



# Healthy

## CANADIAN Networks

▪ P R O G R A M G U I D E ▪

Summer 2007

### PatientDirect TV and IDS Join Forces

Beginning this fall, patients who see a topic of interest on PDTV will be able to pick up a pamphlet describing the topic in greater detail.

IDS Canada has been providing physicians with the popular (and free) *Waiting Room Information System* for over 10 years. With over 1,700 installations across Canada IDS is the leader in distributing healthcare brochures.

If your office does not have a Pamphlet Rack and would like to have one installed at no cost, please contact IDS toll free at 1-877-656-9997 or visit their website at [www.idscanada.net](http://www.idscanada.net).



### PatientDirectTV celebrates 8<sup>th</sup> anniversary!

From modest beginnings in central Toronto in 1998 PatientDirect TV has grown to where today we provide services to over 170 medical offices in 8 provinces! “We could have expanded more rapidly,” says business manager Martin Scullion “however we chose to focus on maintaining quality content and responding to service requests on a regional basis.”

Guided by the physicians we serve, PDTV has focused on providing health & wellness information that improves the waiting room experience.

### Summer Feature Programming

Over the summer months we will be featuring information on Sun protection. Eye protection is often overlooked particularly for children.



### Keeping an Eye out for Sun Damage

Consider wrap-around frames for additional protection.

### Calendar of Health Promotion Days

(Courtesy of Health Canada)

July 11 – World Population Day  
July 21 – Canada Parks Day  
August 1-7 – Breastfeeding Week  
August 12 – International youth Day  
September - National Arthritis Month  
September - Ovarian Cancer Month

### Our Content Partners

- College of Family Physicians  
- CBC (News & Sports)  
- The Weather Network  
- Tribute Movie News

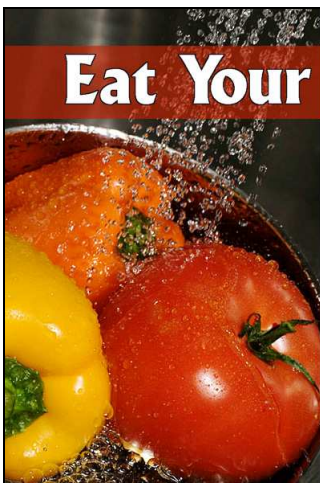
# WARNING



An inadequate application of sunscreen may reduce the SPF value by half!

## Veggies for allergy sufferers

Paul Harvey the well-known Chicago broadcaster and famous for his 'and now you know *the rest of the story*' recently told the tale of a professional golfer whose game was steadily deteriorating. He was losing weight, suffering from headaches and a lack of concentration. Doctors were mystified until his family physician linked his symptoms to the 'workplace'. He had developed an allergy to tree buds!



## Eat Your Veggies

Asthma symptoms may worsen, when vegetable intake decreases. The antioxidants found in vegetables, especially tomatoes, appear to be responsible.

## Our Sponsors

**-Schering Canada** - suppliers of Remicade® for Arthritis & inflammatory bowel disease  
**-Face Doctor** – Facial creams  
**-Allanson International** –Air purification systems  
**-Ontario Ministry of Health & Long-Term Care**  
**-Equilibrium Lifestyle Management**

## The Equilibrium Fit-Tip

Replace store bought sport drinks that are full of chemicals and sugar with this natural equivalent to a sports drink

1-quart water

1/3-cup maple syrup or fresh sugar cane juice

1/4-teaspoon natural salt

Juice of one lemon, or more to taste,

1. Mix all the ingredients together.

2. Refrigerate until you are ready to drink.

Equilibrium provides personal training in the home. For more information call 866-558-0550

## Test Drive a New Concept

Allanson, the manufacturers of Swordfish Whole Home UV Air Purification are expanding their line with a new product and would like your feedback. **This trial would include putting in a UVC Air Purifier in your home at no cost for a period of 3 months and completing an evaluation form.** Your feedback will help us design products with improved consumer benefits – if interested please call 416-288-3274 or email [cdesjardins@allanson.com](mailto:cdesjardins@allanson.com).

The Swordfish UV Air Purifier:

- Swordfish kills molds, viruses, bacteria and fungus in your indoor air.
- Swordfish exposes passing microorganisms to a sufficient dose of UVC to deactivate them in one pass.
- Kills Airborne viruses, molds, bacteria and fungus
- Alleviates allergy symptoms
- Helps to prevent the spread of colds and flu by killing the causes

 Your Whole Home Air Purification Solution

**Clean Healthy Air**

Swordfish can help relieve asthma, allergies, hay fever, fatigue, dizziness, headaches, shortness of breath, coughing and wheezing.

(800) 661-7251 [www.swordfishuv.com](http://www.swordfishuv.com)

Produced by HCN 1-866-558-0550