

AN EXCITING PART OF THE 2009 ADVERTISING PLAN

NurseTV is a fast-growing, exciting syndicated television and web video program specifically for nurses. Mixing a documentary approach with the expert perspective of an insider, NurseTV productions are watched by more than 3.5 million viewers online at nursetv.com and on national cable TV.

Even though the program is called NurseTV, the scope of the program includes a wide range of health care professionals — as is the case with an Interim HealthCare office.

As part of our national advertising, we're working with NurseTV and our advertising agency to produce an exciting five- to eight-minute video segment which will feature one very special Interim HealthCare office. Entitled **Interim**

HealthCare: A Day in the Life of a Caregiver, the segment will explore what it's like to work as an Interim HealthCare caregiver — the opportunities, the rewards and the lifestyle.

From home healthcare to hospital staffing and non-medical care for seniors, professionals and paraprofessionals in each Interim office serve their community in their own unique ways. We want to make sure that the story we choose is interesting and engaging. We also want to make sure that the office we pick for the feature segment is “ready for its close up.” The best way to do that is with a video contest.



Interim
HEALTHCARE®

Want to be the featured office? It's as easy as pointing a camera!

To be considered, all you have to do is record a short video that shows how your Interim HealthCare office provides a great career environment for caregivers — from nurses to PTs to allied health professionals. Don't worry about film quality or editing or music. Follow a caregiver on an assignment, interview nurses, talk to patients and families — it's entirely up to you. We're simply looking for good people with great stories that showcase, in one way or another, the qualities that make Interim HealthCare a special place to work:

1. Because Interim HealthCare offices are locally owned and operated, employees have a personal relationship with the "owner." This means that ideas, suggestions and input will be heard.
2. With 43 years of experience, Interim HealthCare is a trusted career partner with national resources and a commitment to the highest level of patient care.
3. With a variety of career opportunities in home care and healthcare staffing, Interim offers the kind of flexible assignments and scheduling that can help create the perfect job.
4. At Interim HealthCare, we value our employees — and we've invested in their success with continuing education, credentialing programs and other professional development opportunities.

We've created a special website called InterTube at <http://interTube.InterimHealthCare.com> Your video, along with the videos from other Interim offices, can be uploaded and viewed by Interim employees. It's a great way to "get to know" your fellow Interim caregivers from around the country — and to show them your star quality! If you need inspiration for filming your video, there is a sample video located on the home page of InterTube.

Videos will be judged on how compelling your story is and how well it communicates what makes your office special — as a place to work, and as a part of your community. Again, we're looking for a great story, not a great video — so don't worry if your final results aren't "Spielberg" quality.

Please make sure everyone appearing in your video signs a [release form](#) and fax or email completed forms to Meredith Troy at 954-858-2870 or MTroy@InterimHealthCare.com. Each submission is limited to three minutes or less. Additional information and materials are posted on ORCA.

How do you get started?

Enclosed you will find materials to help you through the entire process.

- A customizable Casting Call flier will help you get the ball rolling with your employees.
- The Movie Making 101 Guide will help with your production.
- We're enclosing a video release form (make as many copies as you need.)
- We've even included a flier to advertise an After Party at which you and your employees can watch a video presentation of all the videos submitted — which will be provided to you on DVD by Interim.

The NurseTV Program

Commencing with Nurse's Week (May 6), NurseTV will begin airing 30-second Interim HealthCare spots within its broadcasts. These spots will run for a full six months from May to October.

The winner of the *Interim HealthCare: Day in the Life of a Caregiver* video contest will be announced during Nurse's Week.

Once the winner has been determined, production of the feature segment will begin, using the winning video as inspiration. Depending on location and the winner's schedule, actual production will take place in the summer of 2009 with an airdate in late summer/early fall. This event, in and of itself, will be an exciting treat for the office. It will be a professional TV production with all of the bells and whistles that one would expect — almost like having a movie made on location.

The NurseTV program will form a powerful, integrated centerpiece for our focus on employees, with a variety of components, and a six-month slate of activity that excites, motivates and creates a strong sense of community. It cuts across TV and online, talks directly to our target audience, has both internal and external facets, an exciting Nurse Week announcement followed by the production and airing of the segment — along with a great opportunity for professional development at the Symposium.

The Good Stuff: Prizes

Grand Prize (One Office)

- NurseTV will bring a film crew to the winning office to film and produce a broadcast quality segment about that office with the employees as the stars. The video will be shown on nursetv.com for one year — and also shown on TV in markets in which NurseTV broadcasts.
- Invitation to send two selected delegates at Interim's expense to the Interim HealthCare Clinical Symposium in Washington, DC this fall.

Runner Up Prize (Two Offices)

- Invitation to send one selected delegate at Interim's expense to the Interim HealthCare Clinical Symposium in Washington, DC this fall.

Schedule Overview and Important Dates

Announcement and Kick off – April 2, 2009

Deadline for submitting videos – May 7, 2009

Contest Winner Announced – May 12, 2009

TV Spots to Begin – May 15, 2009

Production of Segment on location at winning franchise – June/July 2009

Segment Air Date – Between August and October 2009

NurseTV Online Promotion – throughout campaign (May 15 – November 15)

Cox TV Online Promotion – placed four weeks after segment

Detailed Event/Production Calendar

Week of April 5th – OAC

- Program Details Available at OAC
- Information available on ORCA

Week of April 8th

- Suggested “casting call” start date for contest participants

April 8th – May 7th

- Offices create and submit videos

May 7th

- Deadline for submitting videos

May 12th

- Winners announced on last day of Nurse’s Week

May 15th – November 15th

- Thirty-second spots begin on each airing
- Billboards begin on each airing
- Online Promotional Elements begin

June 1st – July 30th

- Segment produced
- IHC segment will air on NurseTV in all syndicated markets
- Cox cable banners will run for four weeks after show
- IHC segment will air on NurseTV.com

Fall (Upon Airing of Segment on NurseTV)

- Viewing parties around the country

We’re excited about this great opportunity to tell everyone about your dedicated group of caregivers. Your office may be just waiting to be discovered. Now’s your chance to show your star qualities to the entire world!

Submissions are due by May 7, so get started today! We’re always right here to help answer questions and help solve problems. Contact Meredith Troy at 954-858-2882 if you need assistance. And good luck!