

A photograph of two women, one older with short grey hair and one younger with long brown hair, both smiling and looking at a tablet held by the younger woman. The older woman is wearing a light green button-down shirt over a blue top and a pearl necklace. The younger woman is wearing a grey long-sleeved shirt.

# MAYO CLINIC CONTENT

Creating and delivering health and wellness content that is delivered where and when people need it most.

## 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

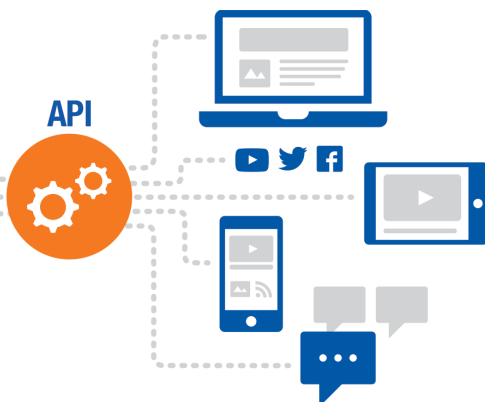
Content from Mayo Clinic is seamlessly delivered via Realtime API for easy implementation into existing platforms including websites, mobile apps, social media, voice applications, and more.

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.

### CONTENT ASSETS: TEXT/VIDEO/IMAGES



### YOUR PLATFORM OUR CONTENT



## 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

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

Note: Custom descriptions are available per customer requirements.





# 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. This content is available in **English, Spanish, Arabic, and Chinese.**

## Content types include:

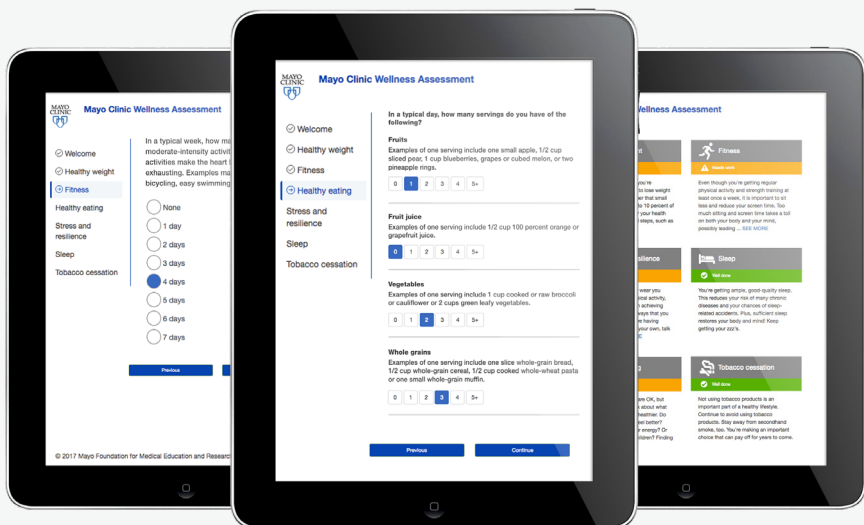
- Articles
- Healthy Habits Tips
- Photos & Illustrations
- Motivational Moments
- Health Q&A
- Recipes
- Expert Advice
- Videos



