EDUCATE, ENGAGE AND EMPOWER

Our portfolio of originally-authored, peer and physician-reviewed content is designed to drive patient and consumer engagement—enriching lives and promoting well-being.
WORLD-CLASS CONTENT FROM A WORLD-CLASS ACADEMIC MEDICAL CENTER

With more than 150 years of education, research and clinical practice, our content is developed—and used—by a team of physicians, researchers and scientists.

CONTENT PLATFORM

Content from Mayo Clinic is seamlessly delivered via Realtime API for easy implementation into existing platforms including websites, mobile apps, social media, voice applications, and more.

We offer actionable content that spans a variety of health and wellness topics, giving clients the flexibility to target for more relevancy and deeper engagement.

WE’RE READY FOR VOICE DELIVERY

The majority of all searches are now being conducted through voice. Thousands of our concepts are ready to be integrated into your voice or chatbot assistant, allowing for enhanced experiences and engagement.
SYMPTOM TRIAGE CONTENT

In a crowded space of unreliable symptom checkers, Mayo Clinic has developed evidence-based symptom triage algorithms that provide a personalized experience based on real-time user inputs, giving 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 algorithms can be delivered via API and integrated into an existing platform, application or interface.

- Algorithms are based on structured, standardized protocols
- Content is reviewed and updated regularly
- Care recommendations are dynamic, personalized and actionable
- Outcomes are measurable
- 500 common symptoms

<table>
<thead>
<tr>
<th>ENDPOINT RECOMMENDATION</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambulance</td>
<td>Call 911 or a local emergency number</td>
</tr>
<tr>
<td>Emergency Care</td>
<td>Seek care immediately; go to the emergency department</td>
</tr>
<tr>
<td>Urgent Visit</td>
<td>Seek care within 4 hours</td>
</tr>
<tr>
<td>Acute Appointment</td>
<td>Seek care within 24 hours</td>
</tr>
<tr>
<td>Routine Appointment</td>
<td>Seek care within the next few days (greater than 24 hours)</td>
</tr>
<tr>
<td>Provider Advice</td>
<td>Consult a health care provider for further instructions</td>
</tr>
<tr>
<td>Manage Symptoms at Home</td>
<td>Stay home to manage symptoms; no appointment needed</td>
</tr>
</tbody>
</table>

Note: Custom descriptions are available per customer requirements.
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. This content is available in English, Spanish, Arabic, and Chinese.

Content types include:

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

The Mayo Clinic Wellness Assessment is a brief questionnaire focusing in on six key wellness topics and is designed to evaluate a person’s lifestyle and habits—and then provide immediate, actionable, and personalized results including recommendations in the areas that may need improvement.
HEALTH INFORMATION

Mayo Clinic health information is evidence-based and has been vetted by the trusted team of clinicians, researchers and scientists. This content is available in English, Spanish, Arabic, and Chinese (coming soon).

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

Content is HL7® Infobutton ready and searchable using keywords or ICD-10 search criteria.

HL7® is the registered trademark of Health Level Seven International.
CONTENT SETS

Mayo Clinic is constantly developing and expanding content—with new assets being added, reviewed and revised regularly. When you license content from us, you have flexible options based on your business needs—providing a more targeted, more relevant experience for you and your readers.
# Sample Content Sets

<table>
<thead>
<tr>
<th>Cancer</th>
<th>Men’s Health</th>
<th>Sexual Health</th>
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<tbody>
<tr>
<td>Cardiovascular</td>
<td>Mental &amp; Behavioral Health</td>
<td>Skin Health</td>
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<tr>
<td>Children’s Health</td>
<td>Opioids Management</td>
<td>Sleep</td>
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<tr>
<td>Diabetes</td>
<td>Orthopedics</td>
<td>Stress &amp; Resilience</td>
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<tr>
<td>Drugs, Herbs &amp; Supplements</td>
<td>Pregnancy &amp; Childbirth</td>
<td>Teen’s Health</td>
</tr>
<tr>
<td>Fitness</td>
<td>Prevention</td>
<td>Tests &amp; Procedures</td>
</tr>
<tr>
<td>Healthy Eating</td>
<td>Respiratory Health</td>
<td>Tobacco Cessation</td>
</tr>
<tr>
<td>Healthy Weight</td>
<td>Senior’s Health</td>
<td>Women’s Health</td>
</tr>
</tbody>
</table>

Sample content is shown in both English and Spanish.
To learn more, contact us at

800.430.9699

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MAYO CLINIC  |  mayoclinic.org

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