

2006 edition

Health Management & Wellness Catalog



Saving Employees Lives! Reducing Employers Costs!

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Family Health

Reduces the 55% of E.R. visits & 25% of Doctor visits that are unnecessary.

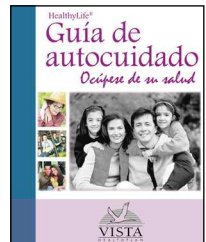
Best Seller

Skin Injuries

HealthyLife® Self-Care Guide
Take Charge of Your Health

Over 5 million copies sold.

COMPLIMENTS OF WHATCOM COUNTY HEALTH PROMOTION PROGRAM



New Edition!
Spanish edition
#2153

HealthyLife® Self-Care Guide

Take Charge of Your Health

Addresses over 40 of the most common health problems that, according to the National Center for Health Statistics, account for the vast majority of acute care visits to physicians. 96 pages. 5th grade reading level. Full color. #2145
Online version, see page 10.

Our Company



The President and CEO of the American Institute for Preventive Medicine (AIPM) is Dr. Don R. Powell. For over 2 decades, the Institute has been dedicated to helping people improve the quality of their lives through award winning wellness programs and publications. AIPM works with over 11,500 hospitals, MCOs, corporations, unions, schools and government agencies throughout the world including over half of the Fortune 500 companies and 41 BlueCross BlueShield Plans. AIPM is an invited member of the United States Government's "Healthy People 2010" project which has set the nation's health goals for the decade. The Institute has also been honored by a number of leading health organizations including:

- Centers for Disease Control and Prevention
- President's Council on Physical Fitness and Sports
- Department of Health and Human Services
- United States Jaycees
- Governor's Council on Health and Fitness
- Allstate Insurance Company
- Association for Worksite Health Promotion
- National Health Information Awards

Chapter 10. Eye, Ear, Nose & Throat Problems

Earaches

Health at Home®
Your Complete Guide to Symptoms, Solutions, & Self-Care

Power Your Health
2 ALLIANT ENERGY

Over 2 million copies sold.



Spanish edition
#2187

Health at Home®

Your Complete Guide to Symptoms, Solutions, & Self-Care

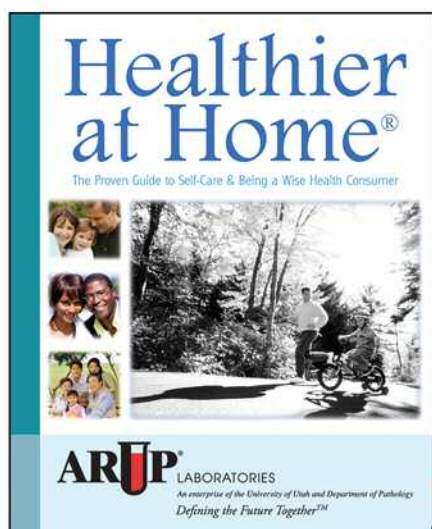
A slightly smaller version of Healthier at Home®. Addresses over 250 topics in an easy-to-read flowchart format. 384 pages. 2 color. #2172
Online version, see page 10.

	Self-Care (2145) Spanish (2153)		Health at Home® (2172) Due to weight, call for shipping charges.	
Quantity	Blank	Imprint	Blank	Imprint
1-9	\$ 5.95	_____	\$17.95	_____
10-99	\$ 4.59	_____	\$ 7.49	_____
100-499	\$ 4.09	\$ 4.39*	\$ 7.09	\$ 7.39*
500-999	\$ 3.99	\$ 4.29*	\$ 6.39	\$ 6.69*
1000+	Call	Call	Call	Call

Publications are 7 7/8" x 9."
*Imprint is on a clear mylar sticker for quantities up to 999.

Family Health

Reviewed &
Approved By



New Edition! Healthier at Home® The Proven Guide to Self-Care & Being a Wise Health Consumer

Help lower health care costs with the best self-care guide on the market. Presented in an easy-to-read, step-by-step format, this reference provides up-to-date information on over 300 health topics. It instantly turns your bookshelf into a health information center. You can become the head of your family's medical team. Full color text. #2189 Custom, faith-based edition available in quantity. Online version, see page 10.

Our largest family guide
6th grade reading level • 416 pages
319 Illustrations & Photos

**Documented Savings of \$71.42
per person in 9 months.**

"The Healthier at Home® books have been a huge success. One employee wrote: I just had to tell you what a great book Healthier at Home® is. It came in quite handy during Hurricane Wilma."

-- Marilyn Hamachek R.N., BSN
Collier County Government



Quantity	Healthier at Home® (2189) Spanish H at H (2187) Due to weight, call for shipping charges.	
	Blank	Imprint
1-9	\$21.95	_____
10-99	\$ 8.69	_____
100-499	\$ 8.19	\$ 8.49*
500-999	\$ 7.44	\$ 7.74*
1000+	Call	Call

Publications are 7 1/8" x 9."

