

Women's Health in the News: A Free Literature-Watch Service

By Judith A. Greenfield, PhD, RN

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Women's Health in the News (WHIN), a publication for healthcare professionals and women, provides brief summaries of time-sensitive news items (with source citations), which appear in both clinical journals and the general press. Distributed every two weeks by Breakaway Media, a healthcare marketing firm, this free service came into being when a physician asked for something to put in his waiting room that would alert his patients to important health matters. While many physician-subscribers continue to post WHIN in their waiting rooms, distribution has since expanded to any professional or lay decisionmaker who asks for a free subscription. The publication, which is available by email, fax or on websites of partnering associations, currently reaches over 24 thousand healthcare professionals and a half million women.

The costs of this service are underwritten by a variety of pharmaceutical companies and health associations. In return for their financial support, the publication features an educational column, "Of Note", which highlights the products (some of which are free) of publication sponsors. Whether your interest is in keeping up-to-date with key developments in women's healthcare or in providing this information to your patients, WHIN can help. To subscribe, visit their website at www.womenshealthinthenews.net or call 845-634-9140. Archived copies are also available at their website. □

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