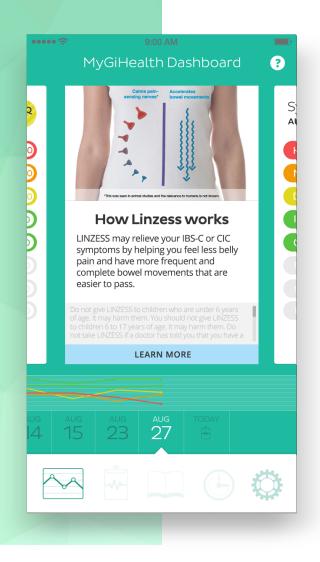
Sponsorships Opportunities



320 × **460** INTERSTITIAL

User Dashboard

Contextually-relevant interstitial card with "Learn More" link to manufacturer's website





320 x **50** BANNER

Learning Center

Symptom-level sponsorship

Learning Center < Constipation What is it? > How common is it? What causes it? > How do I manage it? > Where can I learn more? Can Metamucil help with your constipation? Tap to save \$2 off Metamucil today +



320 x **50** BANNER

Treatment Center

Featured listing within designated category including "Learn More" link

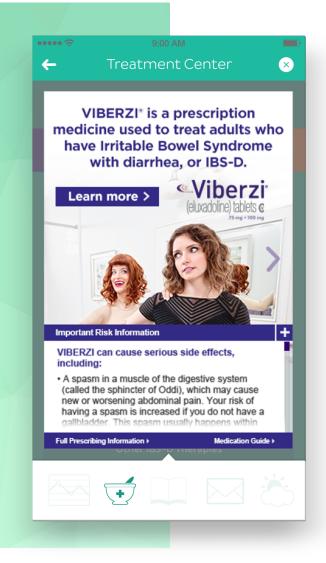
? ← **Treatment Center** Irritable Bowel Syndrome with Diarrhea Learn about IBS-D Trying to get ahead of diarrhea and abdominal pain? Sponsored Viberzi® Learn More (Eluxadoline) **FDA-Approved IBS-D Therapies** Lotronex® (Alosetron) Viberzi® (Eluxadoline) Xifaxan® (Rifaximin) Other IBS-D Therapies +





Treatment Center

"Learn More" popover unit





Messages 1 new message

Connecting the Dots between Digestion 9:23AM and Emotion

Digestion and emotion have long been treated separately in medicine and science, like dots far

Weak LES

<

9/23/16

The muscular ring at the bototm of the esophagus, called the lower esophageal...

Thanks for your feedback!

Your feedback has been received and our team will address it shortly. If you requested to be...

9/15/16

Message Center

Send sponsored messages to highly-targeted Gi sufferers





Messages Connecting the Dots between Digestion and Emotion Digestion and emotion have long been treated separately in medicine and science, like dots far apart on a map. Despite the phrase "gut feeling" that implicitly

connects the belly and the brain, the reality is that gut physiology, microbes, and the mind have all been studied independently. It's why, when you walk into a doctor's office complaining of



Emeran Mayer, MD

both constipation and a low mood, you might have two different conversations and get two different prescriptions.

In his new book, <u>The Mind-Gut Connection</u>, gastroenterologist and University of California Los Angeles (UCLA) professor of medicine Dr. Emeran Mayer starts to skillfully draw lines between these far-apart dots. Mayer uses the book to explain the different ways the gut and the brain communicate, emphasizing the nascent science on the important role played by the gut microbiota.

Mayer's genuine curiosity about his patients is what seemed to lead him into a career of research focused on



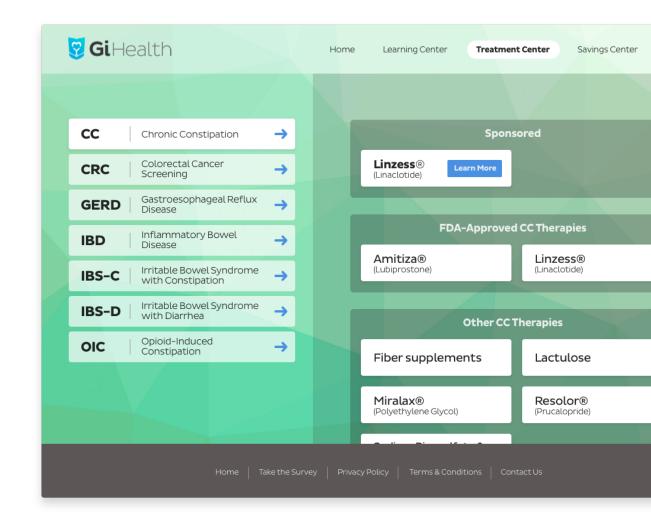


Message Center

Sponsored message example

Treatment Center

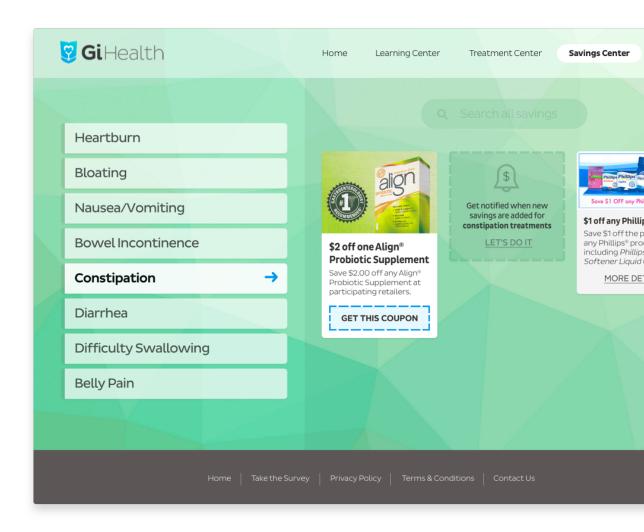
Featured listings within one of 7 available categories





Savings Center

Featured coupon within designated category





Savings Center

Overlay with coupon details and "Learn More" link to manufacturer's website