*Imprint is on a clear mylar sticker for quantities up to 999.

Studies on AIPM Self-Care Guides

Organization	Year	# of People	# of Months	Documented Dr. Visits	Cost Savings E.R. Visits	Research Total	R.O.I.*
United Way	2005	4,819	6	\$49.47	\$125.96	\$175.43	29:1
United Way	2005	1,360	6	46.57	33.59	80.16	13:1
Whatcom County	2005	95	6	3.47	8.06	11.53	3:1
United Teachers New Orleans	2004	130	12	17.35	72.00	89.35	17:1
Teamsters Local 436-Actives	2003	91	12	28.41	90.99	119.40	20:1
Teamsters Local 436-Retirees	2003	47	12	17.55	61.28	78.83	13:1
Bloomington Hospital	2001	839	12	28.65	69.01	97.66	16:1
Bloomington Hospital	2000	627	12	25.53	42.49	68.02	11:1
Bloomington Hospital	1999	625	12	27.19	63.36	90.55	15:1
Dean Health Plan	1999	366	6	44.07	15.50	59.57	13:1
Lewis-Gale Clinic	1997	327	12	57.79	14.44	72.23	14:1
Health Net	1996	165	6	17.88	16.97	34.85	14:1
Western Southern Life	1996	197	6	17.00	40.61	57.61	26:1
Lewis-Gale Clinic	1996	79	5	25.97	12.19	38.16	15:1
Capital Blue Cross	1995	371	12	26.01	13.05	39.06	5:1
Capital Blue Cross	1995	938	12	16.45	5.22	21.67	7:1
Indian Industries	1995	197	6	8.88	66.45	75.33	30:1
Florida Hospital	1994	801	5	18.26	57.81	76.07	38:1
Average Totals		670	8.88	26.47	44.94	71.41	16:1

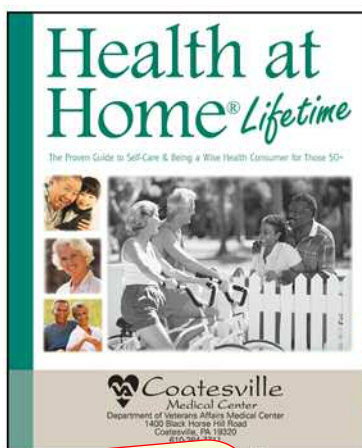
*Return-On-Investment - The number of dollars saved for every dollar spent on the publication

Features of Healthier at Home® and our other Family Self-Care Guides:

- Reviewed and approved by the American Academy of Family Physicians Foundation
- Most up-to-date editions
- Appropriate reading levels
- Accompanying online software
- Free online self-care workshop
- Self-Care incentive program
- Self-Care promotional package
- Unlimited customization options

Absolutely Free!
Self-Care ROI analysis for your company. Contact us.

Seniors' Health



New Edition! **Health at Home® Lifetime** *The Proven Guide to Self-Care & Being a Wise Health Consumer for Those 50+*

Perfect for Medicare recipients and retirees. This is the most comprehensive seniors' self-care book. Printed in full color, it contains over 200 illustrations and photographs. Extra large print. 432 pages. 280+ topics. 7³/₈" x 9". #2183
Online version, see page 10.

Reduces the 55% of E.R. visits & 25% of Doctor visits that are unnecessary.

Right Amount of Information

Website for More Info

Extra Large Type

User Friendly Bulleted Format

Attractive Full Color Layout

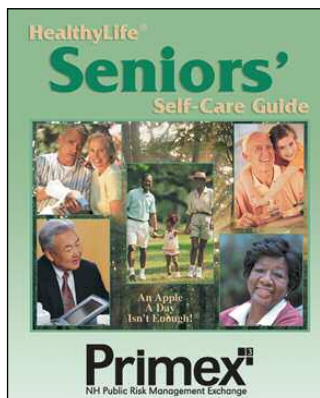
Informative Illustrations

Concise Instructions



Seniors' Permafold® *"Coffee Proof" Plastic for the Price of Paper*

This guide offers people 50 years of age and better a positive way to improve their health. It addresses everyday health problems. Extra large print. See pages 14-17 for pricing. #4350



Seniors' Self-Care Guide *Approved by CMS*

This guide addresses everyday health problems as well as the prevention, detection, and treatment for many chronic conditions. A study conducted by Wellspan Health demonstrated an average savings of \$57.49 per subscriber in one year. 128 pages. Extra large print. 7³/₈" x 9". #2150

Our smaller seniors' guide. 40+ topics.

"The HealthyLife® Self-Care Guides were a real hit. They showed how much we truly care about the health and well-being of our municipal employees."

