



Health Entertainment Workshop

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How can health institutions create fan worthy content? In this workshop, participants will explore how to transform patients into fans of health, creating health content that is **engaging**, **enduring** and **empowering**.

User Type	Behavior	ROI
Fan	Fearless, Co-creative, Knowledgeable	10X
Consumer	Conscious, Informed, Transactional	5X
Patient	Powerless, Objectified, Overwhelmed	1X

How would you describe your current users?



Health Entertainment Workshop

If You Seek To



Increase User Engagement and deliver content that people actually watch from beginning to end.



Improve Health Outcomes by transforming health information into actionable health behaviors.



Scale Trust so that users look towards your content for the guidance they need on their health journey.



Stay Competitive in a crowded health market, oversaturated with options.



Create Enduring Content that is relevant, compelling and builds relationships between your organization and your users.



Empower Users to be better advocates of their own health.

This Workshop is For You.

ABOUT ARI MOSTOV

Ari works with health companies to improve engagement and health outcomes. As an award winning film, TV and games producer, Ari uses her entertainment expertise to create fan worthy health content, products and experiences.

Some of her work highlights include:

- 17.5B+ media impressions.
- 7M+ views.
- 1 Oscar nomination.
- 1 Grammy nomination.
- Cited in national policy legislation.
- Performed on stage with Lady Gaga at the 2016 Academy Awards.
- Presented at TEDx on healthy relationships.



"I am passionate about entertainment that creates behavior, policy and culture change. I am committed to reframing “un-relatable” concepts into engaging content”
- Ari Mostov

