



UNIVERSITY OF MINNESOTA  
TWIN CITIES

CORRIGAN-SUBAK-SHARPE

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July 20, 1982

Genell Subak-Sharpe, Vice President  
Biomedical Information Corporation  
800 Second Avenue  
New York, N.Y. 10017

Dear Friend:

At last somebody's done it and well! I should have known it would be you. Regarding Being Well, from the format to the special articles to the ads it's attractive, readable, and has a good message. I am pleased to have my name on its Advisory Board. It is well directed to the general public through the medium of the physician's office.

Details I was puzzled about concern the page on alternate treatments of hypertension which did not describe alternate and adjunct treatments of weight loss, sodium, potassium and alcohol intake.

Jim Warren's article on eating out is elegant and civilized. It is not his style to come ringing through that there are better more attractive choices. I find a little too "comfortable" his idea that one can indulge if one doesn't do it frequently. A really new lifestyle finds indulgence offensive. The rather negative connotation about salad bars is unfortunate. The sprinkling of bacon chips, olives, and so forth hardly compare with the calorie cost of an entree. There is no mention about vegetarian dishes, casseroles, or soups. There is an unfortunate negative comment on bread. There is both an emphasis on calories rather than composition then a contradictory suggestion that we don't have to worry about calories in occasional binges, with little concentration on calorie dense foods and only one real note (on the Jockey Club menu) in regard to high fat foods. Shellfish is incorrectly identified as high fat. Never mind. The insert on low salt was very nicely done.

I was, of course, pleased to see your review of Jane's book. It is, of course, the best there is. Your review is to the point.

I also specially liked your article on "Saved From Open Heart Surgery."

I was a little surprised to see the advertisement of the over-the-counter preparation Pepto-Bismol. In a vast experience of traveler's diarrhea, I find it the least satisfactory way to stop a significant diarrhea. It won't.

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Subak-Sharpe Letter  
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On your back cover, the ad will be added to my famous collection on the use of sex in drug advertising. I once had a marvelous montage, now destroyed.

It's a first-rate package. Maybe some time a year or so down the line you would enjoy a three part interview with Pawtucket, Minnesota and Stanford Heart Health Programs. There is already enough activity in all three places to put together a very attractive article. It would be nice to give people and physicians a glimpse at the community-wide strategy to complement self-help and medical help.

Where did you get the marvelous picture of the running legs? I am sure you've thought about doing an article on Pritikin and Pritikin's franchises and competitors.

I think the family eating pattern approach of Bill Connor in Portland in what he describes as the alternative diet would make a most colorful article. Jerry Stamler's studies in a resident school in regard to eating pattern would make a good one. Our Minnesota studies on the prevention of smoking in 7th graders equally so. Our youth programs in Mankato schools generally you know about, under our live wire director, Cheryl Perry. You should plan to be out here sometime in the next year at the height of our activities in two, soon to be three, communities. We don't want or need publicity but I think the concept of population-wide strategies might be gotten across in an attractive way.

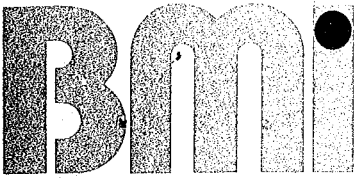
Finally, it seems to me that there is a slight lack of clarity in the journal title and its display. Your Doctor's Rx Being Well. I like the concept of Being Well. I like the concept that doctors are prescribing for health as well as for disease. I like the idea of the legitimacy and credibility of the doctor in his field. But there is something that doesn't quite make it in the format. Will people remember "Your Doctor's Rx?" Will they remember Being Well? Will they remember the title at all? Would you do better by making Being Well the title and your doctor's therapy as subtitle? I hope these trivial comments are of some use.

Thanks again.

Cordially,

Henry Blackburn, M.D.  
Professor and Director

/jml



Genell J. Subak-Sharpe  
Vice President

July 1, 1982

Henry Blackburn, M.D.  
Professor and Director,  
Laboratory of Physiologic  
Hygiene  
University of Minnesota  
School of Public Health  
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Medical School  
Minneapolis, MN

*Reply on tape*

Dear Henry:

You will recall that some months ago I wrote you about serving on the Editorial Advisory Board of a new magazine for laymen that will be published by BMI. The pilot issue is enclosed.

We are now doing the market testing and hope to launch in the fall. The magazine will be sent free of charge to physicians to place in their waiting rooms. I would be very interested in any comments, criticisms, suggestions, etc. that you might have. Our purpose is to provide reliable health information to laymen in an attractive, readable format. We will be looking for topics and contributors -- any thoughts on this also will be appreciated.

Sincerely,

*Genell Subak-Sharpe*  
Genell Subak-Sharpe