



**EduMedia, Inc.**  
 Interactive Media for  
 Health Behavior  
 Change

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National Institutes of Health Commercialization Assistance Program  
 (NIH-CAP)

## Company Profile

**Industry Sector:** Health Media

**Company Overview:** EduMedia develops evidence-based behavior-change interventions for men and women with high-prevalence health conditions. Our programs help at-risk persons effectively and efficiently manage their ongoing health promotion, disease prevention, and early detection activities.

Areas of focus include high-volume high-cost conditions such as skin cancer, breast cancer, diabetes, low back pain, and depression. Health plans and payers derive cost-savings and consumers experience improved health status from individually tailored educational experiences and from continuing participation in our follow-up messaging systems.

**Target Market(s):**

- Corporate Wellness Programs
- Public Service Health Sites
- Aging Services Providers
- e-Health Providers

## Key Value Drivers

**Technologies\*:**

- Web-based interactive media with compelling images, graphics, animations, videos.
- Health risk assessments with individually tailored feedback.
- Personalized behavioral interventions to increase motivation and adherence.
- Content management system customizes program materials for licensees.

**Competitive Advantage:** EduMedia develops tailored health education programs with proven effectiveness. Our multimedia content is engaging and provides a richer and more involving experience than is available from other sites. End-users participate in an ongoing relationship; increased compliance with prevention, early-detection, and early-treatment regimens maintains health status and results in cost-savings.

**Plan & Strategy:**

- License Skin Sense / Sun Sense to niche markets: corporate wellness, university health programs, patient education programs, Blue Cross innovation initiatives.
- Assess pre-post and continuing impact on health behaviors and health service usage; evaluate affiliate program and advertising revenue models.
- Partner and build revenue with aging services and e-health providers.

\*Technology funded by the NCI and being commercialized under the NIH-CAP.

## Management

**Leadership:**

Martin McCarthy, Jr., Ph.D.      President and CEO  
 Sara E. Murphey                      Executive Vice-President

**Advisory Board:**

Thomas Rideout, M.B.A., Associate Director, Corporate Development, Mason School of Business, College of William & Mary, Williamsburg, VA.  
 William McGaghie Ph.D.; Jacob R. Suker Professor of Medical Education; Department of Preventive Medicine; Northwestern University Medical School  
 Murad Szabzali, President, The Chempetitive Group, Chicago, Illinois

**Consultants:**

June K. Robinson, M.D.; Editor, Archives of Dermatology; Dermatology Consultant; Site Investigator for Skin Sense Clinical Trial  
 Philip Kotler, Ph.D.; Professor of Marketing; Kellogg Graduate School of Marketing, Northwestern University; Social Marketing Consultant

## Product Pipeline

