

# *Girl On Point©*

## **Company History**

Girl On Point© was formalized as a creative services firm in 2003, by founder Rosemary Roberts; a freelance writer within general business and healthcare markets, as well as, a twice-published book author. With over twenty years of clinical experience, within both the small, private medical setting and the large hospital environment, Roberts was known to foster patient education, and more specifically, advocacy for the underserved and uninsured as access became increasingly challenged by an evolving HMO system in the nineties.

Her familiarity with the issues, those faced by consumers, employers, institutions and the industry as a whole, led to her involvement as the writer in the production of “California’s Emerging Healthcare Advocate: You!”; a consumer guide sponsored by the California Department of Managed Care, the California Medical Association and one of California’s leading grassroots organizations, Citizen’s for the Right to Know, which won a 2002 Cappi Award -- honorable mention in the category of Best Public Relations Tool. The information-rich guide to selecting personal medical coverage continues to be an important staple for employees during open enrollment periods within the corporate setting.

With an economy still slow to recover mid-2003, thus funding for patient education materials lacking amongst clients, Roberts turned to the Internet as a means of generating important consumer information. After a successful pilot debut in September of 2003, The Patient’s Voice Online Radio Show was formally introduced by Girl On Point© in January of 2004 to an eager and accepting audience in conjunction with Tim Siglin, co-founder of Transitions, Inc. ([www.transitioned.com](http://www.transitioned.com)) – a technology and business development firm specializing in digital audio and high technology start-ups, whose clients include a variety of Fortune 500 firms and two Fortune 10 companies.

With an expanding audience and high-profiled guests, such as senior editors from Prevention Magazine, coupled with corporate sponsors held in high consumer regard (Drugstore.com), The Patient’s Voice continues to draw both national attention and respected guest-experts for its production of both timely and topical consumer health issues. The Patient’s Voice is featured on [RadioRow.com](http://RadioRow.com)’s “The best of Internet Radio”, which includes only those shows produced by broadcast professionals, as well as, the streaming-giant, [Windows Media Radio Tuner](#). TPV is the only health-related talk show on the Windows tuner news/talk listings.

Roberts has received national recognition for her investigative efforts on behalf of consumers regarding a little-known, dangerous over-the-counter product containing GBL (gamma-butyrolactone), an analog of GHB (date rape drug), and her three-part radio program fostering awareness of and the voluntary recall of the same. Along with Prevention Magazine’s senior editor, Michele Staten, TPV was the first to discuss the long history of known cardiac and stroke risks by Merck Pharmaceutical at the time of the Vioxx recall, featuring warnings by the FDA as early as 2001.

In addition to creative services that include freelance writing within multiple industries and streaming audio for web-based businesses, Girl On Point© debuted [The Patient’s Voice California](#) in October 2004, a bi-weekly affiliate show that features state-specific, health oriented, non-profit and state-sponsored organizations addressing critical issues relating to nutrition,

education and access to better healthcare. Upcoming featured guests include spokespersons from the Sacramento Hunger Commission, Senior Nutrition Services, Mather Community College; Drug Recovery and Rehabilitation, Alice Waters; The Eatable Schoolyard, W.I.C Program, and the Women's Economic Agenda Project.

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