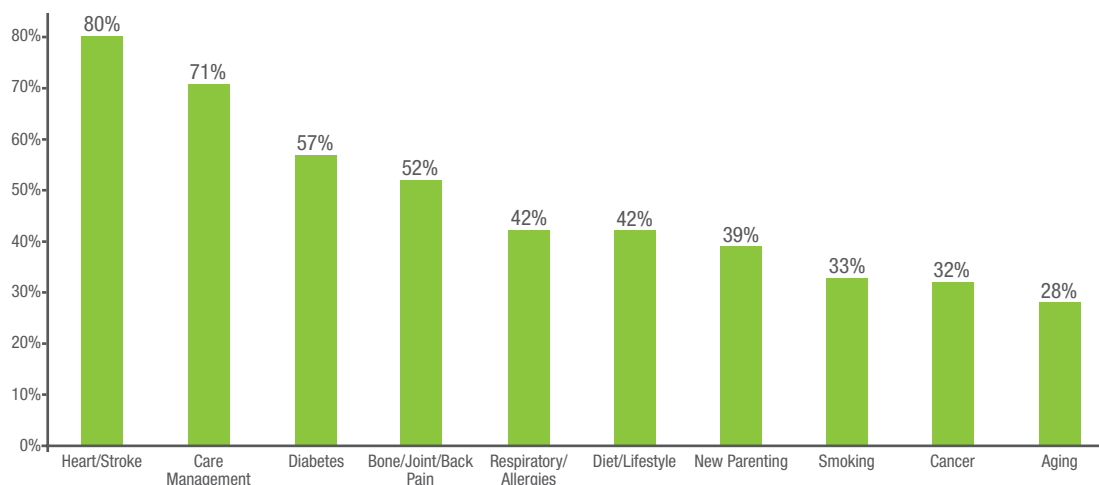


- 84% felt the information from the channel made their hospital stay better
- 100% of Patients feel the programming is educational; 99% learned about important health issues
- The average patient watched 5.7 hours of programming
- 92% received information that helped the patient make decisions about their health
- 90% were receptive to receiving information about life style changes that would have a positive impact on their health
- 86% felt the programs augmented information from the doctor about their condition
- 72% feel more favorable towards a hospital that offers the Patient Channel
- 71% felt the information from the channel made their condition less intimidating
- 69% would be more motivated to stay on a treatment regimen after viewing the channel

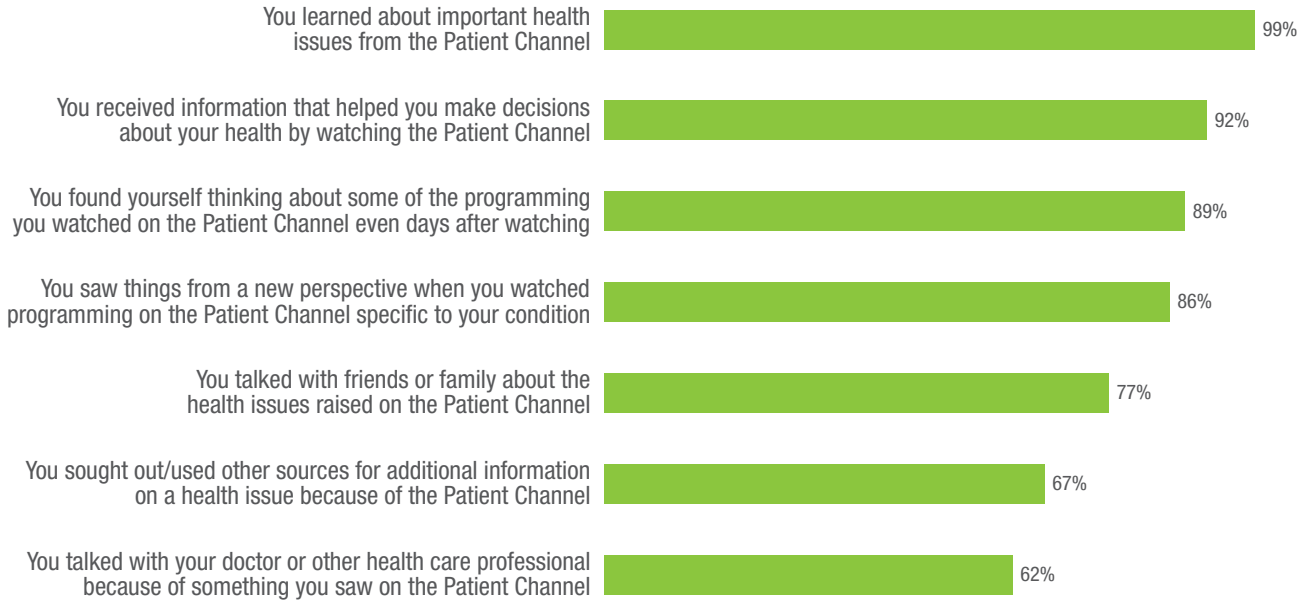
Patient Channel Viewing by Program Category

Programs dealing with the heart were most heavily viewed by Patient Channel viewers followed by care management, diabetes and bone/joint pain. At least one in four viewers watched the programs in the remaining areas.



The Channel Helps Patients In Many Ways

Viewers are in agreement that the Patient Channel is more than just another television channel. It is a useful tool that left them with a lasting impression in the form of helpful information. Viewers agree on the following:



Behavior Changes Patients Say They Plan to Make After Viewing

86% of viewers are open to receiving information about lifestyle changes, with many expecting to make a change to their diet, start an exercise program or make some other change as the direct result of the information they learned on the Patient Channel