-- Lisa M. Battaglia, M.S. Ed., CHES
Health / Wellness and EAP Consultant
North Carolina League of Municipalities

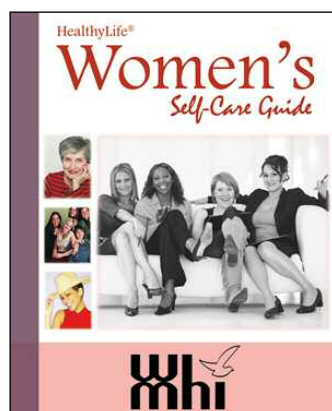
	Health at Home® Lifetime (2183) Due to weight, call for shipping charges.		Senior's Self-Care Guide (2150)	
Quantity	Blank	Imprint	Blank	Imprint
1-9	\$21.95	_____	\$ 6.95	_____
10-99	\$ 8.69	_____	\$ 5.09	_____
100-499	\$ 8.19	\$ 8.49*	\$ 4.59	\$ 4.89*
500-999	\$ 7.44	\$ 7.74*	\$ 4.29	\$ 4.59*
1000+	Call	Call	Call	Call

*Imprint is on a clear mylar sticker for quantities up to 999.

†Deduct \$.08/copy if plastic sleeve is not desired.

*Add \$.05/copy for insertion into sleeve.

Women's & Men's Health



New Edition!

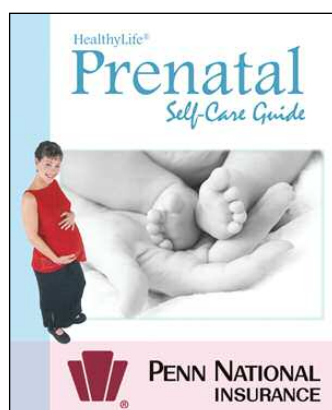
Best Seller

Women's Self-Care Guide Answers for Women

Breast cancer, eating disorders, fibroids, menopause, PMS, osteoporosis and urinary tract infections are among the 25 conditions covered in this guide. 80 pages. #2151

Spanish edition #2173

Online version, see page 10.



New Edition!

Prenatal Self-Care Guide Plan for a Healthy Baby

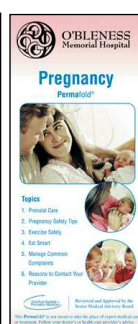
This booklet addresses the most common problems of pregnancy. It helps determine which require medical attention and which can be self-treated. Valuable information about your pregnancy is also presented. Simplified reading level. 96 pages. #2161



#4351



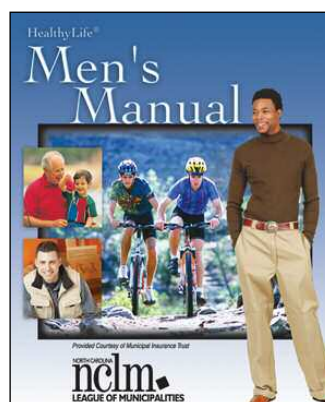
#4344



#4378

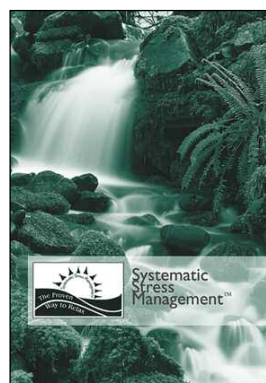
Permafolds® "Coffee Proof" Plastic for the Price of Paper

12 panel health guides. See pages 14-17 for pricing.



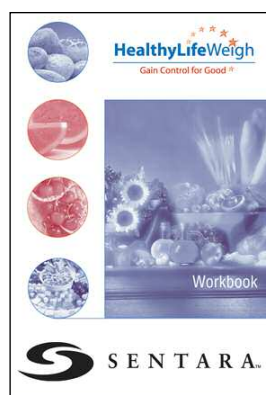
New Edition! **Men's Manual
Answers for Men**

An easy-to-use guide for disease prevention and staying well. It covers over 20 topics including hair loss, prostate problems, testicular cancer, depression, sports injuries, and sexual concerns. 32 pages. #2201



Systematic Stress Management™ Workbook

Learn to manage stress with this key component of the Systematic Stress Management™ program. You'll learn to stop negative thinking, regain control of your time, and work more effectively with others. 144 pages. See page 20 for pricing. #1540W



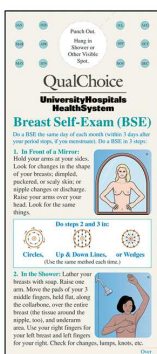
HealthyLife® Weigh Workbook

Losing weight doesn't have to be difficult. The HealthyLife® Weigh Workbook teaches you powerful behavior modification techniques, easy eating plans and an individually tailored exercise program. In addition, you'll improve your health habits and lower your cholesterol. See page 18 for pricing. 240 pages. #3640W

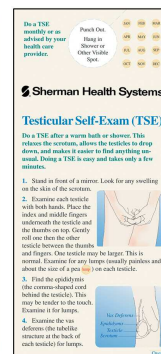
	Women's Self-Care (2151) Women's Spanish (2173) Prenatal Self-Care (2161)		Men's Manual (2201)	
Quantity	Blank	Imprint	Blank	Imprint
1-9	\$ 5.95	—	\$ 4.25	—
10-99	\$ 4.59	—	\$ 3.29	—
100-499	\$ 4.09	\$ 4.39*	\$ 2.39	\$ 2.69*
500-999	\$ 3.99	\$ 4.29*	\$ 2.19	\$ 2.49*
1000+	Call	Call	Call	Call

Publications are 7 1/8" x 9."

