



MD
NETWORK
CHANNEL 20



About us...

MD Network® is an FCC-licensed television broadcasting and advertising company headquartered in Central Washington. We are located in one of the busiest intersections in the Yakima Valley, which is often called “the city’s dominant hard corner” by locals.

Once we complete the renovations at our headquarters, the filming studios’ panoramic windows will offer amazing views of the city. We are the only broadcaster in this market that can provide live city views during filming of local programming. Currently, our TV channels include 19 (K19JX-D) and the highly desirable 20 (K20LQ-D). Our television transmission is done in stunning quality with full HD 1080p for the primary channels. Standard definition is also available for non-primary subchannels.

Our media team has a strong passion for helping others and positively impacting the community with special interests in the health sciences. Our team includes a group of board-certified physicians, broadcast engineers, medical video editors and animators and freelance health journalists all with the same passion to promote a healthier community. It is this genuine dedication that drives the creativity and innovation that sparked the creation of “MD® Network.”


BISMARK FERNANDEZ, MD
PRESIDENT



Our motivation...

MD® Network is geared to inform and educate the general consumer. MD Network® is the next innovation in television and programming designed for every member of the health profession. MD Network® functions as a health news network and a televised version of recently published medical journals.

As new data becomes available there are ever-changing medical guidelines and exponential growth in medical journal publishing, which has become the most explosive field in journal publication. It is critical that clinicians are up-to-date on the latest research, health innovations and clinical guidelines to ensure they are providing the best care possible.

In order to maintain a high-level of patient care and service quality, clinicians must stay current with evidence-based medical (EBM) literature and practice guidelines. With the current push for a team-based approach to medical care, clinicians now rely on nurses, pharmacists and allied health personnel more than ever to assist with patient care, education and even with medical decision support. For this reason, it is also just as critical that the entire health care team stay up-to-date on the latest medical research literature and EBM guidelines.

It is no surprise that growing evidence shows that informed patients make better health choices. There is also evidence that when patients are actively involved in making health decisions with their providers, the patients are more satisfied, the patient-physician relationship is stronger, and the patient's outcome is better.

We also have a strong desire to make the public aware of critical medical trends related to the opioid and obesity epidemics, strokes, heart attacks, sepsis, COVID-19 research, and physician burnout and suicide, just to name a few. Unfortunately, many patients do not recognize subtle or early signs of serious health concerns and do not seek medical attention when early intervention is most effective and provides the best outcome. We also want to make the public conscious of the disinformation pandemic related to COVID-19.

Our team loves working in TV production and broadcasting. We see our work as a hobby rather than an employment, which is why we are energetic and enthusiastic about working in media. Our passion of promoting a healthier community through patient education and advocacy is coupled with our desire to work in media. This is what fuels amazing and quality television production that will have a tremendous impact in our community!

Shows



MD NEWS

Up-to-date health innovations, cutting-edge clinical research, health policies and evidence-based guideline briefings have never been as convenient, comprehensive and concise as they are with our daily news programming.



Get with THE GUIDELINES

As new data becomes available, clinical guidelines are constantly changing to empower clinicians to provide the highest quality health care possible and improve patient outcomes. Learn how emerging clinical guidelines impact medical practices and influence your health care. Stay informed to ensure you are getting the best care possible.



MD CLASSROOM

Go beyond the traditional classroom setting, and get ready for an amazing learning adventure with our health science docuseries. Understanding key concepts in chemistry, biology, anatomy, physiology, pathophysiology and engineering is made ridiculously simple with MD Network Classroom.

Learn how the various fields of science apply to the real-world, and tour the research facilities that are transforming our future.





Dr. CHEF

Large studies have facilitated advances in understanding how diet contributes to disease and how we can better manage and even prevent some diseases and improve our quality of life. Many meal plans are demonstrated to help you meet your goals and fit your lifestyle. There is certainly not a “one size fits all” approach to dieting. Get creative and have fun while learning about diet trends, such as the Mediterranean diet, to help manage diseases like diabetes and reduce your risk for heart disease, stroke and some cancers.



Dr. FITNESS

Obesity and sedentary lifestyles are modifiable risk factors associated with heart disease, diabetes, stroke and even certain cancers.

Walking is one of the most popular forms of low-intensity exercise; however, research shows that low-intensity exercise is not enough to experience significant health benefits. Most Americans do not exercise effectively and may be missing out on the critical health benefits of moderately intense and occasionally vigorous exercise. Learn how to make the most of your exercise program with our fitness experts.



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