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TRANSFORMING THE MEDICAL, HEALTH & WELLNESS
MEDIA LANDSCAPE

VISION & MISSION

Lif+span

Medical News Network
"Factual, Current and Relevant"



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Lifospan

Medical News Network
"Factual, Current and Relevant"



A New Type of Media Platform

FACTUAL, CURRENT AND RELEVANT




IN THE MEDIA LANDSCAPE, MEDICAL INFORMATION IS OFTEN BOILED DOWN TO SOUND BAIT AND A 30-SECOND PACKAGE ON THE EVENING NEWS OR A MORNING SHOW IN A TRADITIONAL NEWS CYCLE. LIFESPAN HOPES TO CHANGE THAT ENTIRELY


Trustworthy medical journalism is the intersection between public health and the art of communication. Many doctors and other healthcare providers leave patients thirsting for more answers about their conditions as we move away from a paternalistic society where we envision a future of empowered patients. At Lifespan Medical News Network, we are committed to this vision of an empowered patient, where knowledge is the key that is missing from medicine these days. When it comes to news, the world of health, medicine, and wellness abounds with sometimes

information overload. Whether it is new clinical trials, medical breakthroughs, or public health emergencies, the amount of information distilled by many newsrooms can be immense, and while many news organizations have a dedicated medical news unit, only half or a quarter of the information coming in gets disseminated.

Regarding medical news stories, viewers pay attention as evidence shows that patients rely more and more on the media, either broadcast or digital, for the latest health-related information. Just as CNBC transformed the world of financial news with a dedicated network providing accurate and up-to-date information, Lifespan aims to be the health news that viewers rely on to be



better informed that can impact their lives. Lifespan Medical News Network aims to fill that gap that ordinary cable and broadcast news have always had. Many significant medical breakthroughs, new guidelines, and other health and wellness research are often buried on a website or in a magazine. Instead, most often, a short headline is provided without context. With a dedicated team of public health analysts, health policy experts, physicians, nurse practitioners, nurses, physical therapists, and dietitians, the latest health information, sourced from reputable medical journals and institutions,



“MANY SIGNIFICANT MEDICAL BREAKTHROUGHS, NEW GUIDELINES, AND OTHER HEALTH AND WELLNESS RESEARCH ARE OFTEN BURIED ON A WEBSITE OR IN A MAGAZINE”

will be reported, analyzed, and explained in clear language. The goal of Lifespan Medical News Network is to provide not only an online resource but a team of trusted, familiar health journalists able to translate sometimes complex concepts to offer information that viewers can act on



MARKET & DEMAND

THE PEW
RESEARCH CENTER
ESTIMATES THAT ABOUT
SIX-IN-TEN (59%) LOOK
FOR HEALTH
INFORMATION
ONLINE

AS ONE FORMER CNN MEDICAL CORRESPONDENT NOTES: "MUCH LOCAL TV, HEALTH AND MEDICAL COVERAGE LOOKS LIKE THE MEDIA EQUIVALENT OF A 99 CENT DRIVE-THROUGH MENU: QUICK, CHEAP, BUT ULTIMATELY UNDERNOURISHING"

While the market for news information is there, the quality of a health-related news report is often lost due to the mere nature of time constraints in any otherwise fully packed news cycle. As one former CNN medical correspondent notes: "Much local TV, health and medical coverage looks like the Media equivalent of a 99 cent drive-through menu: quick, cheap, but ultimately undernourishing." The NIH (National Institutes of Health) estimates that the demand for health information is so great that a term is even used for it—health information-seeking behavior or HISB. HISB is a way that many patients use to cope with a new diagnosis or to adjust to a new health threat, as we saw in the COVID-19 Pandemic. Studies have shown this concept to be genuine across various

demographics, from the college-aged to the very old. This market of health news and information seekers is an untapped market that drives viewers to Lifespan's platform. The digital age can include live programming, digital interactive forums, and newsletters for disease-specific or age-related groups. The World Health Organization has defined patient empowerment as dependent on accurate information, which is "a process through which people gain more control over their health decisions." Providing the most accurate health and medical information in an easy-to-understand format will be the hallmark of Lifespan's model.

