

# Mesmerize Marketing and Smart + Strong Announce Wallboard Network Partnership

*Bringing health-focused content and brands into clinics and health service organizations to better serve their communities*

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Mesmerize Marketing, a leader in patient education at the point-of-care, and Smart + Strong, a health-focused print and online publishing company with leading brands in HIV/AIDS and hepatitis, are pleased to announce a new strategic partnership to build a comprehensive network of wallboards in AIDS service organizations, community-based organizations and clinics around the country.

The Wallboard Network will provide targeted audiences in high traffic areas with award-winning content from the leading voice in the HIV/AIDS and hepatitis communities. Customized programs are available to link wallboard viewers to the community at large through print publications (available in the same point-of-care locations), and through synchronized web content offering the latest comprehensive information to HIV/AIDS and hepatitis patients and caregivers.

“Mesmerize Marketing is proud and excited to begin working with Smart + Strong, the premier HIV/AIDS and hepatitis content provider. Bringing their POZ and Hep brands to our national network of medical practitioners will deliver tremendous value to our clients, while further educating and empowering patients not merely to survive, but also to thrive.” said Gregory Leibert, president and chief executive officer of Mesmerize Marketing.

The network builds upon Mesmerize Marketing’s existing network of infectious disease doctors by calling upon Smart + Strong’s directory of over 14,000 doctor offices, community-based organizations, health centers, clinics and hospitals. These locations serve the diverse communities of people living with HIV/AIDS and hepatitis. Mesmerize Marketing’s extensive field force manages the network by conducting regular face-to-face audits at each location to maintain the wallboards and take-one materials, and ensure quality control.

Point-of-care healthcare advertising empowers patients, prompts patient/care provider conversations, and inspires patients to take action. 80% of the more than 106 million adults that

have seen or heard healthcare advertising at the point of care, have taken action as a result.

“As Smart + Strong celebrates its 20th anniversary, this new relationship allows us to further extend the bond between our award-winning brands - POZ, Hep and Real Health - and the clinics and community-based organizations that serve the HIV/AIDS and hepatitis communities around the country,” said Ian E. Anderson, President of Smart + Strong.

#### About Mesmerize Marketing

Mesmerize Marketing LLC, founded in 2006, is a rapidly growing point-of-care media company, dedicated to educating health conscious consumers within its network of medical practices. Mesmerize currently maintains a network of over 5,000 wallboards located within doctors' offices, dentists and independent pharmacies. For more information about Mesmerize Marketing, please visit [www.mesmerizemarketing.com](http://www.mesmerizemarketing.com).

#### About Smart + Strong

Smart + Strong operates multiple health-oriented publications and websites, including POZ (a print and online resource for people living with HIV/AIDS); Hep (a print and online guide to hepatitis); and Real Health (a print and online guide to African-American wellness). The combined brands of Smart + Strong have received over 40 industry and community awards in the past five years including a three-time winner of the MM&M Award for Best Healthcare Consumer Media Brand. For more information about Smart + Strong, please visit [www.smartandstrong.com](http://www.smartandstrong.com).

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