

## HEALTH INFORMATION CONTENT

Our health information is evidence-based and has been vetted by the trusted experts at Mayo Clinic. Content is available in multiple languages and the variety of content types appeals to audiences of all ages and life stages to engage, learn, and manage their health.

- Diseases and Conditions
- Symptoms
- Tests and Procedures
- Articles
- Definitions
- Frequently Asked Questions
- Recipes
- Videos
- And More



Content is HL7®  
Infobutton ready and  
searchable using  
ICD-10 codes.

Let Mayo Clinic health information serve you, your patients and customers.

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# MAYO CLINIC CONTENT CONNECTION

Creating and delivering content that is changing lives.

## MAYO CLINIC CONTENT CONNECTION

Serving the needs of health care companies, hospitals, health systems, health and wellness technology companies, publishers, member organizations and more.

To learn more about content from Mayo Clinic, contact us at

**800.430.9699**

MayoClinicGBS@mayo.edu | GBS.MayoClinic.org

MAYO CLINIC | mayoclinic.org

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## EDUCATE, ENGAGE AND EMPOWER

Our portfolio of original, relevant and health and wellness content is designed to drive patient and consumer engagement—our content enriches lives and promotes well-being.

Experience the difference of evidence-based, agile content developed by Mayo Clinic physicians and used in the daily practice.



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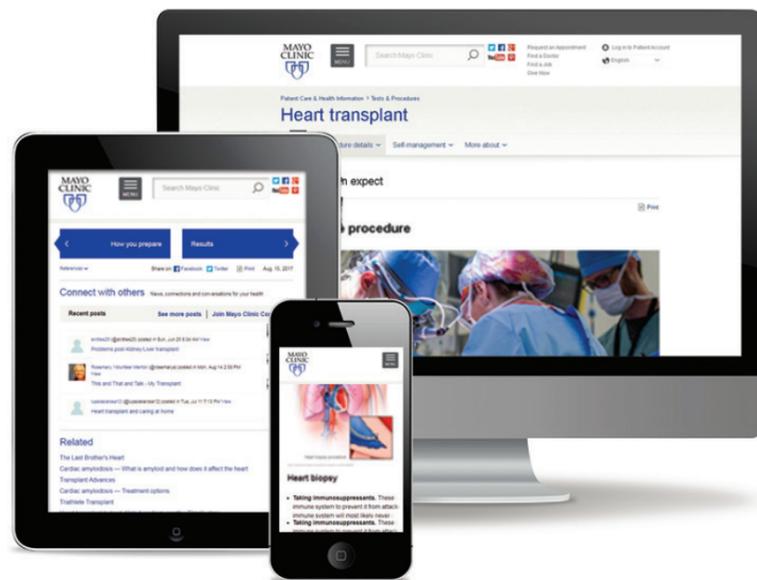
Health information content from Mayo Clinic is written in an easy-to-understand format, is available in multiple languages\*, and is offered in a variety of content types.

- Articles
- Images
- Videos
- Algorithms
- Recipes
- Illustrations
- Expert Answers
- Assessments
- And More



## CONTENT CONNECTION PLATFORM

Our world-class content is seamlessly delivered via API for easy implementation into existing channels including websites and mobile apps. We offer actionable content that spans a variety of health and wellness topics, giving you the flexibility to target for more relevancy and deeper connections to your brand.



**STAY CONNECTED. BE RELEVANT.**

\*Select content available in Spanish. Contact us to learn more.