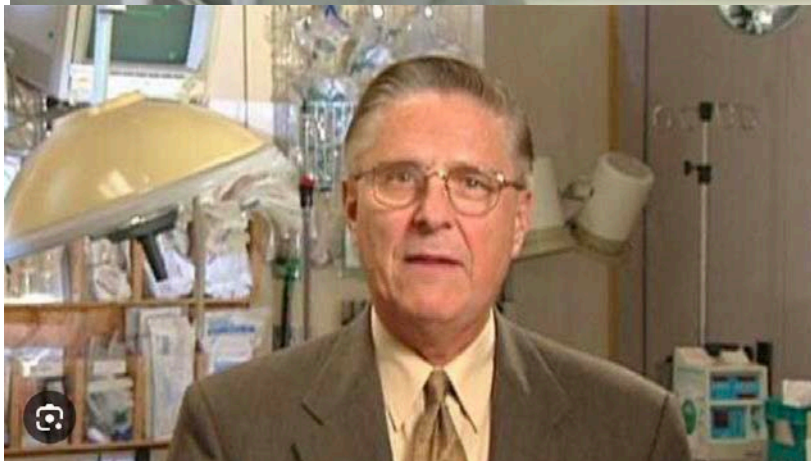


THE HISTORY OF MEDICAL TV NEWS

FROM THE EARLY REPORTS ON AIDS TO COVID

Broadcast medical journalism, with its roots in the mid-20th century, has evolved significantly with advancing technology. It began with radio spots, focusing on public health campaigns like the polio vaccination efforts in the 1950s. As television became more widespread, programs dedicated to health and medicine emerged, playing a crucial role in educating and informing viewers. TV, alongside newspapers, became a platform for news on medical breakthroughs. Landmark shows like 'The Today Show' in the U.S. and BBC's 'Horizon' in the U.K. started featuring regular health segments in the 1960s and 1970s. Pioneers such as ABC's Dr. Timothy Johnson and NBC's Robert Bazzel set the standard for making complex issues accessible

to millions. Over time, medical journalism expanded to cover complex topics such as emerging diseases, medical ethics, and health policy, becoming a crucial source of information for the general public. From AIDS to COVID, people relied on the medical units of network television and cable news. The trustworthiness of medical correspondents like Dr. Sanjay Gupta and Dr. John LaPook has made them trusted household names. Lifespan Medical News Network aims to build on this foundation with an interactive and on-demand aspect that viewers in the 21st century demand and expect.






EMPOWERING PATIENTS THROUGH CLEAR AND ACCURATE TIMELY HEALTH AND MEDICAL INFORMATION THAT IS EASY TO UNDERSTAND AND RELEVANT



