

## ***The Kathleen Show Talking Points***

Show host, Kathleen Slattery-Moschkau, is available to talk about the following:

### **Shaking things up on the radio**

- Why this consumer health advocate thought the airwaves needed a fresh dose of estrogen and how the show's Website is helping people take charge of their lives and ownership of their health.
- Kathleen receives a lot of heat for the show tagline, "Grabbing life by the balls...(or ovaries!); the story behind where it came from, what people can learn from it, and why she refuses to change it.

### **From pill-pusher to filmmaker**

- From drug rep to filmmaker, radio host and consumer health advocate; what Kathleen's inspirational and unique journey taught her and tips for others looking to live a passionate life.
- Behind-the-scenes of indie filmmaking with one of Hollywood's hottest stars...Her LA agent wanted her to dumb down the script into a generic blockbuster story to make it more appealing to the studios, but Kathleen decided to take a leap of faith and make the film herself. How—with no prior experience—she raised the funding within a month, cast Katherine Heigl (*Grey's Anatomy*, *Knocked Up*) as the lead, and filmed in less than 16 days in and around Madison, Wisconsin and opened with international press attention.
- How a pile of sticky notes with shocking and amusing anecdotes from Kathleen's decade as a pharmaceutical sales rep led to the award-winning films *Side Effects* (starring Hollywood's 'it-girl' Katherine Heigl) and *Money Talks: Profits Before Patient Safety*; what she shared in her films that can help people become better consumers of prescription drugs.

### **Pharmaceutical awareness**

- Prescription drug prices are on the rise, and big pharma continues to spend on direct-to-consumer marketing; what Kathleen has to say about these ads, "free" samples and all those attractive drug reps sitting in your doctor's office.
- The American Library Association picked Kathleen's documentary, *Money Talks: Profits Before Patient Safety* as a top film of 2008 and said it "should be required viewing for anyone concerned about the complexities and failings of the American health care system"; find out the unsettling information that experts share in the film.
- Newer is not always better; why consumers should think twice before popping the latest and greatest pill on the market, the top questions everyone should be asking their physicians, and where we people can find non-biased info about prescription drugs.

### **Election 2008**

- How are the candidates stacking up when it comes to health care reform and better drug industry regulation; a former industry insider shares her thoughts.

### **Continuing to educate through entertainment**

- Technology and short attention spans are driving the need for a more innovative approach to educate and inspire healthy living; why Kathleen launched Be Well Media, a nonprofit film production company founded to entertain people to healthier lives and make a dent in the health care crisis.