

Leading Patient Education Provider for 35 Years



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Health Monitor Network

Office: 135 Chestnut Ridge Road
Montvale, NJ 07645
Phone: (800) 422-4112
Email: Info@healthmonitor.com
Web: www.healthmonitornetwork.com
No. of Employees: 120+
Key Executive:
Ken Freirich, Chief Executive Officer
Products/Services: Health Media, Marketing
and Publishing
Year Founded: 1983

Health Monitor Network, the leading direct-to-patient (DTP) company in the United States, marks 35 years as an innovator in the area of patient engagement. The Montvale, NJ based company has established a long-standing reputation built on trust and credibility that has become the hallmark of its products, culture, and growth.

Coming off its biggest year in history, Health Monitor Network is seeing explosive growth in 2018, particularly in its digital exam-and waiting-room products. The company is expected to continue its aggressive hiring through 2019.

“Our growth has been attributed to high-quality educational products for patients that generate exceptional ROI for our customers. We have a 90% renewal rate and a very strong proven track record,” said Ken Freirich, chief executive officer. “Health Monitor Network’s culture, which puts creativity, flexibility, and entrepreneurship at the forefront, has created an environment that embraces employee passions to produce the very best products while providing outstanding service to all of our key stakeholders. This commitment to excellence has fueled our exponential growth.”

“I’ve partnered with Health Monitor Network for years, leveraging their multimedia point-of-care platform to reach my target audience for pharmaceutical brands in diabetes and cardiovascular therapeutics,” said Debra Hagan, marketing executive and Health Monitor client, formerly with Janssen and Novo Nordisk. “I’ve seen firsthand the ability of the platform to deeply engage patients with relevant unbranded disease state content; drive patient education, HCP dialogue, and brand demand, as well as deliver conversion with significant multifold ROI every single time.”

The company’s print, digital, and mobile patient education products facilitate dialogue between patients and healthcare professionals and can be seen in healthcare professionals’ offices around the country.

Health Monitor Network provides award-winning content to tens of millions of patients through 400,000 healthcare providers’ (HCPs) and 200,000 physician offices. Best known for delivering information on dozens of conditions ranging from diabetes, heart health, arthritis, and cancer to Idiopathic Thrombocytopenic Purpura (ITP) and Idiopathic Pulmonary Fibrosis (IPF), Health Monitor’s publications, posters, and digital products can be found in waiting and exam rooms nationwide. Most are also co-branded and/or distributed by many of the country’s leading medical associations, societies, and patient advocacy organizations.

Founded in 1983 and one of the pioneers in the point-of-care industry, Health Monitor Network is today considered the gold standard in patient engagement/education.

“Improving healthcare treatment through better doctor/patient communication is the cornerstone of Health Monitor Network,” said Eric Jensen, founder and executive chairman. “Third-party research shows that treatment outcomes are improved when patients are engaged with our content. They start their treatment sooner and continue appropriate therapy longer when they are better informed.”

Health Monitor Network’s continued commitment to growth and innovation will be represented by increased investments in mobile technology, expanded social media content, and new, innovative tools for post-HCP visit engagement.

