



Our Content Connecting Manifesto:

- WE will be the go-to resource of health information for our community
- We will provide health content that is accurate, useful, trustworthy (created by or vetted by physicians & nurses)
- We will provide content that serves our community, not ourselves
- We will engage our community through content they prefer to consume
- We will engage our community through interactive content – forums, online comments, email, texting
- We will not use our content to sell, merely to educate and build trusting relationships: to *connect*