

Digital Magazines & Onsite Forums

Health21 Digital Magazines

Built one name at a time, Health21's magazine circulation of more than 400,000 consists of wellness and health care movers and shakers, to include Surgeons General and other thought leaders of every military service and federal health department and agency, as well as high ranking politicals. In addition, the monthly e-magazine reaches Air Force Association members and other military veterans; CEOs and C-level decision-makers of health-related Fortune 500 companies; and engineers responsible for health technology, public health engineering and health care construction. The remaining circulation is divided among healthcare providers; major medical centers; post-secondary, professional schools and research institutions; change-agents like tribes and NGOs; and other relevant stakeholders. Every issue of Health21 magazine can be read online by clicking the magazine link at www.health21initiative.org, by going directly to www.health21magazine.com or by subscribing for free on the www.health21initiative.org homepage to receive the magazine by email, thus reaching additional readers in countries and territories around the world.

Health21 Onsite Forums

In partnership with all branches of the Uniformed Services and other federal health agencies, post-secondary schools, non-profits, tribal nations and private industry, Health21 will conduct eight forums throughout the United States on various health topics. These forums will facilitate interdisciplinary engagement by military and other federal health experts, private industry leaders, civilian health professionals, academic scholars and university students in meaningful conversation that encourages multi-disciplinary thinking and interoperability within the global health and wellness community. The aim of each forum is to incorporate a broad set of perspectives that allows for a deeper, more meaningful and integrative understanding of health in

order to pair 21st century ideology with 21st century solutions.

Hosted by research one and other universities with a significant body of work within the topic area, Health21 forums are designed to be all day, on-site events for 200-400 people consisting of a mixture of faculty, staff, student, federal health, non-profit and private industry health professionals. Following a networking breakfast, 5-6 experts from federal health, private industry, academia and other sectors will discuss sub-topics for one hour in each of three panels for a total of three hours of thought leadership presented by 15-18 experts. These diverse but synchronous views will be presented colloquium style and consist of the latest research, papers/books, programs, policies, processes and breakthroughs. Following the morning presentation, the host academic institution will provide a closed luncheon for 30-40 guest and host speakers, faculty and staff to facilitate information sharing and exchange, as well as continued dialogue and meaningful collaboration. After lunch each speaker will lead a breakout session to facilitate small group discussion, thought leadership and continued collaboration. Each forum participant will have the opportunity to attend (3) 45 minute, afternoon sessions.

The host institution agrees to provide space for 200-400 attendees free-of-charge for morning sessions, a luncheon for further facilitation and break-out rooms or break-out areas for afternoon sessions. Health21 will seek local, state and national sponsors for operational expenses, to include development of forum podcasts and videos as well as travel and accommodations for guest lecturers outside the local area. Host institutions will also provide a list of potential organizational and/or community speakers (and their qualifications), who are experts in the topic field.

One month prior to the event, individuals and organizations wishing to provide contact information

will be given the opportunity to submit their information to be included in a brochure given to each participant, along with an agenda. Brochures will include speaker biographical information along with summaries of topics to be discussed, and additional literature and resources on the subject material. During and immediately following each forum, participants will have an additional opportunity to provide their contact information, which will be included in an addendum event participant list that can be downloaded from the website.

Forum sponsors will be provided custom marketing and visibility opportunities that best match their unique needs and budgets, along with complimentary advertising in the forum brochure and on the Health21 website. Furthermore, forums can provide an excellent opportunity to earn valuable CEUs, which could further enhance relationship building within federal and civilian health sectors.

Confirmed forum host academic institutions and topics include:

- February 2018, University of Pittsburgh, Pittsburgh, Pa., Global Health & Security. Morning session sub-topics include (1) Humanitarian Assistance/Disaster Relief, (2) Global Public Health and (3) Emerging Diseases;
- March 2018, Northeastern State University, Broken Arrow Campus, Okla., Wellbeing & Psychosocial Health. Morning session working sub-topics include (1) Integrative Medicine, (2) Alternative Care & Traditional Healing Practices and (3) Suicidology & Suicide Prevention.

Ongoing discussions with possible future hosts and topics include:

- The George Washington University, Washington, D.C., Engineering & Health;
- West Virginia University, Morgantown, W.Va., Opioid Addiction, Substance Abuse & Obesity;
- University of Michigan, Ann Arbor, Mich., Value-Based Care.

Topics considered, but not confirmed, include:

- Translational & Personalized Medicine
- Interoperable Functioning & Efficiency
- Infectious Diseases & Emerging Pathogens
- Cognitive Impairment & TBI
- Minority Health & Disparities

More Information

For more information on program participation, sponsorships and partnerships, please contact Rosemarie Calvert, managing director, at rcalvert@centerforabetterlife.com or (304) 892-3811, or Mike Ryan, deputy director, at mike.ryan@livebetterpublishing.com or (781) 455-9838.

HEALTH21

Wellness & Health Care for the 21st Century

Communicate. Educate. Collaborate.

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