

## **Evening Star Productions**

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**Project Title:** DEVELOPING VIDEO AND PRINT LIBRARY OF LIFE CARE PROGRAMS

### **Technology Developed and How the Product was Commercialized:**

Evening Star Productions was awarded a Phase I SBIR grant to develop a video and print series for older adults and caregivers to improve their life skills. That grant resulted in the development of a commercialized video and print series, Living Well, hosted by Nick Clooney. This five part video series deals with nutrition and diet, exercise and fitness, Medicare and Medicaid, legal and financial issues, and how to improve your health care. A 52 page referral and resource booklet is included with the video series. The product is sold on QVC, through national aging and disease organizations, PBS, and through retail outlets including Borders. After the series was produced, a 26-week television series based on the grant findings was produced. This series received a Bronze Award in the National Mature Media Awards and was the first Phase III funding through the Department of Health and Human Services (HCFA) which sponsored the series. Additional support for the series was provided by the Jewish HealthCare Foundation. The 26-week series is airing on all the major PBS stations and reaches over 25 million viewers. It is also distributed to major colleges and universities through the Adult Learning Service of PBS. Beginning in January 2000, the series will also air on the new FOX Health Network with an additional 27 million viewers. Living Well is one of three SBIR grants that Evening Star Productions has successfully commercialized.

### **Cumulative sales revenues to date from SBIR-developed technology:**

The revenue generated from this project has been in excess of \$1,000,000.

**Uses of technology:** The technology resulted in a 26 week 30 minute program series on PBS, five 30 minute videos, and a 52 page resource and referral booklet.

For more information about Living Well and other commercialized SBIR projects from Evening Star Productions, please contact Mari-Lynn C. Evans at 330-867-7443.

### **National Institutes of Health Awards**

R43 AG12080