Lifespan

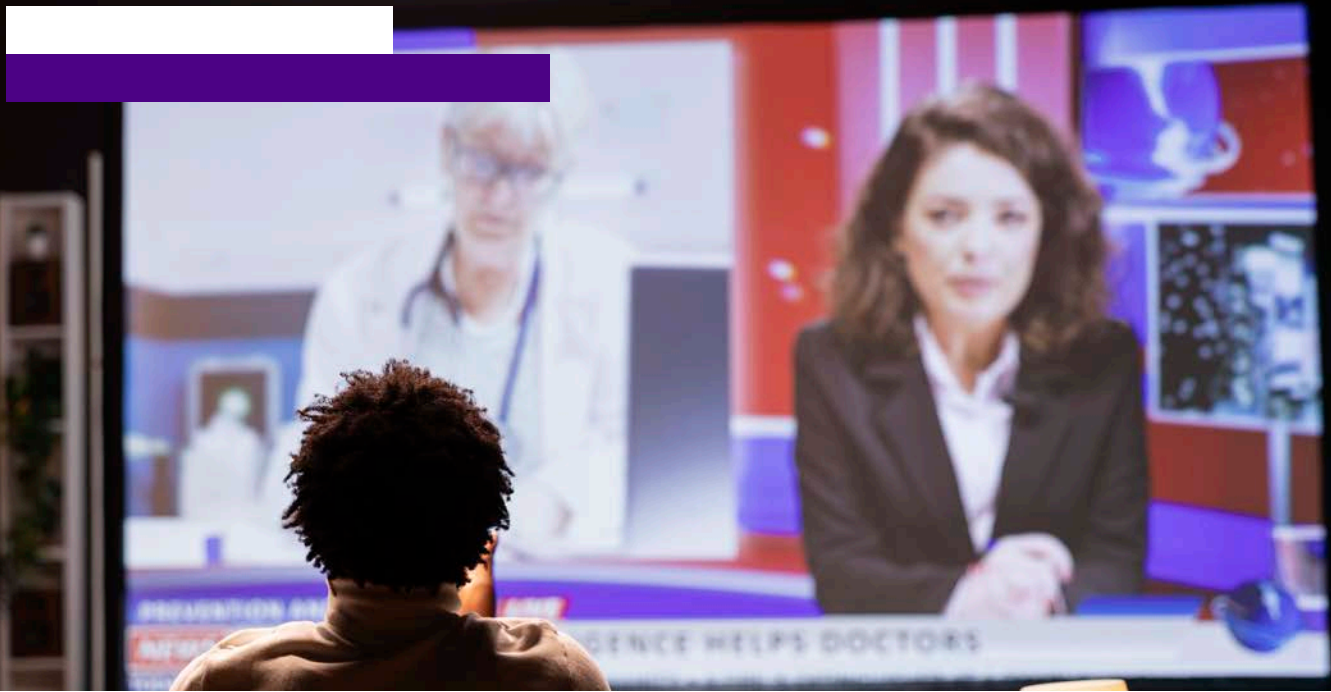


THE MISSION OF LIFESPAN IS GO BEYOND A HEADLINE. TO MAKE SENSE OF INFORMATION OVERLOAD AND TO HELP THE VIEWER TAKE THE LATEST IN MEDICINE AND HEALTH AND TO APPLY IT TO THEIR DAILY LIVES

Health information in the media can be similar to a weather report in the way it shapes daily decisions and behaviors. Just as a forecast influences what people wear or whether they carry an umbrella, health reports guide choices about diet, exercise, and preventive measures. More importantly it helps viewers ask the right questions in their doctor's offices. Both types of information provide timely, practical updates that

help individuals navigate risks and make informed choices to protect their well-being. Misleading or exaggerated reports in either case can cause unnecessary worry or lead to wrong decisions highlighting the need for accurate and clear communication. Lifespan aims to empower patients by giving them the knowledge on how to navigate their own journey to healthy living





THE COMPETITION

Health news on cable television today is a mix of informative content and sensationalism. While many venerable news networks cover important health issues such as breakthroughs in medicine, public health crises, and wellness tips these are often just a small segment added on to a morning broadcast or embedded within a political news cycle.

Additionally some health segments can be overly dramatized to capture viewers' attention, leading to alarmist coverage or oversimplification of complex topics purely because of the lack of time that can be devoted to dig deeper. As a result, while health news on cable TV provides valuable information, viewers are left sometimes with more questions than answers. Although many network and cable newsrooms have medical units staffed by physician broadcasters, they only make up a segment of the overall resources of the news organizations. Editorial content is driven by

often the sensational health headlines to draw in viewers, sometimes at the expense of accuracy or context. For example, during the COVID-19 pandemic, some networks aired continuous breaking news banners and alarming statistics without always providing proper context, which contributed to heightened anxiety among the public. Headlines like "New Variant Spreading Fast" were often presented with little explanation of how the risk varied based on factors like vaccination status or region, amplifying fear. News programs often feature short segments on trending diets like keto or intermittent fasting, highlighting extreme before-and-after images without fully exploring the risks or scientific basis behind these trends. This approach to health news can overshadow nuanced reporting that would help viewers understand the real, everyday risks and preventive measures.



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PROGRAM LINEUP

THE VERY LATEST FROM THE WORLD OF HEALTH
AND MEDICINE



SAMPLE LINE UP (MON – FRI)



5 AM **AMERICAN BREAKFAST WITH DRS. SMITH & POWELL**
An early morning power hour with the latest health news headlines spanning important topics including fitness, nutrition and stress management to get your day on track.