*Imprint is on a clear mylar sticker for quantities up to 999.



BSE #2133

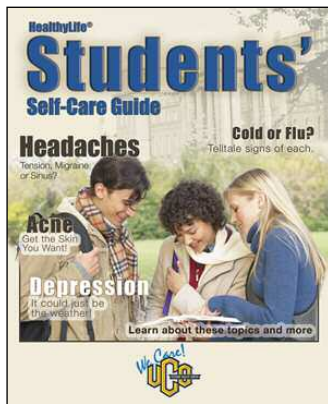


TSE #2134

Breast & Testicular Self-Exam Shower Cards

Popular give-aways at health fairs and other events are Breast Self-Exam (BSE) and Testicular Self-Exam (TSE) Shower Cards. See page 12 for pricing.

Adolescent Health

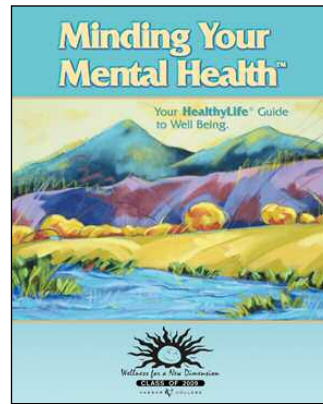


New Edition! Students' Self-Care Guide

Focuses on Issues Unique to Students

This guide addresses adolescents in the 14-24 age group. Topics cover common health problems, safety and lifestyle issues. 96 pages. #2186

Adaptable for faith-based schools
Online version, see page 10.



Minding Your Mental Health

The Only Behavioral Health Self-Care Guide

Students can review common mental health issues and determine the best course for treatment. Drinking, stress, depression, and relationships are among the topics covered. 96 pages. #2147

Online version, see page 10.

"Minding Your Mental Health is invaluable. It takes the mystery and confusion out of getting the help that is needed."

-- Randall L. Wolthuis, Ph.D., Director
Boene Counseling Center, Calvin College

"The HealthyLife® Students' Self-Care Guide is excellent. It is very comprehensive and its getting rave reviews from our students."

-- Jessica Lettow
Director of Student Health
Northwestern Illinois University



#4361



#4387

College Health Permafolids®

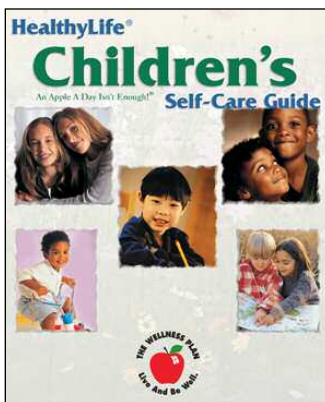
"Coffee Proof" Plastic for the Price of Paper

12 panel health guides. See pages 14-17 for pricing.

	Student (2186) Mental Health (2147)	
Quantity	Blank	Imprint
1-9	\$ 5.95	—
10-99	\$ 4.59	—
100-499	\$ 4.09	\$ 4.39*
500-999	\$ 3.99	\$ 4.29*
1000+	Call	Call

*Imprint is on a clear mylar sticker for quantities up to 999.
Publications are 7³/₈" x 9."

Children's Health



Children's Self-Care Guide A Parent's Answer Book

Parents can quickly identify 26 health problems and follow a plan for treatment. A study by Florida Hospital showed an \$89.98/family savings in 5 months. 88 pages. #2148

Online version, see page 10.



Children's Permafold® "Coffee Proof" Plastic for the Price of Paper

Parents can quickly determine children's health problems and follow a plan of action. See pages 14-17 for more information. #4348

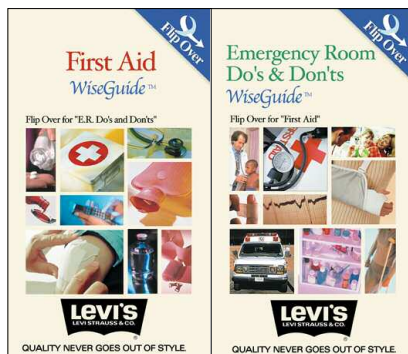
	Children's Self-Care (2148)	
Quantity	Blank	Imprint
1-9	\$ 5.95	—
10-99	\$ 4.59	—
100-499	\$ 4.09	\$ 4.39*
500-999	\$ 3.99	\$ 4.29*
1000+	Call	Call

*Imprint is on a clear mylar sticker for quantities up to 999.
Publications are 7³/₈" x 9."