CONTENT FROM THE MOST TRUSTED  
NAME IN HEALTH CARE

# MAYO CLINIC WELLNESS ASSESSMENT

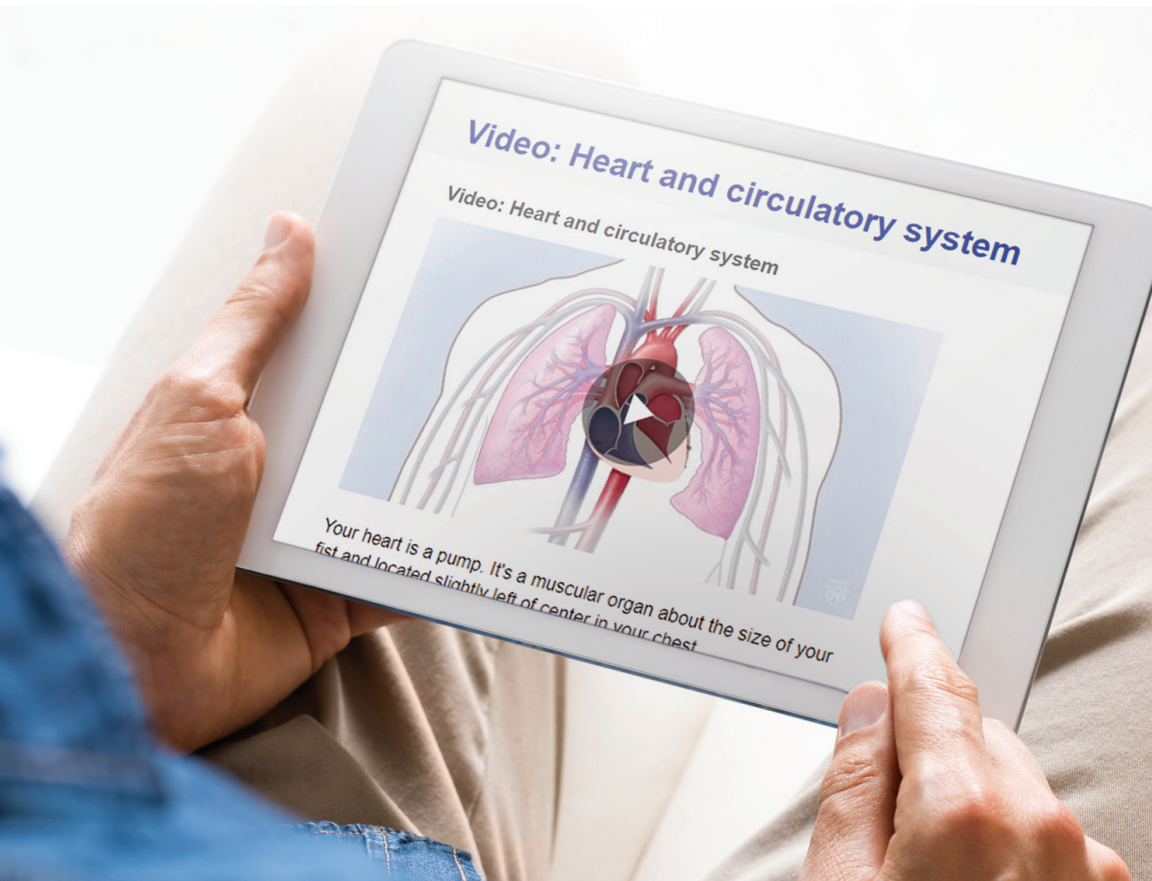
The Mayo Clinic Wellness Assessment is a brief questionnaire focusing in on six key wellness topics and is designed to evaluate a person's lifestyle and habits—and then provide immediate, actionable, and personalized results including recommendations in the areas that may need improvement.



# 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<sup>®</sup> Infobutton ready and searchable using keywords or ICD-10 search criteria.

# 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.







# MAYO CLINIC CONTENT IS AVAILABLE TO LICENSE AS FULL LIBRARIES OR IN “CONTENT SETS” BASED ON SPECIFIC TOPICS, CONDITIONS OR TARGET AUDIENCES

## SAMPLE CONTENT SETS

Cancer	Men's Health	Sexual Health
Cardiovascular	Mental & Behavioral Health	Skin Health
Children's Health	Opioids Management	Sleep
Diabetes	Orthopedics	Stress & Resilience
Drugs, Herbs & Supplements	Pregnancy & Childbirth	Teen's Health
Fitness	Prevention	Tests & Procedures
Healthy Eating	Respiratory Health	Tobacco Cessation
Healthy Weight	Senior's Health	Women's Health

Conditions	Diabetic neuropathy	+
Conditions	Diabetic retinopathy	+
Conditions	Diabetic	
Conditions	Diabetic	
FAQ	Hyperinsulin	
Conditions	Type 2 c	
Conditions	Type 1 c	

## Retinopatía diabética

### Perspectiva general

La retinopatía diabética es una complicación de la diabetes que afecta los ojos. Es causada por los niveles altos de azúcar en la sangre que se acumulan en la retina, la parte de la luz que se ve.

Al principio, la retinopatía diabética puede causar cambios leves de visión. Con el tiempo, la retinopatía puede causar cambios más graves. Cualquier persona con diabetes debe controlar su azúcar en la sangre. Cuanto más tiempo se controla el azúcar en la sangre, menor es el riesgo de complicaciones.

### Síntomas

Posiblemente, la retinopatía diabética. A medida que la retinopatía avanza, pueden aparecer los siguientes síntomas:

- Manchas o puntos oscuros en la visión
- Visión borrosa
- Visión variable
- Visión de doble

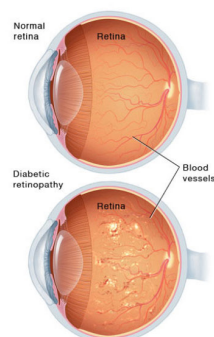
### Causes

Over time, too much sugar in your blood can lead to the blockage of the tiny blood vessels that nourish the retina, cutting off its blood supply. As a result, the eye attempts to grow new blood vessels. But these new blood vessels don't develop properly and can leak easily.

There are two types of diabetic retinopathy:

- **Early diabetic retinopathy.** In this more common form — called nonproliferative diabetic retinopathy (NPDR) — new blood vessels aren't growing (proliferating).

When you have NPDR, the walls of the blood vessels in your retina weaken. Tiny bulges (microaneurysms) protrude from the vessel walls of the smaller vessels, sometimes leaking fluid and blood into the retina. In some advanced cases, new blood vessels grow on the retina.



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**Diabetic retinopathy**

Sample content is shown in both English and Spanish.

To learn more, contact us at

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