

## Letter from the Editor



**Stacey Airey**  
MediBoard Ltd

**W**elcome to the first edition of

**MediWell, New Zealand's first**

**made-for-mobile Wellness**

**magazine.**

Many of us prefer to suppress these emotions because they are unpleasant or we may feel under-equipped to manage them. But if left unrecognised and unchecked, they will drive our behaviour. This publication has been launched by MediBoard, in partnership with MobiMag founder Dale Beaumont. It gives readers a completely new experience by delivering health information directly to their phone.

If you're not familiar with MediBoard, we have been providing brochures via information boards in medical clinics and hospital waiting rooms for over 20 years as part of our goal to keep Kiwis informed about their health and wellbeing.

During the lockdowns caused by COVID-19, we went back to the drawing board, seeking new ways to make health-related content available to the community. One of the solutions we came up with was MediWell, an online magazine that's made exclusively for mobile.



### **Made-for-mobile**

This publication is so exciting because it is designed to read in the palm of your hand. Simply scroll up and down to read each page, and swipe right or left to keep moving through the content. You'll also notice that the articles look great on tablets and desktop computers.

In the first edition of MediWell, you'll find expert insights into the COVID-19 virus and information about current health trends. You'll also read about the important awareness work being done by Bowel Cancer NZ and Gynecological Cancer Foundation.

### **Health information for New Zealanders**

We'll be publishing new editions regularly. Subscribe and you can look forward to features on the important health issues that impact your life, including nutrition, exercise, sleep, medication and mental health. And it's all for free.

The challenge of remaining in our best health has been at the forefront of our minds more than ever during the worldwide COVID-19 pandemic. But as MediBoard has confirmed repeatedly over the past 20 years, when you have the awareness and information you need to make the right decisions, you are taking control of your own future as well as the health of our nation.

I'm looking forward to sharing the MediWell journey with you. If you have feedback about this publication or are interested in contributing, reach out to us **mediboard.co.nz**.

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**Stacey Airey**

**SUBSCRIBE +WIN!** | **1 of 5**  
**NADIA LIM**  
**COOKBOOKS**

This month, all subscriptions to MediWell automatically enter the draw for the amazing Nadia Lim cookbook Fresh Start. There is a great review on page X and you may be our lucky winner!

### **About the Editor**

**Stacey Airey** is Director of MediBoard and a mother of two (plus a loveable black dog called Jazz).

With a background in nursing, Stacey has also worked in the pharmaceutical and health research industries. A keen interest in public health inspired Stacey to launch MediBoard as a way of keeping Kiwis educated about their health and wellbeing.