

# Hope Health Quality Review Process

To assure that your readers are receiving reliable, evidence-based health information to promote healthier lifestyle choices, Hope Health adheres to a rigorous review process.

The **Medical Advisory Board** reviews all Hope Health publications for medical accuracy, timeliness, and suitability for a consumer audience.

Medical advisors represent a diverse group of medical and health professionals from varying disciplines and specialties.

**Types of health information:** Editorial content provides action steps for readers to live healthier lives, to become empowered patients and smart health-care consumers, and to work with their doctors in achieving high levels of medical care. Hope Health publications reinforce evidence-based health information and accepted public health messages, dovetail with national health observances, and provide appropriate health information for working men and women of all ages who receive these print products at the worksite.

Hallmarks of Hope Health information:

- Actionable
- Easy to understand
- Evidence based
- Refreshingly fun and entertaining
- Focus on mind, body, and spirit

Hope Health publications do not practice medicine, do not replace the advice of a reader's own doctor, and do not attempt to diagnose conditions or make medical recommendations. The publications also do not routinely mention specific names of drugs or dosages, especially prescription medications.

**Content development/original sources:** Hope Health develops content using its own medical advisors as expert sources and relies heavily on the Hope Heart Institute's cardiologists for their expertise in the area of heart health. The editors work closely with original sources only — the researchers themselves at universities and medical centers, and in the National Institutes of Health. Other main sources for information include the Centers for Disease Control and Prevention; the National Heart, Lung, and Blood Institute; the National Institute of Complementary and Alternative Medicine; and health-serving organizations such as the American Cancer Society and the American Heart Association.

Content is also reader driven. The editors routinely develop stories in response to questions and requests from readers and are encouraged to provide feedback. Hope prides itself in cultivating a friendly tone with readers and aims to deliver what we call “Hey Martha” moments — a nugget or two of information that touches the reader. The idea is that a reader will turn to a colleague or family member and say, “Hey, Martha, did you know that...”

The Doc Talk column, a long-standing popular feature, is exclusively responsive to reader inquiries, and has a dedicated e-mail address to generate interaction between the Medical Editor and readers. Hope Health prides itself on maintaining a continuous feedback loop among corporate clients, readers, and the editorial and medical teams.

Because issues of Hope Health newsletters are continually in production, many months in advance, and due to the nature of print distribution monthly, bimonthly, or quarterly to corporate subscribers, Hope newsletters cannot report breaking health news. However, the format allows the medical and editorial team to interpret trends in significant health news (such as the low-carb diet, or the flu shot shortage). Hope separates hype from help.

Brochures and booklets are continually updated (for example, when cholesterol guidelines change), and developed in response to health issues that may have current interest (such as smallpox), so there is a storehouse of updated information for corporate clients to choose from.

Hope Health welcomes suggestions to improve this quality review process. Hope Health has been continually improving publications and customer service for more than 20 years.