6 AM **MEDICAL NEWS DAILY**
The centerpiece of Lifespan's feature coverage of the latest headlines in medical breakthroughs and what the science actually means for everyday people. Health and Medical news based on medical conference coverage, FDA and CDC reports as well as groundbreaking studies that the healthcare community is talking about. Multiple hosts and experts in the areas of Medicine, Psychology, Nursing and Physical Therapy

8 AM **MEDICAL NEWS DAILY**
Mid morning Medical News stories centered on general wellness and tips by experts and an occasional celebrity or two. Understand what research is being done on alternative medicine.

(All Reportable Health News with Guests, In Field Reporting)

10 AM **IT'S A SMALL WORLD**
From screen time to ear infections, what are the latest trends in pediatrics. The most up to date information from the current research in how to keep kids healthy all year long. Experts from child development to pediatric cardiology will break down the most common concerns based on the most trusted resources in pediatric medicine.

11 AM **"EAT THIS NOT THAT"**
From that airline menu to your local smoothie shop. This show gets you up to speed on the best way to balance your diet for your optimal health... diets fads and supplement ads will be examined with a certified dietitian, world renowned chef and physicians from the The True Health initiative working to leverage food as medicine

12 PM **MY STORY**
What does it mean to be diagnosed with Lupus or Alzheimers Disease. My Story takes real patients and their caregivers in a town hall forum with a life studio audience to explore how to navigate a serious illness. The experts from the Lifespan team along with physician contributors will break it down in simple terms on what it means to be diagnosed and what to expect next.

1 PM **WOMEN'S HEALTH**
From menopause to the latest on the over the counter oral contraceptive top women's health experts breakdown the latest breakthroughs and dispel common myths surrounding common women's health issues. Women break the silence on how they manage the stress of both family and work. Women are featured showing how they face every day difficulties inspiring viewers

2 PM **MENS HEALTH**
A one of kind show that focuses on total health of men including the basics on hair loss , aging and sexual health but also focusing on much less explored emotional health. Experts from a variety fields will feature stories with real men who share openly their own health challenges and triumphs

3 PM **SKIN HEALTH/BEAUTY**
Beyond the reality craze of Dr. Pimple Popper' (Sara Lee)'s this show goes into breaking down fact from fiction from the instagram fads. Dermatologists and Plastic Surgeons talk about skin but also ways of embracing true inner beauty. Some home hacks that can be as good as commercial solutions will be explored

4 PM **THE HEALTH FORUM**
This is the time for both in studio audience and virtual online audience will interact Live to ask questions about the latest breakthroughs and controversies with the resources of experts and Lifespan's expert medical journalists with the pulse on the medical news wires



INSPIRING INFOTAINMENT & SPECIALS (LICENSED PROGRAMMING)

LIFE INTERRUPTED: ISABELLA

STRAHAN'S FIGHT AGAINST CANCER

The emotional and intimate one-hour primetime special produced by ABC News Studios and SMAC Productions follows Isabella's diagnosis, treatment, recovery and recent return to college cancer-free. Isabella reflects on her fight and setbacks along the way, and she also discusses her decision to go public with her story by starting a YouTube series, benefiting The Preston Robert Tisch Brain Tumor Center at Duke and documenting her battle.

HOME BIRTH JOURNEY: SAVING BLACK MOMS:

Abby Phillip explores the rise in home births among Black women due to distrust in hospital care; this heartrending, intimate report on Black maternal health and mortality features poignant interviews and Phillip's own home birth story.

OPERATION OUCH!

British comedy children's television series on the human body, showing what happens in A&E, what doctors sometimes have problems with and experiments. The first series of Operation Ouch! aired on CBBC in October 2012 and ABC Australia in 2013..The show is hosted by twin brothers and doctors Chris and Xand van Tulleken and in 2019 a new doctor, Ronx Ikharia, was introduced.[2] Series 9 first aired on CBBC starting May 2020 for one episode, and then resumed on 13 January 2021.

