

# AMP UP YOUR HEALTH!

with **DOCROCK™** Mache Seibel, MD

AVAILABLE FOR CONFERENCE AND CORPORATE PRESENTATIONS, PROMOTIONS, AND CAMPAIGN OR PRODUCT LAUNCHES

**Physician inspires, motivates, and educates audiences for better health.** The data don't lie: up to 90% of all adult disease and illness is preventable. But preventative health care isn't necessarily a sexy subject, and people tend to tune it out. Information about stress, diabetes, mammograms, prostate, aging, smoking, menopause, cancer, fertility, diet, exercise, and more often goes in one ear and out the other. Employers and physicians know the costs of our health illiteracy are sky-high, but they struggle to find ways to get better health information to stick to the grey matter.

## Songs that go in one ear ... and Rock the other!

That's why DocRock sets health education to music and song: Audiences tune in. **Music makes health information more memorable, enjoyable, and actionable.** Award-winning physician Dr. Mache Seibel's presentations combine up-to-the-second health education with rollicking, catchy music to give adult audiences the information and inspiration they need to stay healthy, happy, and productive.

Your audience will learn to:

- Overcome barriers to good health
- Get out of their chairs and take action to stay healthy
- Identify potential causes of illness and make healthy adjustments
- Incorporate great health choices and common sense into their daily lives

*"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 Health Expert, *The Oprah Winfrey Show*

### **DocRock's other musical messages:**

**Sleep Your Way to Better Health**

**Amp Up Your Mental Health**

**Amp Up Your Kid's Health**

**To book **DOCROCK™** today, contact:**

Mache Seibel, MD

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**HealthRock®**  
works like a great tune that  
sticks in your head!



# 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, more than 100 original songs on 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's, 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 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

## Get Your Audience in the Health Groove!

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