"We have been using the Children's Self-Care Guide for the past 6 years. It's given out to all our new parents and they rave about it. Our doctors like it as well because it helps their patients make more informed choices."

-- Kathleen Jones
Family Medicine Center, Poudre Valley Health System

Emergency/First Aid



Emergency Room / First Aid WiseGuide® (2 Booklets in 1)

The first half of this passport size booklet teaches consumers when and how to use the emergency room. Flipping it over reveals a first aid guide covering many topics. The WiseGuide® totals

48 pages and is housed in a vinyl cover. 3 3/4 x 6 1/2. #4600

	WiseGuide® 1,2 (4600)		Permafolds® (4349)		CareKits® 1,2 (4501)	
Quantity	Blank	Imprint	Blank	Imprint	Blank	Imprint
1-9	\$ 3.95	_____	\$ 2.75	_____	\$ 2.95	_____
10-99	\$ 3.29	_____	\$ 2.19	_____	\$ 1.79	_____
100-499	\$ 2.29	\$ 2.59*	\$ 1.79	_____	\$ 1.59	\$ 1.89*
500-999	\$ 2.09	\$ 2.39*	\$ 1.49	\$ 1.79*	\$ 1.39	\$ 1.69*
1000+	Call	Call	Call	Call	Call	Call

*Imprint is on a clear mylar sticker for quantities up to 999.

¹ Deduct \$.08/copy if plastic sleeve is not desired.

² Add \$.05/copy for insertion into sleeve.



First Aid Permafold® Printed on Plastic for the Price of Paper

Whether it's for chest pain, poisoning, bleeding or broken bones, this guide will become an important part of your home pharmacy. See pages 14-17 for more information. #4349



#4501

First Aid CareKit®

Always Be Prepared

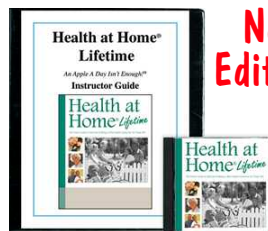
Accidents happen, but now you can always be prepared. Carry handy information on what to do for the most common first aid concerns. For more information, see page 11.

Self-Care Workshops

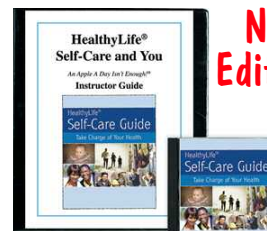
Workshops to teach people how to use and get every benefit from our self-care guides.



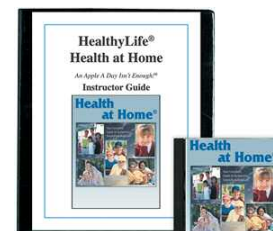
New!



New Edition!



New Edition!



Self-Care Instructor Guides - PowerPoint presentations for up to 1 hour of workshop content. \$89/guide.

Healthier at Home #2176

Health at Home Lifetime #2175L

Self-Care and You #2155

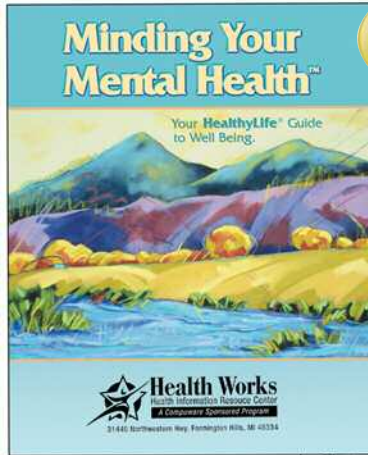
Health at Home #2175

Free Online Workshops

Call for details.

Mental Health

Depression accounts for 70% of health care costs while stress accounts for 46% of costs.



Best Seller

Minding Your Mental Health

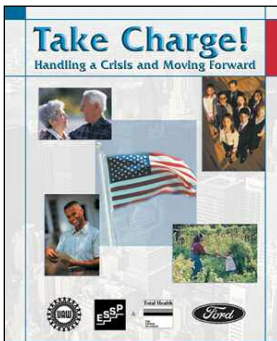
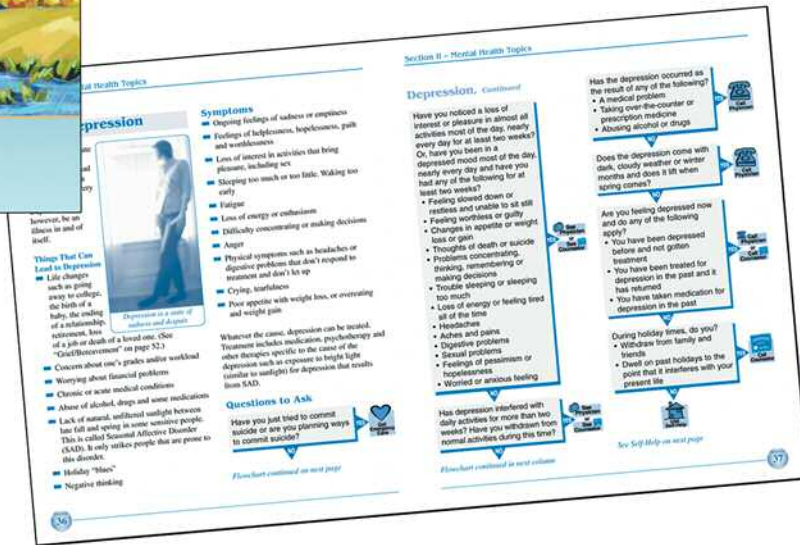
The Only Behavioral Health Self-Care Guide

Readers can review common mental health issues and determine the best course for treatment. Anger, phobias, depression, and anxiety are among the topics covered. 96 pages. #2147

Online version, see page 10.