YOU ARE WHAT YOU EAT: A TWIN EXPERIMENT

2024 American documentary series set for streaming on Netflix. It is based on an 8-week study conducted by Stanford University that put 22 sets of genetically identical twins on opposing (but healthy) diets: omnivore and vegan. It was released on January 1, 2024.

MYSTERY DIAGNOSIS

Each episode focuses on two or more individuals who have struggled with obscure medical ailments, and their quest for a diagnosis.

THE ME YOU CAN'T SEE

an American documentary series on mental health streaming on Apple TV+, and hosted by Oprah Winfrey and Prince Harry, Duke of Sussex. The series has five parts and involves notable figures such as performer Lady Gaga, actress Glenn Close and basketball player DeMar DeRozan. The Me You Can't See was released in full on May 21, 2021. follow-up town hall-style conversation special, titled "A Path Forward", was released on the same platform on May 28, featuring participants and advisers from the main episodes.

BE WELL

The PBS "Be Well" series is a collection of programs that explore health and wellness topics. The series includes programs about toxic stress, nutrition, and healthcare.

HAPPY

What really makes us happy? Is it money? Success? Family? Roko Belic - director of the Academy Award nominated Genghis Blues - investigates in this inspiring documentary, which takes viewers on a journey from the swamps of Louisiana to the slums of Kolkata. We meet a rickshaw driver who finds joy in his shack home protecting him from the elements, alongside an American woman who found purpose in her life after being disfigured in an accident. In Bhutan, meanwhile, there are people who define their own happiness by their global happiness index. Belic encourages us to consider the principles of positive psychology, suggesting that everyone can in fact become happier.

ONE NATION UNDER STRESS

"One Nation Under Stress" follows Sanjay Gupta as he tries to uncover the root causes of why American life expectancy is falling and is now shorter than all other major developed countries.

SOMETHING I KILLING ME

In an investigation of puzzling diseases and symptoms, doctors, scientists and law enforcement race to solve often life-threatening medical mysteries.



