Mommentum Health Network Starts Aggressively Growing Digital Out Of Home Footprint In Canada

Newly branded MHN, operated by Cruise Media Group, to more than double digital signage network in physician office waiting rooms in 2010 and penetrate most major Canadian metro markets

Toronto, Canada (PRWEB) February 1, 2010 -- A well-established Canadian place-based health media company has started an aggressive expansion program that will see its location count and total viewing audience more than double by the end of 2010, making it the country's leading dedicated health and wellness digital screen network.

The Mommentum Health Network (MHN), owned and operated by Toronto-based Cruise Media Group, plans to have patient education and information systems in place in some 400 physician office waiting areas by the end of 2010, covering Canada's largest markets and connecting with more than 2,000,000 health conscious consumers every month.

MHN's digital out of home network installed base is now heavily focused on Montreal and the Greater Toronto Area, but expansion will open up and grow new markets in Vancouver, Calgary and Winnipeg, creating a national footprint attractive to key advertising accounts.

MHN flat-panel video information systems are provided free of charge to qualified medical clinic operators, offering credible health and wellness programming - such as nutrition tips, disease awareness and prevention, and women's health issues - that entertains, educates and engages waiting room audiences. Clinic operators also get tools that let them run location-specific messages, such as office hours and special clinic notices. The MHN system offers the combined benefits of improving patient communications and education efforts, reducing perceived waiting times, and enhancing the overall patient experience.

MHN's program is supported by advertisers, attracted by the opportunity to communicate directly with Canadians when they are focused on personal and family health. MHN's smart media distribution technology allows for granular targeting of advertising and promotion campaigns - from network-wide national programs to local and hyper-local ad clusters that enable health services companies, such as physiotherapists, to market only to patients visiting clinics in the same general geographic area.

"We've been operating for three years now, and we've learned so much about the needs of both our clinic partners, and the brands and service companies who really get the media opportunity that we can offer," says Ryan Cruise, President and CEO of Cruise Media Group. "Getting national coverage is really important to our plans, and the pieces are now in place to do that."

The Cruise Media network is now branded as Mommentum to get marketing better aligned with a sister company, Mommentum Health Media, which operates a similar media network in Canadian hospital waiting areas. The company has revised its Web presence and media materials, and added new sales and business development staff to deal with expansion that is already underway.

"We're probably going to add another 20 sites just this month," says Cruise, who already has the investor
funding in place to manage the full expansion.

MHN is a founding member of the Canadian Health Media Network (CHMN), an umbrella media network that rolls up the media opportunity provided by hundreds of the busiest primary care offices and medical labs across Canada.

About Cruise Media Group Inc.
Cruise Media Group (www.cruisemediagroup.com) owns and operates digital out of home media networks targeted at physician waiting rooms and offices across Canada, and at some of the country's largest hospitals.

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