"Minding Your Mental Health proves to be a comprehensive guide that is wonderfully readable and rich in resources."

-- Janis Edwards, LISW
Mercy Behavioral Clinic



Take Charge!

Handling a Crisis and Moving Forward

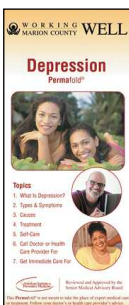
Provides just the right amount of information to effectively address the many concerns people have today. It helps one to be prepared for any kind of disaster, be it a hurricane, terrorist attack, fire, or flood. 32 pages. Full color. #2203



Systematic Stress Management™

The Proven Way to Relax and Increase Productivity

The program identifies stressful experiences and presents hundreds of effective responses. Available in group or self-help format. For details and pricing, see page 20.



#4347



#4376



#4361

Mental Health

Permafolids®

"Coffee Proof" Plastic for the Price of Paper

12 panel health guides.
See pages 14-17 for pricing.

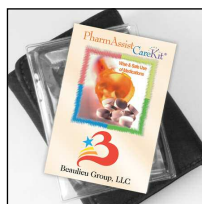
	Minding Your Mental Health (2147)		Take Charge! (2203)	
Quantity	Blank	Imprint	Blank	Imprint
1-9	\$5.95	—	\$4.25	—
10-99	\$4.59	—	\$3.29	—
100-499	\$4.09	\$4.39*	\$2.39	\$2.69*
500-999	\$3.99	\$4.29*	\$2.19	\$2.49*
1000+	Call	Call	Call	Call

*Imprint is on a clear mylar sticker for quantities up to 999.

Wise Health Consumerism

Teaching employees / members to become wiser health care consumers and make better decisions enhances their health while significantly reducing medical and prescription drug costs for your company.

PharmAssist CareKit®



Increase Generic Use

Consists of your organization's own drug formulary with generic equivalents along with information about medication use, compliance and safety. It's housed in a plastic sleeve that can also hold a health ID card. The benefit is that it increases generic utilization and formulary compliance at the point of service, i.e., doctor's office. Size: 2⁵/₁₆ x 3³/₈ #4504

Custom Product
minimum qty. 1500

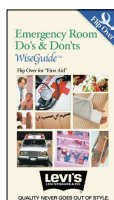
Note: PharmAssist can also be printed as a medication and generic education tool without your drug formulary. Call for details & pricing.

A study conducted by the PBM of a federal government health plan showed that in one year, the PharmAssist CareKit® increased generic use by 2.5% amongst active members and 2% amongst retirees. The plan realized a 7.7:1 Return on Investment.



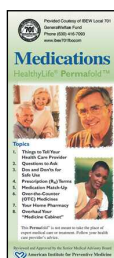
Being a Wise Consumer HealthTracker™

This booklet takes the mystery out of communicating with providers and clearly describes hospital stays, patients' rights, tests, medications, advanced directives, medical procedures and more. See page 13 for pricing. #2142



E.R. / First Aid WiseGuide®

The first half of this passport size booklet teaches consumers when and how to use the emergency room. Flipping it over reveals a first aid guide covering many topics. The WiseGuide® totals 48 pages and is housed in a vinyl cover. See page 7 for pricing. 3³/₄ x 6¹/₂. #4600



#4355



#4354



#4342

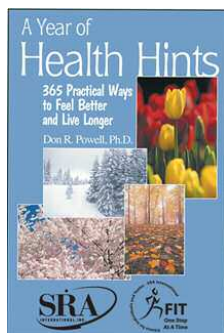
Wise Consumer Permafolds®

"Coffee Proof" Plastic for the Price of Paper

12 panel health guides. See pages 14-17 for pricing.

Health Tip-A-Day Products

Health Tip-A-Day Products



An AARP "Must Read"

A Year of Health Hints: 365 Practical Ways to Feel Better and Live Longer

This best selling book is written in an easy to read, tip-a-day format. It offers stay-healthy ideas on such diverse topics as how to lose weight, manage stress, prevent home accidents, exercise wisely, travel safely, and

have a happier, healthier sex life. Helps readers make their health last a lifetime. 374 pages. #2840

Online version, see page 10.