DIGITAL INTERACTIVITY

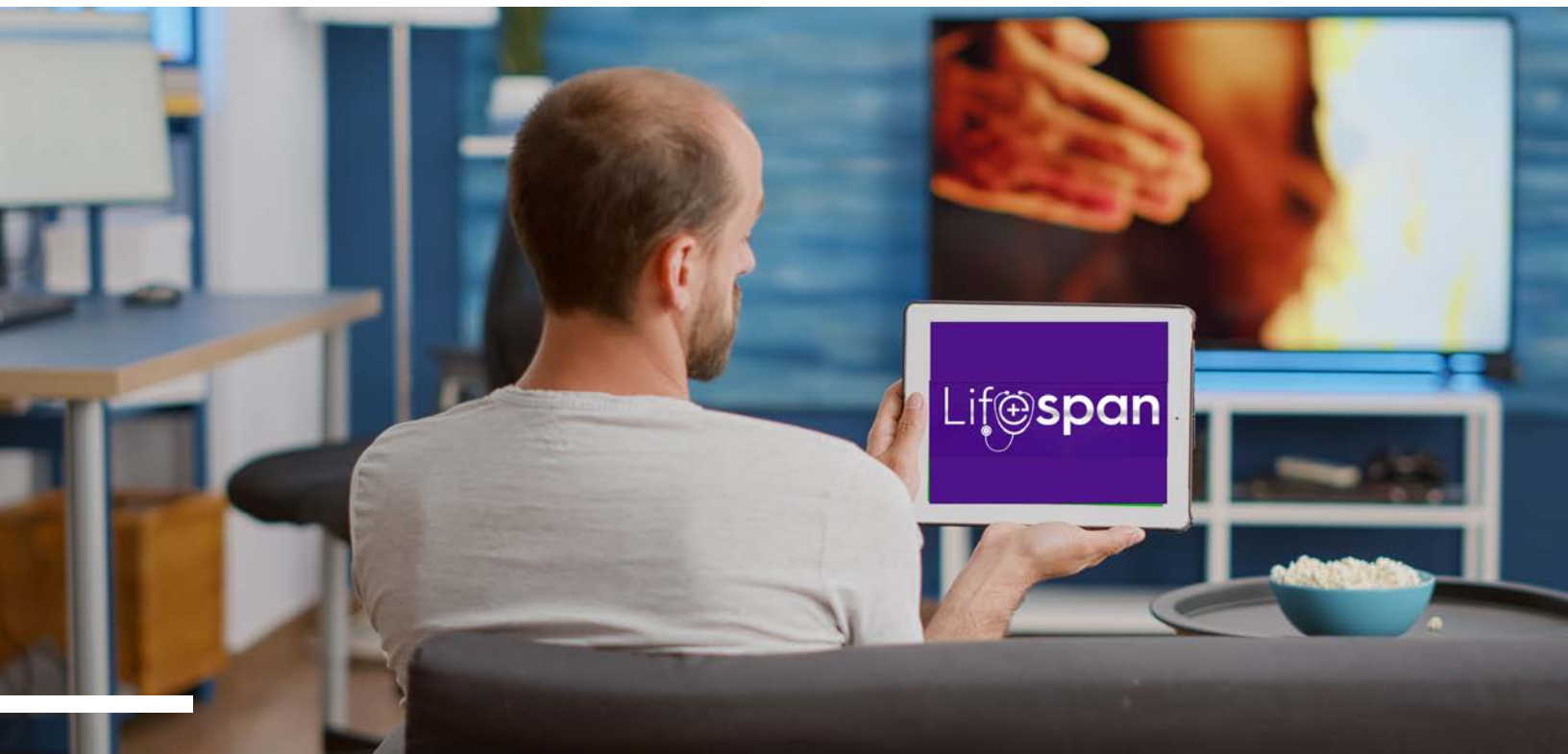
CONNECTING WITH VIEWERS IN NEW WAYS



HEALTH IS NEVER DISCUSSED OR EXPLAINED IN A VACUUM; INSTEAD, IT IS DISCUSSED IN CONTEXT AND OFTEN IN A DISCUSSION FORMAT. LIFESPAN AIMS TO USE THIS BASIC PRINCIPLE IN THE DIGITAL ERA

We are no longer in the era of viewers passively consuming media on cable or satellite, their computer or mobile device, or even their smart speaker. News is often consumed on the go and selected by topic of interest. This is clearly evident by the rise in podcast downloads. As of 2023, health and fitness podcasts rank among the most popular genres, following comedy, news, true crime, and sports. According to a study released in January 2025, Listener engagement with health podcasts is notably high, with 62% and 83% participation rates. This high level of engagement creates a sense of community among listeners, with individuals averaging 103 to 124 minutes of health podcast consumption weekly. Many listeners integrate these podcasts into their daily routines, tuning in at home (53.7%) or work (20.9%). Lifespan aims to supplement its weekday lineup with podcasts

that can dive even deeper into the latest topics presented. Through the companion app, viewers can actively vote and participate with live questions and answers from viewers. Using social media, viewers and health experts can answer further questions and continue with updates on stories presented as health news is ever-changing and evolving. The potential for technologies such as augmented reality may even allow viewers to explore disease in a 3-dimensional manner like never before, increasing their understanding of procedures and new treatments. The possibilities for viewer engagement are endless. Such as the potential for interactive content similar to Netflix's Bandersnatch release, which can take users on an extended disease course journey exploring different paths a severe disease such as Alzheimer's or cancer can take





THE BUSINESS MODEL

WHILE TRADITIONAL LINEAR MEDIA MODELS ARE PHASING OUT DUE TO THE RISE OF STREAMING SERVICES, LIFESPAN WILL HARNESS THE BEST OF BOTH MODELS AS THE NETWORK HOPES TO REACH A BROAD AUDIENCE

The primary business model of Lifespan aims to combine a three-pronged approach: cable affiliate fees, advertising revenue, and subscription fees. While affiliate fees may be limited given the direction of moving away from linear distribution, advertising revenue provides a clear and lucrative funding base. The sheer volume of direct-to-consumer pharmaceutical advertising targeting the older demographic shows the immense value that a 24-hour health and wellness network holds in reaching a captivated audience. Along with Lifespan's digital platform web, web-related direct-to-consumer advertising related to specific health areas will ensure that advertisers will capture the exact consumer profile that they need. For example, during the programming focused on cancer or cancer-related illness, pharmaceutical companies will have the exact audience that they need to target. However, given the high importance of Lifespan's independent and bias-free journalism, SEO and Sponsored content will be avoided. As the viewership and demonstrable content interaction grow, a CPM (cost per thousand impressions) rate can be explored in conjunction with pharmaceutical and medical device advertising. While cable and satellite providers can distribute the network on their platforms, a pared-down version of programming, for example, top health headlines or highlights from programming, can be distributed as part of a FAST (Free Advertisement

Supported Television) platform. These include Pluto TV, Tubi, Sling, and Amazon Fire TV.

