



UNIVERSITY of CALIFORNIA TELEVISION

Berkeley Public Health



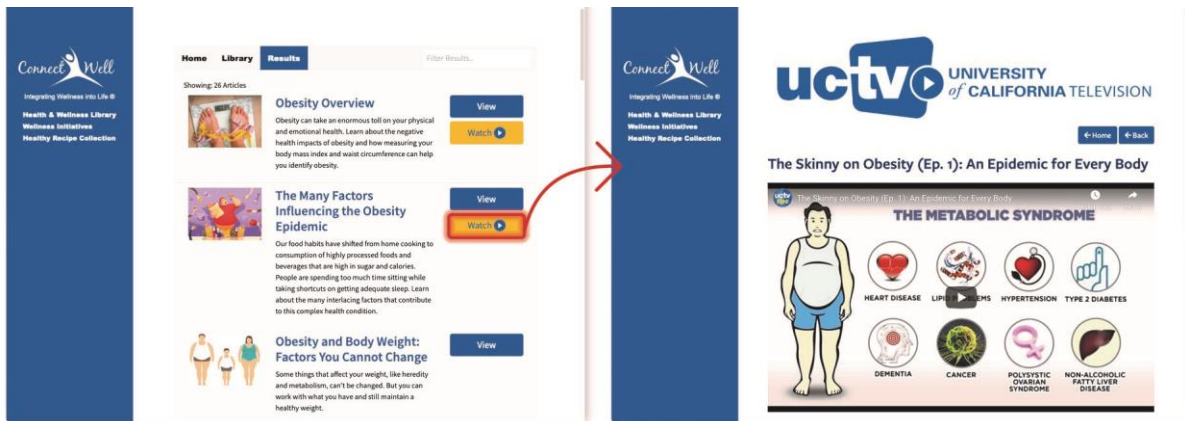
Integrating Wellness into Life®

### CONNECTWELL BROADENS HEALTH AND WELLNESS CONTENT WITH UCTV AFFILIATION

PLEASANTON, Calif., March 30, 2020 -- ConnectWell announced today it has integrated video programs from University of California Television (UCTV) into its digital health and wellness content suite. UCTV’s extensive video library comprises the latest scientific findings in medicine, health, and wellness, and features presentations by experts in the field across the University of California. UCTV is a public program of the University of California, the nation’s premier research university made up of ten campuses, six health systems, three national labs and affiliated institutions. With the addition of UCTV, ConnectWell deepens its partnership with University of California and brings broader health and wellness expertise to its integration partners.

“With our digital content we provide anywhere, anytime access to information that is current, actionable, and comes from a credible, independent source. By integrating video footage from UCTV and aligning it with existing content within our articles, ConnectWell’s partners enable their customers to learn directly from the experts about their health conditions,” said Andrea Bloom, ConnectWell Founder and CEO.

### Health & Wellness Library: Sampling of Obesity Collection



ConnectWell licenses its content suite to a wide range of companies across the healthcare spectrum including payers, providers, disease management and health coaching companies, employers, and benefit companies. Customers integrate ConnectWell’s offering into their proprietary digital delivery platforms in creative ways to engage individuals in their health and wellness.

ConnectWell's digital content suite is sourced from and reviewed by the UC Berkeley School of Public Health, which gives people access to the information they need to engage in their health and wellness on a continuous basis. Video content from UCTV now gives people the option to enhance their learning experience and take in information at their own pace. We expect that with this information in hand, people can become a vested partner in their own health and well-being, leading to more productive physician visits. Furthermore, the resources provided on disease prevention enable people to focus on healthy lifestyle habits that can prevent, delay, and help them manage their conditions.

"UCTV's award-winning producers enable viewers to learn directly from University of California experts in a medium and format that brings important topics to life. Integrating UCTV's medicine, health, and well-being videos inside of the ConnectWell platform furthers our reach of delivering knowledge far beyond the campus borders, and will make a material difference in people's lives as it pertains to their health and wellness," said Lynn Burnstan, UCTV Managing Director.

ConnectWell offers three key components of Digital Health and Wellness content that work together to support total health and well-being:

- *Health & Wellness Digital Library*: Extensive coverage of health, wellness, and disease topics from A to Z
- *Wellness Initiatives*: Wellness education with strategies and tools to help in the adoption of healthy lifestyle practices
- *Healthy Recipe Collection*: Healthy recipes that are tasty, easy to make, and made from whole foods and healthy ingredients

UCTV videos are now an integral part of ConnectWell's content suite.

\*\*\*

**About ConnectWell:** <https://www.connectwell.health/>

ConnectWell is a leading-edge provider of digital health and wellness content that is academically sourced and designed for a consumer audience to engage people in their total health and well-being. In 2017, ConnectWell and the UC Berkeley School of Public Health formed a public-private partnership to digitize and "consumerize" the School's extensive health and wellness publications for distribution through a variety of digital health platforms. ConnectWell licenses its content to employers, benefits providers, health systems, health plans, telemedicine providers, health coaching companies, wellness engagement platforms, and health device companies and works to integrate its content with companies' efforts to engage their target audiences in their health and well-being.

**About UCTV:** <https://www.uctv.tv/>

University of California Television is a public-serving media platform featuring programming from throughout the University of California, the nation's premier research university, made up of ten campuses, six health systems, three national labs and affiliated institutions. Launched in January 2000, this academic initiative embraces the core missions of the University of California—teaching, research, and public service—through quality, in-depth programming that brings to life the tremendous range of knowledge, culture and dialogue generated on UC's diverse campuses. UCTV explores a broad spectrum of subjects. Program formats include documentaries, faculty lectures, research symposia, artistic performances, and more.

**Contact:** Andrea Bloom, ConnectWell, [abloom@connectwell.health](mailto:abloom@connectwell.health)