A Year of Health Hints Duplication License

Allows you to reproduce the content in the book for print materials, including newsletters, paycheck stuffers, handouts, workbooks, etc. License fee: \$499.00/year. #2867



HealthTips CopyWrites™

Give your employees a health tip-a-day. These reproducible materials are the easy, low cost way to provide health information. Contains 610 novel and illustrated, 2-3 sentence

mini-tips. 122 pages with 5 tips per page. License Fee: \$249.00. #3768.

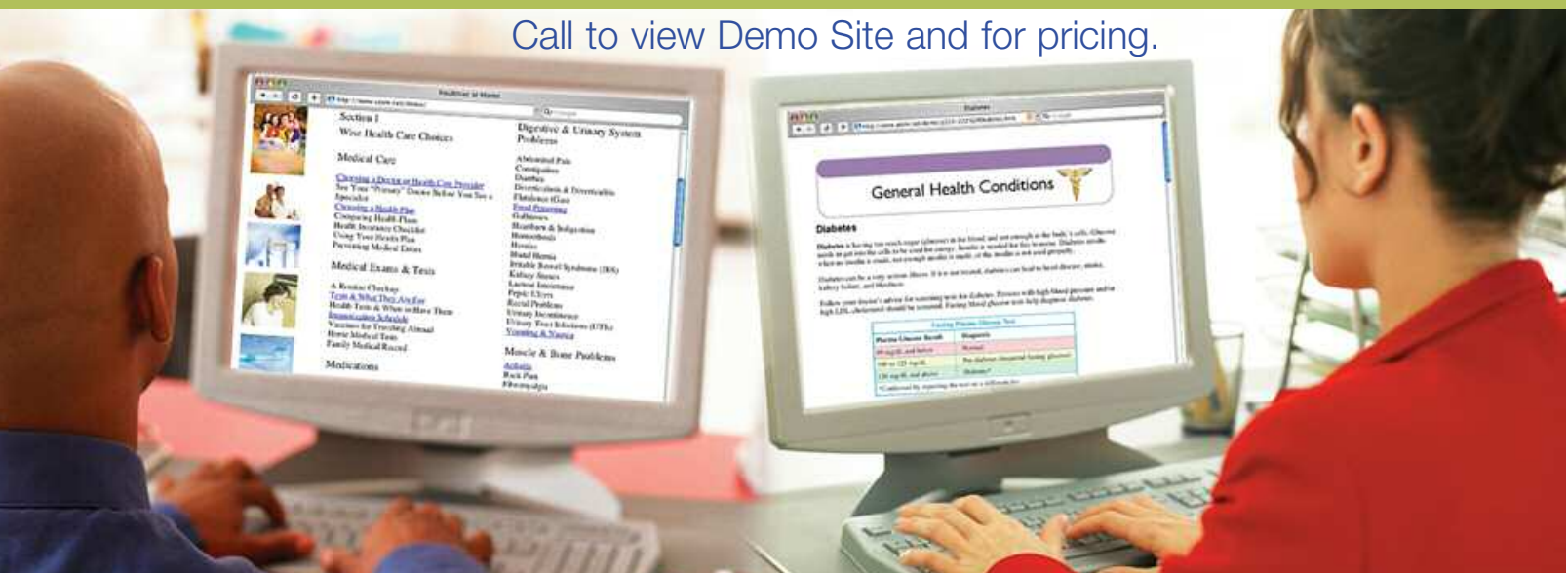
Online version, see page 10.

Quantity	A Year of Health Hints (2840)	
	Blank	Imprint
1-9	\$17.95	_____
10-99	\$ 7.49	_____
100-499	\$ 7.09	\$ 7.39*
500-999	\$ 6.39	\$ 6.69*
1000+	Call	Call

*Imprint is on a clear mylar sticker.

Online Products

Call to view Demo Site and for pricing.



Software programs for use on websites, intranets, networks, and single workstations. Used by hospitals and MCOs and other organizations to enhance the content on their websites. Proven to increase patient/subscriber hits. Companies use the software to electronically transmit valuable health information to employees. The material can also be used for a rotating health-tip-a-day website message or e-mail.



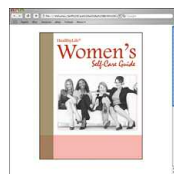
New! Healthier at Home® Online

Interactive software based on the best-selling book, Health at Home®. Over 200 health topics along with wellness and wise consumer information. #2168



Health at Home® Lifetime Online

A symptom and treatment guide with practical ideas for preventing and treating hundreds of health conditions faced by seniors. #2168A



Women's Self-Care Online

A symptom and treatment self-care guide that addresses 25 of the most common women's health problems. #2168B



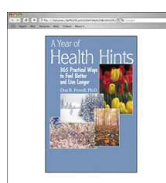
Children's Self-Care Online

A symptom and treatment guide that addresses 26 of the most common children's health issues. #2168C



New Edition! Students' Self-Care Online

This guide reaches adolescents in the 14-24 age group. It addresses scores of topics covering the areas of common health problems, safety and lifestyle issues. Perfect addition to a university's website. #2168D