A subscription model can also be introduced with access to an entire library of disease-related content on demand. However, this must be explored once a loyal viewership base is established. The hope is for eventual Lifespan Original content to be syndicated as an additional revenue stream. The potential for International expansion also remains possible as the demand for quality medical news and



PHARMACEUTICAL COMPANIES SPEND AN AVERAGE OF APPROXIMATELY \$6 BILLION PER YEAR ON DIRECT-TO-CONSUMER (DTC) TV ADVERTISING

wellness goes well beyond borders, as seen with the success of CNBC's original foray into the Asian and European markets after it transformed the way financial news was consumed in the United States after its launch in 1989.



A MEDIA PLATFORM SUCH AS LIFESPAN PROVIDES FOR RICH PARTNERSHIP OPPORTUNITIES WITH WELL ESTABLISHED MEDICAL NEWS PROVIDERS AND AWARD WINNING HEALTH AND WELL FILM PRODUCTION COMPANIES

The landscape of health related media spans reality television series to scripted medical dramas that often beyond entertainment provide an insight into healthcare beyond the headlines. Production companies are at work creating award winning health related productions that not only highlight the human spirit and resilience but also the pitfalls of the healthcare system. It is often through the power of the media that true public health changes are made.

The amount of inspiring films describing everyday people and their interaction with all aspects of the health system is staggering. These include award winning films on Netflix to Apple TV +. The amount of programming providers in this area of health and wellness are staggering and opens the door for more organic in house collaborative projects where Lifespan's team can

embark on deep dive investigations that public health. Partnering with independent production companies that specialize in health-related programming can significantly enhance a health news network's impact by expanding its content expertise, credibility, and audience reach. These collaborations provide access to in-depth storytelling, expert analysis, and diverse perspectives that may not be readily available in traditional newsrooms. Independent producers often have the flexibility to explore complex health issues in greater detail, delivering high-quality, informative, and engaging content. This partnership also allows the network to tap into new viewership segments, increasing engagement and trust among audiences seeking reliable health information.



Several independent production companies are dedicated to creating impactful health and wellness programming. Sueñito Media, based in Los Angeles, specializes in socially impactful mental health documentaries, aiming to shed light on various psychological issues through compelling storytelling.

Information Television Network (ITV), located in Boca Raton, Florida, produces health and wellness documentary-style programming, including the series "Healthy Body, Healthy Mind," which airs on numerous PBS affiliates across the United States.

Affinityfilms, founded by filmmaker Mary Rosanne Katzke, focuses on Alaska-based documentaries addressing social and healthcare

issues such as sexual assault, mental illness, and breast cancer, aiming to raise awareness and foster community engagement.

Additionally, Northwell Health, a New York-based hospital system, has established Northwell Studios to produce films, TV shows, and documentaries that highlight medical issues and the dedication of healthcare workers, thereby enhancing public education and promoting health awareness.





LIFESPAN'S REACH IN THE ERA OF DIGITAL MEDIA CAN TRULY REACH A GLOBAL AUDIENCE TO TRULY IMPACT GLOBAL HEALTH LITERACY

The demand for quality and timely health information is not a local issue, but a Global one. The global community, especially after the COVID-19 pandemic, is part of a larger movement, thirsting for easy-to-understand medical information, especially as access to the Internet becomes much more available. Programs like Healthcheck on the BBC World Service have opened the door for listeners to understand how health topics are universal and not defined by a counter's borders. However, cultural perspectives and how health shapes a society can provide essential topics to explore using a media platform.

