

Meredith Corporation's Health.com Launches 'Misdiagnosed,' A Series To Help Women Advocate For Better Medical Treatment

Content Series Shares Stories of Women Whose Symptoms Were Ignored or Dismissed to Help Empower Readers to Speak Out for Their Well-Being

NEW YORK, Feb. 26, 2019 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; www.meredith.com), the nation's largest brand-powered food, lifestyle and entertainment media company, engaging over 175 million unduplicated American consumers every month, today announced that Health.com has launched "[Misdiagnosed](#)," a content series devoted to sharing the stories of women whose medical symptoms were ignored, dismissed or misdiagnosed by the medical community.

The "Misdiagnosed" series sheds light on the harm that can result from diagnostic errors, while providing women with the tools they need to advocate effectively for their own health and well-being.

"More and more women are speaking out against being silenced and shamed—and that includes their experiences with the medical community," said Dara Kapoor, Executive Digital Editor of Health. "Women have had their symptoms dismissed as irrational for too long. Our goal with this series is to share the personal experiences of women who didn't follow their gut instinct and instead dismissed their symptoms, only to regret doing so years later when a correct diagnosis was finally made. We hope to empower our audience by giving them the facts and information necessary to take charge of their own health."

The series lives on a new content hub within Health.com, with new stories being shared each month. Each story shares the personal experience of one woman who struggled with misdiagnoses for several years until the correct diagnosis was made.

The content of "Misdiagnosed" resonates with readers, generating double the number of on-site views and significantly greater social engagement than the average story on Health.com. The series' [debut story](#)—which is about a woman who suffered from endometriosis and had to have multiple organs surgically removed after she was finally properly diagnosed—has sparked thousands of engagements and comments on social media channels and on Health.com.

Health.com editors have already received dozens of emails about the series, with readers sharing their own experiences of being misdiagnosed. Readers are encouraged to share their stories via email to the editors at misdiagnosed@health.com for consideration for inclusion in future pieces.

ABOUT HEALTH.COM

With a total reach of nearly 29 million, the Health brand (Health magazine and Health.com) has been the trusted source for all things relating to wellness for more than 30 years. Attracting a wide, multi-generational audience across platforms, the brand offers solid, science-backed advice on physical and mental health, exercise, skin care and beauty, nutrition and much more.

SOURCE Meredith Corporation

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