



"It's better to stay well than to get well"

- DocRock™

HealthRock® is a health education company created to increase health literacy. We use music, a proven educational tool, to make health information memorable, enjoyable and actionable. It's like *Schoolhouse Rock* for health.

"I love the messages you are able to put so simply to music. You really get a lot of good ideas across in a nice way."

- Caroll Spinney, Sesame Street Puppeteer Big Bird/Grouch

The Pain

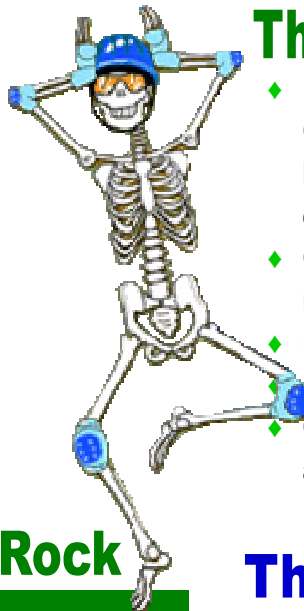
- ◆ 90 million health illiterate adults
- ◆ 90% of disease/illness preventable
- ◆ Cost \$993/patient/year - about \$1 Trillion

The Barriers

- ◆ 33% of English-speaking patients cannot read basic health materials
- ◆ 25% cannot read appointment slips
- ◆ 42% do not understand Rx labels
- ◆ 20 million speak poor English
- ◆ 10 million speak no English

The Solution - HealthRock

- ◆ HealthRock overcomes health literacy barriers with music and entertainment. Science shows how music aids memory; advertising research proves songs are effective; studies show songs work for health education
- ◆ HealthRock delivers actionable health messages that inspire, motivate, and educate.



The Business Model

- ◆ Products for sale or licensing - 12 published CDs, >100 mp3s, TV interstitials, children's book series/ sheet music, merchandise, educational campaigns
- ◆ Customized content - tailored for targeted needs
- ◆ Keynotes, Spokesperson, Spokescharacters
- ◆ On line platform featuring award winning website



The People

Mache Seibel, MD a.k.a. DocRock™ - Founder, HealthRock; Professor, U Mass Medical; Harvard Med Faculty 19 yrs.; Award-winning composer

Sharon Seibel, MD - Co-founder HealthRock; Psychiatrist

Danny Warshay - Business Development; Harvard MBA; Brown University Entrepreneurship Professor

Sid Good - Good Marketing, Inc; The Kid Experts

Ben Schwendener - Musical Director; NE Conservatory; Rivers School, Westin, MA

ADVISORS:

Dan Anderson, PhD - Psychology Prof, U Mass; Researcher, children & media; Consultant to Blues Clues & Sesame Street

Jeffrey Flier, MD - Dean, Harvard Medical School

Vic Sarjoo - Founder, Sir Groovy Music Licensing

Caroll Spinney - Big Bird/Grouch Sesame Street

Awards

- 2008 iParenting Media Award (website)
- 2008 iParenting Media Award (Lullaby CD)
- 2008 Parents' Choice Approved Award
- 2007 eHealthcare Leadership Award
- 2006 ASRM Consumer Education Award



www.healthrock.com

Dr. Mache Seibel a.k.a. DocRock™
Professor, U Mass Medical School
(617) 916-1880 MSeibelMD.com

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

- Mehmet Oz, MD Health Expert, Oprah Show