What was once out of reach is now in demand as the developing world embraces new technologies such as the Internet. Most of the growth in web use. According to data from the World Bank, it is in the mobile sector where

citizens are owners of web-enabled phones, even in remote areas. Online health information has been widely popular in the United States, with the Pew Research Foundation survey recently confirming that 35% of patients rely on the Internet for health information. However, this trend is now expanding worldwide as people in developing nations find getting health advice to increase health literacy difficult.

Emerging economies like India and China are seeing more people seeking health information online.



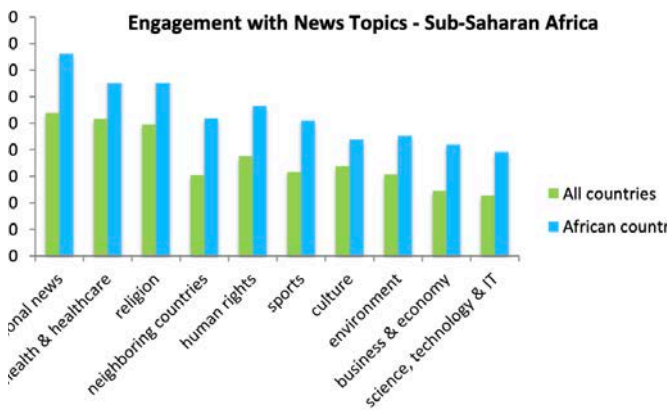
There is evidence that more users of online health news and information websites in the United States are primarily from developing countries. According to the World Health Organization, the highest number of users of websites such as the US NIH, CDC, and WebMD after Americans are Indians, the UK, Australia, and China. Reasons for using the internet as a source of health information include information on various diseases and prevention. Nutrition and fitness have also become topics that global users have embraced. In addition, online users seek to learn from other patients' disease experiences through powerful documentaries and patient stories.

Potential global partnerships that could not only place Lifespan as a true leader in Medical News but also one that can genuinely impact global health and become the

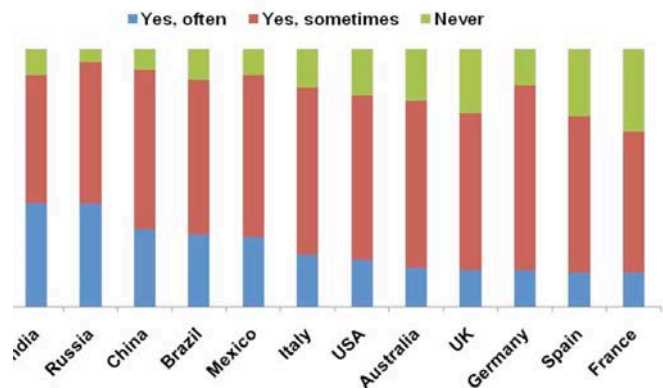
most trusted brand by viewers. One partner could be Internews, an international non-profit organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect, and the means to make their voices heard. They are the Leader in Engaging the Global Audience on Health Issues Essential in Prevention and Disease Mitigation. This impact is through harnessing the resources of global medical journalists in the Internews Health Journalism Network




Source: Health Pulse 2010, 12,262 members of the general public in 12 different countries surveyed online.



Emerging Health Citizens in Emerging Countries Check Health Data Online Than In Advanced Economies






TIME HAS PROVED AGAIN AND AGAIN THAT HEALTH AND MEDICAL INFORMATION NEEDS MORE THAN JUST A QUICK HEADLINE ON A BROADCAST



Lifespan



THE CONCEPT OF A DEDICATED MULTIMEDIA PLAYER IN THE FIELD OF HEALTH NEWS HAS BEEN INTRODUCED IT NEVER HAD A DEMAND AS IT DOES NOW IN THE POST COVID ERA

While this outlines a genuine concept and vision, the hope is that with adequate funding and passion, Lifespan will pioneer the ever-growing need for a dedicated broadcast and multimedia organization. The ideas here are just scratching the surface of what could genuinely become a domestic and global news network. The potential is immense with the right team of professionals who see medical journalism for

what it truly is: a means to impact the lives of many and to help shape the conversation on important health matters.

