

# Press Release

For Immediate Release

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## White River Health System Announces Partnership with Discovery Hospital

Batesville, Ark. – White River Health System (WRHS) announced their partnership with Relegent, LLC and Discovery Communications, Inc. to add Discovery Hospital to the system website, [www.whiteriverhealthsystem.com](http://www.whiteriverhealthsystem.com). The Discovery Hospital link will bring a health information encyclopedia to the user's desktop in just one click.

“We are excited to announce our partnership with Relegent, LLC and Discovery Communications, Inc.,” said Gary Bebow, FACHE, CEO/Administrator WRHS.

Discovery Communications, Inc. is the leading global real-world media and entertainment company. Relegent, LLC is the leading healthcare marketing firm based in Nashville, TN. Relegent exclusively markets the Discovery Hospital content offering to hospitals and provides additional healthcare marketing services to hospitals, health plans and employers.

“Our partnership with Discovery will give consumers a trusted source for healthcare answers. We believe that providing access to different types of healthcare information in one place is a huge asset,” stated Rachael Fisher, website manager. The comprehensive content on Discovery

Hospital includes a wealth of information to help patients manage their health. Among the thousands of pages of useful information patients can access, topics include: Self Management of Symptoms, Disease and Condition Information, Drug Interaction/Drug Reference Database, Diet and Fitness, Pediatrics, Parenting and much more.

Nearly 60% of consumers who use the Internet for health information say it improves their discussion with their doctors. After researching symptoms, types of treatment, etc., consumers feel better equipped to ask their doctors the right questions.

Stephen Smart, co-founder of Pleth, LLC stated, “White River Health System asked us to assist them in selecting a healthcare resource that could help them become the source for community health information. Since inception, one of the primary goals of our company has been to use technology to better deliver health related information into our community. Through relationships with White River Health System and Discovery Hospital we are able to realize that goal.”

White River Health System is a not-for-profit, multi-facility healthcare organization serving residents of North Central Arkansas. The system includes two hospitals, seven medical clinics, physician offices, three outpatient therapy centers, three nursing homes, two residential care facilities, two home health agencies, hospice, and a home medical equipment company.