon, lived in the Chicago area, but enjoyed cruising the waters of the Eastern United States aboard their boat. Lyle resides in Chicago during the summer and now maintains his office and studio in Ft. Myers, FL. In addition to his health reporting, he enjoys life with his two children and five grandchildren.

COMMENTS  
FROM  
SUBSCRIBERS

  
**LOS ALAMOS  
MEDICAL CENTER**  
3917 West Rd., Los Alamos, NM 87544

Mr. Lyle Dean  
C/o To Your Health  
P.O. Box 797  
Northbrook, Illinois 60065

October 22, 2010

Dear Lyle,

I'm writing to tell you how pleased I am with the "To Your Health" features, and pass along a recent comment from Scott Flury, General Manager at KZRM-FM in Chama, New Mexico, where he hosts the Rocky Mountain Morning Show.

Now you should know that Los Alamos Medical Center was one of their inaugural sponsors when they went on the air 11 years ago, and the first station to air "To Your Health" in northern New Mexico. Scott received a call from a man who heard a recent episode and realized he had the symptoms of what you were describing. He took himself to a hospital where doctors told him his situation was life-threatening, and took immediate steps to address his problem. When they asked him what led him to seek treatment, he told them it was because of a "To Your Health" feature on KZRM!

As you know we expanded your program to KTAO-FM in Taos, New Mexico in 2010, where it has become very popular; and I plan to introduce "To Your Health" to the Santa Fe and Los Alamos markets in 2011.

Needless to say, I'm extremely satisfied with the program. Your content is timely, well-researched, and extremely informative. As you know, women are the "Chief Purchasing Officers" for healthcare in most families; so the fact that your message resonated with a man is especially gratifying.

Please keep up your fine work, and invite any of your potential clients to contact me directly if they like. Keep touching others.

Regards,



Mark Karaffa, Director  
Business Development & Physician Recruitment  
Los Alamos Medical Center  
505-661-9355 Office



**KZRM FM Radio**  
**Scott Flury**  
 General Manager  
 P.O. Box 307  
 Chama, New Mexico 87520  
 Office: 575-756-1617  
 Fax: 575-756-1317  
 scott@kzrmradio.com

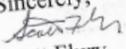
10-22-10  
 To: Lyle Dean/To Your Health  
 From: Scott Flury/General Manager KZRM  
 Re: Testimonial

Good Morning Lyle,  
 Mark Karaffa of Los Alamos Medical Center asked me to drop you a note concerning a recent telephone call that I received. It concerns one of your "health tips" that you provide our audience twice a day.

I wish I had more details but the call came in on my Rocky Mountain Morning Show while I was on the air. The individual said he wanted to personally thank Lyle Dean, Los Alamos Medical Center and KZRM Radio for providing the health news. He said there was one feature that mentioned some warning signs. He said it was a "red flag" for him and he sought treatment. He said this report you did probably saved his life. I am so sorry that he did not give his name, nor the report. I also had a telephone call from Ray Barron, owner of our local Alltel Phone Store and he said he never misses the reports. He said they give him real day to day tips on leading a more healthful life.

We air these reports at 7:20am and 8:20am. These are in the middle of our morning show and we feel they are that important for our audience that lives in a rural area.

Again, thank you for the professionalism and care that you put into each report.

Sincerely,  
  
 Scott Flury  
 KZRM GM

**QUINCY BROADCASTING COMPANY**

October 26, 2010

Mr. Lyle Dean  
 Producer  
 TO YOUR HEALTH  
 P.O. Box 797  
 Northbrook, IL 60065

Dear Lyle,

Thank you for your letter dated October 17, 2010.

Our sponsor of "TO YOUR HEALTH", Brown Drug Company, here in Quincy, has been very pleased with your excellent program. The owner of the company feels the health information included in your programs are always educational and presented in a very professional manner. He feels his drug store has benefited from his sponsorship of this program, for many years, by positioning his store as the drug store who cares about the health of their customers.

Sincerely,

  
 Greg Hatubrich

WGEM Radio Operations Director

WGEM-TV WGEM-AM WGEM-FM CGEM WEWB WGEM-DT WGEM.COM  
 513 HAMPSHIRE STREET • P.O. BOX 80 • QUINCY, ILLINOIS 62306 • (217) 228-6600 • FAX (217) 228-6670

**COMMENTS FROM SUBSCRIBERS**

# COMMENTS FROM SUBSCRIBERS



**MECOSTA COUNTY  
MEDICAL CENTER**

605 Oak Street, Big Rapids, MI 49307-2048

231-796-8691 • Fax: 231-592-4421

October 27, 2010

Lyle Dean  
To Your Health  
PO Box 797  
Northbrook, IL 60065

Dear Lyle:

Thank you for allowing me the opportunity to comment about your excellent "To Your Health" product. Mecosta County Medical Center has used the program to generate public service recognition on several area radio outlets for more than 15 years with great success.

Your topical relevance, accuracy and professionalism have helped create significant name recognition for MCMC. Our consumers notice and comment upon the information you impart so skillfully. I highly recommend your services whose marketing activities include public service spots.

Please let me wish you continued good fortune with this product and for yourself personally over the coming year.

Warmest regards,

Thomas J. Hogenson, RN  
Community Relation Director



TO YOUR  
HEALTH