

HealthBanks is proud to offer the latest health news from the nation's premier online source: HealthDay.

The HealthDay news service, a division of ScoutNews, LLC, provides daily health news for both consumers and medical professionals. The news service is headquartered in Norwalk, Conn.



The HealthDay editorial staff combines more than 135 years of editing and reporting for some of the largest media companies, with expertise in health and medical journalism. HealthDay's editors and writers have won most of the major journalism awards, including the Pulitzer Prize, the National Headliners Award, and top prizes from Associated Press Managing Editors.

HealthDay's daily consumer health news stories are fair and accurate, reflecting the highest standards in American journalism. In fact, many of the country's major news and media companies subscribe to HealthDay, including:

eHealth Providers:

- Express-Scripts
- HealthAtoZ
- Discovery Health Channel

Managed Care:

- BC/BS Massachusetts
- CareFirst
- UHC Health Forums

Hospital Systems

- Aurora
- Alegent
- BJC Healthcare
- Iowa Clinic
- North Shore – Long Island Jewish Health System
- ProHealth Care

Additionally, HealthDay consumer stories are syndicated through *The New York Times* syndicate in print to more than 40 newspapers and broadcast outlets every day.

Each weekday, HealthDay's award-winning reporters produce up to 20 articles covering the latest health news. HealthDay sources include:

Peer-reviewed medical journals -- HealthDay and *Physician's Briefing* editors receive advance copies of major medical publications such as the *New England Journal of Medicine* and *Journal of the American Medical Association* each week. HealthDay editors also regularly review articles in *Stroke*, *Pediatrics*, *Cancer*, *The British Medical Journal*, *Lancet*, *Science*, and the *Annals of Internal Medicine*, just to name a few. After reviewing these articles, HealthDay and *Physician's Briefing* editors determine what material is most important for the public to know, and then make story assignments.

Government organizations -- The Food and Drug Administration, The Centers for Disease Control and Prevention, the U.S. Department of Agriculture and the National Institutes of Health are just a few of the governmental departments HealthDay and *Physician's Briefing* staff members check regularly.

Medical and health associations -- Organizations like the A.M.A. and A.P.A. (American Psychiatric Association) contact us regularly with information and announcements about new research, annual meetings, conventions, and important legislation.

Press releases -- HealthDay journalists have been reporting for HealthDay and *Physician's Briefing* for more than five years, so health-related companies, hospitals, and medical research organizations contact us with press information every day. The editors review these press releases and those that are truly newsworthy are assigned accordingly.

Personal and professional contacts -- HealthDay and *Physician's Briefing* correspondents have years of experience, so their contacts (and their ability to make new contacts) are extensive. Very often, stories will develop because of a reporter's persistence in calling insiders and asking about important health issues.

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