

## **Redesign Introduces Expanded Content, Interactive Tools and Multimedia**

The Associated Press

NEW YORK--(BUSINESS WIRE)--Apr 17, 2012-- The New York Times today unveiled a redesign of its popular Well section on NYTimes.com. The section includes new interactive and multimedia features and a new design that will better showcase the depth and breadth of The Times's expanded health and wellness content.

The redesigned Well section serves as a unique online destination for readers who are looking to live better lives every day. The expanded section includes a variety of news stories, popular columns, interactive tools, quizzes and video organized around nine key topics: Body, Mind, Food, Fitness, Love, Family, Doctors, Patient Voices and Well Pets.

New and expanded interactive modules and content in the Well section include: -- Well Quizzes: Health quizzes and diagnostics designed to help readers test their knowledge, assess their health or gauge the strength of their relationships.

-- Think Like a Doctor: In this interactive series, Lisa Sanders, author of The New York Times's Diagnosis column, offers readers a real-world case, patient files and lab results and challenges them to think like a doctor and come up with a diagnosis.

-- Vegan for Beginners: A regular series that will provide practical tips and small steps to help people who are trying to cut back or stop eating dairy, eggs and meat.

-- Five Things to Know: A regular feature that explores five new or surprising findings related to an important health topic.

-- Life, Interrupted: Essays and videos from Suleika Jaouad, who will document her bone marrow transplant and experiences as a young adult facing cancer in her 20s.

Well editor Tara Parker-Pope will lead the Well team and write regular features, including the Well column, which now also appears monthly in The New York Times Magazine.

National Jewish Health is a sponsor of Well in The New York Times Magazine and an initial launch advertiser of Well's online redesign.

National Jewish Health in Denver, Colorado, is known worldwide for treatment of patients with respiratory, cardiac, immune and related disorders, and for groundbreaking medical research since it was founded in 1899.

Well will continue to showcase patient stories through its popular "Picture Your Life" and "Patient Voices" multimedia features, that use photos, audio and reader-

## Redesign Introduces Expanded Content, Interactive Tools and Multimedia

Published on Medical Design Technology (<http://www.mdtmag.com>)

---

generated content to highlight those living with various health challenges. In the coming months, the new Well will also relaunch its popular "Run Well" training tool, offering readers free training plans for the marathon, half marathon and 10k.

"Well has always been a destination for anyone looking to improve their everyday lives, from mind and body, to their relationships," said Ms. Parker-Pope. "The new Well offers the same high-quality content that our readers love, plus a number of new features, delivered in a modern, stimulating and interactive way that maximizes the user experience." Well contributors include Gretchen Reynolds, whose Phys Ed column remains one of The New York Times's most popular features; Dr. Pauline Chen, author of the "Doctor and Patient" column; and Anahad O'Connor, author of the long-running "Really?" column, who will be joining the Well team as a full-time staff reporter.

Several Times writers and contributors will also showcase their work on Well, including Jane Brody, columnist; Gina Kolata, medical writer and author of the "Personal Best" fitness column; and Dr. Perri Klass, pediatrician and author of the "18 and Under" column.

About The New York Times Company The New York Times Company (NYSE: NYT), a leading global, multimedia news and information company with 2011 revenues of \$2.3 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, NYTimes.com, BostonGlobe.com, Boston.com, About.com and related properties. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

This press release can be downloaded from [www.nytco.com](http://www.nytco.com) .

CONTACT: The New York Times Stephanie Yera, 212-556-1957  
stephanie.yera@nytimes.com Linda Zebian, 212-556-7153  
linda.zebian@nytimes.com KEYWORD: UNITED STATES NORTH AMERICA NEW YORK  
INDUSTRY KEYWORD: HEALTH FITNESS & NUTRITION BLOGGING COMMUNICATIONS  
PUBLISHING SOURCE: The New York Times Company Copyright Business Wire 2012  
PUB: 04/17/2012 09:00 AM/DISC: 04/17/2012 09:00 AM  
<http://www.businesswire.com/news/home/20120417005644/>

**Source URL (retrieved on 12/21/2014 - 2:07pm):**

<http://www.mdtmag.com/news/2012/04/redesign-introduces-expanded-content-interactive-tools-and-multimedia>