



Contributor and Reader Comments

"I have experienced the professional rewards of YourHEALTH Magazine dollar for dollar.

"I have also found YourHEALTH Magazine to be **the most economical advertising investment.** Thank you for our continued success."

*Ayman R. Hakki, MD, PC,
Cosmetic Surgery Unlimited; Waldorf, MD*

"I just wanted to take this opportunity to thank you so much for your wonderfully creative advertising idea which included the editorial piece with a biography.

Our call volume has increased over 50% from previous months and we have booked both Laser Vision Correction surgeries as well as general Ophthalmologic services because of it."

*Jacqueline D. Griffiths, MD,
Medical Director; New View Laser Eye, VA*

"Our Bowie office has been open since January 1, 2001. Thanks to YourHEALTH Magazine and the great advertising they've done, our office is seeing new patients everyday. **A total of 10 new patients have come from YourHEALTH Magazine** [as of March 5, 2001]. They loved Dr. Kirshenbaum's articles and the great ad."

*Vivian Kirshenbaum, Office Manager,
Allergy HealthCare; Bowie, MD*

"YourHEALTH Magazine is an excellent source of information on a variety of health-related problems. **I like the presentation in layman's language.**"

*K. K. Kumaroo,
Silver Spring, MD Reader*

"Over the last several years, we have utilized YourHEALTH Magazine as a vehicle to educate the public on skin care. Every time we ran an article with advertisement, **we received countless calls for additional information and as a result, gained numerous new clients.**"

*Aline M. Long, Former President/Owner,
Aline Long Skin Care Institute; LaPlata, MD*

"I'm just dropping you a line to let you know how delighted I am to be associated with YourHealth Magazine. **I've had a great response to the articles and advertisements** you have run for me in YourHEALTH.

I don't run advertisements for my practice in any other publications, but I feel YourHEALTH provides excellent health care education to the public and **it has allowed me to bring my practice philosophy to a wider audience.**"

*Hema A. Sundaram, MD,
Board Certified Dermatologist; Fairfax, VA*

"Promoting our business through your publication has generated more inquiries and responses than any other media or publications we have tried in the past. **For the first time in quite a while our beds are 100% filled and we are still getting calls.**"

*Peggy Scott, BSN, RN, President
& Myrtle Ashley, CNA, PCA, Vice President,
Senior Care, Inc.; Waldorf, MD*

"YourHEALTH Magazine has increased our referrals and helped educate our patients. It often disappears from our waiting room and we frequently request additional copies—it's been a valuable advertising asset."

*Cheryl Ruff, Office Manager,
Chesapeake Vascular and Thoracic; Annapolis, MD*

"Without question, the majority of our new patients come to us after reading YourHEALTH Magazine.

"Advertising or marketing can be a mysterious black hole that you throw money into with little results. But your publication gives us an opportunity to educate the patient and promote our practice efficiently and economically."

*J. Michael Wheatley, PhD,
MHC Orthotics and Prosthetics,
Various locations in Maryland*



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