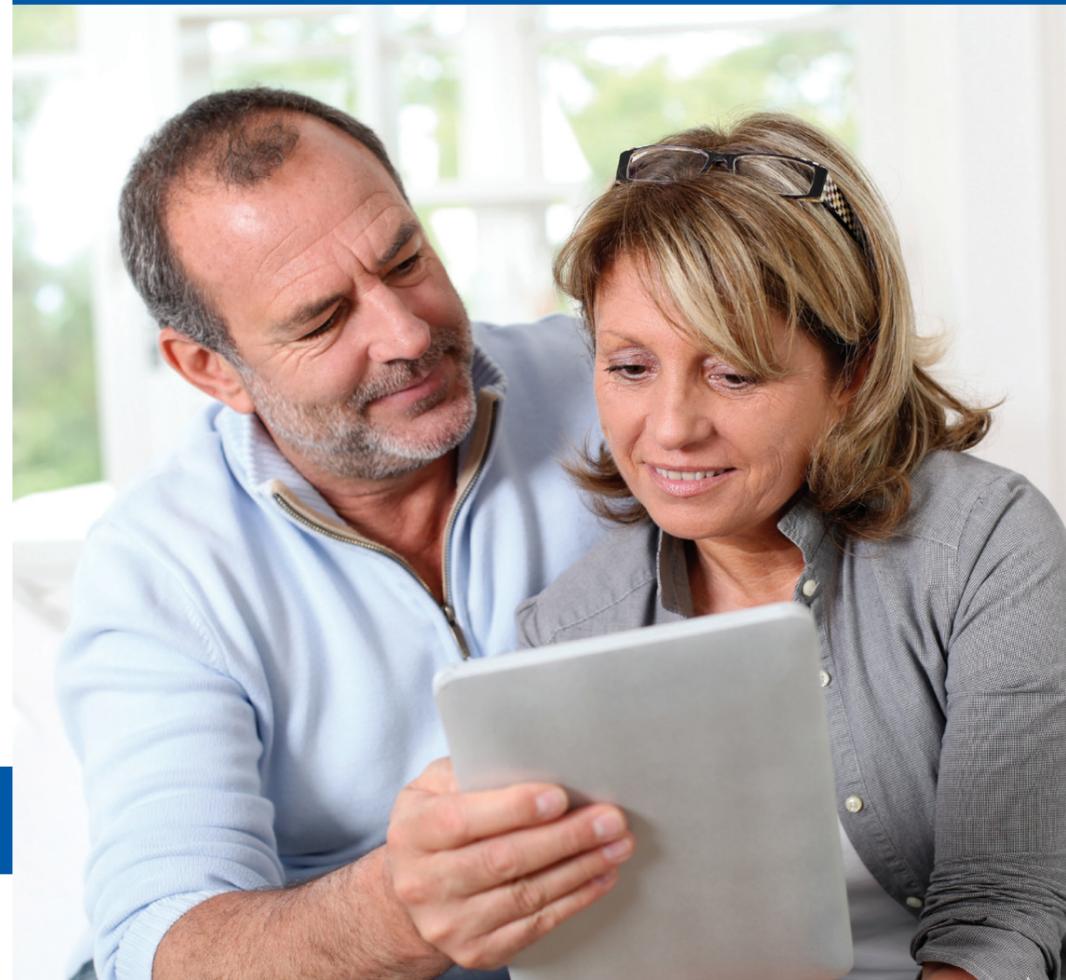
## SYMPTOM TRIAGE CONTENT

Mayo Clinic takes a unique approach to symptom triage. In a crowded space of unreliable symptom checkers, Mayo Clinic has developed evidence-based symptom triage **algorithms** that provide personalized care guidance based on real-time user inputs. We give people access to world-class care guidance when and where they need it most.

Our algorithms are available as an embedded, modularized application known as ASK MAYO CLINIC ONLINE, or our symptom triage content can be easily integrated into a client's custom user interface via an algorithm API.

- Algorithms are based on structured, standardized protocols
- Content is reviewed and updated regularly
- Care recommendations are dynamic, personalized and actionable
- Measurable outcomes

## ALGORITHMS COVERING MORE THAN 300 COMMON SYMPTOMS AND DELIVERING THE RIGHT LEVEL OF CARE AT THE RIGHT TIME.



## WELLNESS CONTENT

Mayo Clinic positively impacts lives by connecting people and populations with reliable resources designed to help them get – and stay – healthy. Our wellness content covers a variety of topics including Healthy Eating, Healthy Weight, Stress and Resilience, Fitness, Sleep, and Tobacco Cessation. Content is available as:

- Articles
- Healthy Habits Tips
- Infographics
- Motivational Moments
- Health Q&A
- Recipes
- Expert Advice
- Videos

We also offer the Mayo Clinic Wellness Assessment, which is a brief questionnaire focusing in on six key wellness topics and designed to evaluate a person's health and wellness – and then provide immediate, actionable, and personalized results including recommendations in the areas that may need improvement.

