

# MAKE YOUR HEALTH MESSAGE ROCK!

HealthRock® founder creates original songs  
for industry product launches, health and public awareness campaigns,  
PR, sales support, and more!

music composed by Mache Seibel, MD, aka **DOCROCK™**

Commissioned works and existing music library available for licensing

Award-winning physician and composer Dr. Mache Seibel sets health education to music and song for one very good reason: Audiences tune in. **Music makes health information more memorable, enjoyable, and actionable.** So whether you choose from among more than 100 recorded tunes, or you want him to create an original song perfectly suited to your needs, DocRock's music delivers your vital health message to your audience in a format that gets their attention and stays with them long after the music fades.

**HealthRock music inspires, motivates, and educates audiences to make better health choices!**

DocRock's songs:

- Create buzz and interest around your products, services, campaigns, and more
- Overcome health illiteracy and make your message easy to understand
- Complement your other promotional efforts, including viral marketing!
- Draw more people to your website—excellent for pod casts or mobile devices

*"Music makes people more receptive to learning and helps increase retention.  
HealthRock is a uniquely brilliant format for sharing health messages."*

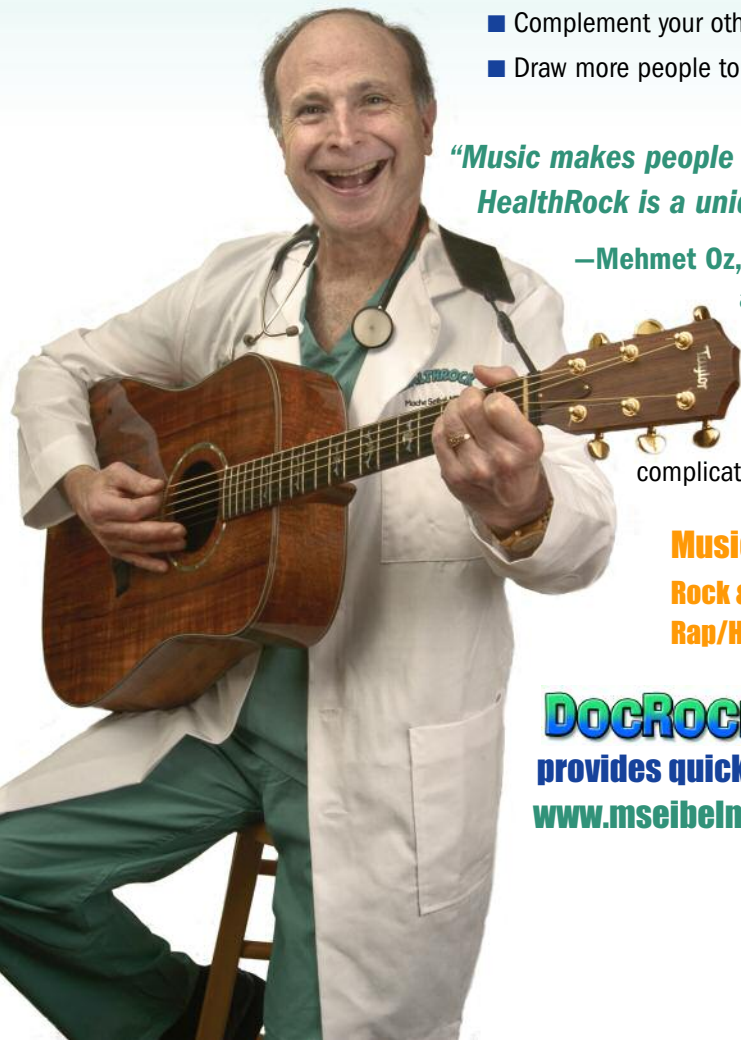
—Mehmet Oz, MD, Professor and Vice Chairman of Surgery, Columbia University,  
and Health Expert, *The Oprah Winfrey Show*

DocRock uses his extensive medical knowledge, life experience, and tune-crafting ability to create specific, targeted songs that simplify complicated topics, raise consciousness, and make your message memorable.

## Musical Styles Available:

Rock & Roll · Pop · Country · Easy Listening  
Rap/Hip Hop · Gospel · R&B · Kids

**DOCROCK™** is flexible, easy to work with, and  
provides quick turnaround for your project. Find out more at  
[www.mseibelmd.com/composer](http://www.mseibelmd.com/composer). Or contact:



# Meet **DOCROCK™** Mache Seibel, MD



- Award-winning physician, writer, researcher, and composer
- Professor, University of Massachusetts Medical School
- 19 years at Harvard Medical School
- Consistently listed in Best Doctors in America
- Former Medical Director, Inverness Medical Innovations
- Founder, HealthRock®, teaching health through music/entertainment

DocRock's patients know him as a life-saving, compassionate physician, but that's the tip of the stethoscope when it comes to his prolific career as an author, composer, speaker, and "edutainer," with 10 books, hundreds of original songs, nine music CDs, and 20+ years presenting on health topics to international audiences at conferences, meetings, corporate events, and educational venues. His mission, based on his motto "Prevention is the Best Cure™", is to increase health literacy through music and entertainment. And he plays the guitar like he was ringing a bell!

## **HealthRock® Educational Materials**

*Pricing and volume discount information available upon request.*

- HealthRock® CDs (*Grown Up, Women's, Preschool, Kid's, and High School Editions, plus Lullabies for Kids of All Ages*)
- Podcasts
- Animations
- Sheet music
- Posters on health topics such as Washing Hands and Sneezing
- Licensed existing songs or commissioned new songs

## **Media Appearances**

*The Today Show, PBS, Inside Edition, ABC, Fox, NECN, NPR, People Magazine, Vogue, New York Times, Wall Street Journal, Boston Globe, Washington Post, L.A. Times*

## **Awards and Recognition**

Searle Donald F. Richardson Award · Meade-Johnson Focus on Patient Education Award · Contemporary Ob/Gyn Award · Consumer Education Award · University of Texas Medical Branch Distinguished Alumnus Award · eHealthcare Leadership Award · iParenting Media Awards (2) · Parents' Choice Approved Award

## **Partial Client/Performance List**

American Cancer Society · American Society for Reproductive Medicine · Berklee College of Music, Music Therapy Department · HealthCorps · Inverness Medical Innovations · Jimmy Fund · National Association of Pediatric Nurse Practitioners · Noven Pharmaceuticals · National Sleep Foundation · Unilever

**Need a non-health-related song?  
Mache Seibel's [www.VineyardSoundPublishing.com](http://www.VineyardSoundPublishing.com)  
has an extensive song list in various genres  
—or let them create an original song for you!**

**Get Your Audience in the Groove!**

**Contact **DOCROCK™** today:**