A Year of Health Hints Online

Based upon the award winning book, A Year of Health Hints. The information is presented in an easy-to-read, tip-a-day format. #2867



HealthTips™ Online

This software contains 580 novel, 2-3 sentence mini-tips from the nationally syndicated HealthTips newspaper column. #3768



Smokeless® Online

Works for smokers who want to quit or who simply want to cut down. No one method works for all smokers, so Smokeless® presents hundreds of techniques and concepts. The program has helped over 1 million smokers to quit. #1343



Systematic Stress Management™ Online

Identifies stressful experiences and hundreds of effective responses. Topics include understanding stress, biofeedback training and relaxation, thinking differently, Type A & B behavior patterns, work stress, time management, and communication. #1565



Minding Your Mental Health Online

Identifies common mental health issues and determines the best course for treatment. Anger, phobias, depression, and anxiety are among the topics covered. #2168E

CareKits® Put Wellness in Your Wallet™

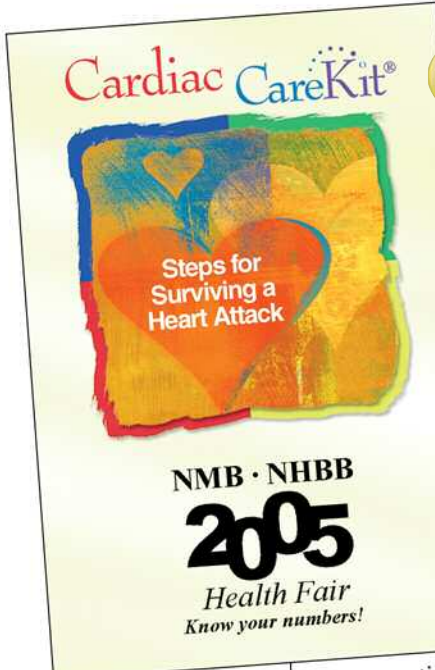
Low Cost Products that Attract Attention!

Now you can put "wellness in the wallet" of your employees / subscribers with our CareKits®.

These credit card size products consist of the following:

- Attractive, educational booklet
- Your name & logo prominently displayed
- Vinyl sleeve

Health Fair & Education Products



Cardiac CareKit®

Best Seller **New Edition!**

Heart Attack Warning Signs

Warning Signs

of pain (may spread felt in the arm, neck, jaw, or back), burning, or heaviness in that lasts more than minutes or goes away back

omfort with lightheadedness, shortness of breath, or sweating

Cardiac CareKit® Shown Actual Size.

2005 Health Fair
Know your numbers!

NMB • NHBB

4 (Continued)

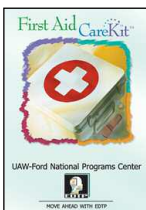


Cardiac CareKit®

Steps for Surviving a Heart Attack

Each year, approximately 800,000 Americans suffer heart attacks and about 1 in 3 do not survive. You can help the victims with this unique product. It teaches how to recognize a heart attack, what steps to take for survival, CPR instructions, and personal information. Can also include aspirin which is recommended by the American Heart Association. Size: 2⁵/₁₆ x 3³/₈ #4500

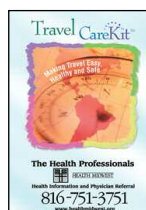
Saves Lives



First Aid CareKit®

Always Be Prepared

Accidents happen, but now you can always be prepared. Carry handy information on what to do for the most common first aid concerns. Includes adhesive bandages and an antiseptic towelette. Size: 2⁵/₁₆ x 3³/₈ #4501



Travel CareKit®

Making Travel Easy, Healthy, and Safe

Provides toll-free numbers and websites for airlines, hotels/motels, rental cars, etc. Learn to handle jet lag, motion sickness, ear pops, etc. Includes a moist towelette and adhesive bandages. Size: 2⁵/₁₆ x 3³/₈ #4502




Cold & Flu CareKit®

Surviving the Season

Teaches you to determine which illness you have, how to treat it, and how to prevent it in the future. Includes acetaminophen tablets. Size: 2⁵/₁₆ x 3³/₈ #4503

Great for Flu Shot Campaigns.



PharmAssist CareKit®

Increase Generic Use

See page 9 for details. Size: 2⁵/₁₆ x 3³/₈ #4504

Custom Product
minimum qty. 1500

Quantity	CareKits®		CareKit®
	Blank	Imprint	
1	\$ 2.95	—	Lucite
2-9	\$ 1.95	—	Rack:
10-99	\$ 1.79	—	
100-499	\$ 1.59	\$ 1.89*	\$39 each
500-999	\$ 1.39	\$ 1.69*	
1000+	Call	Call	

*Imprint is on a clear mylar sticker. Add \$.15 for CareKit assembly.

For Cardiac CareKits: Subtract \$.06/CareKit for generic aspirin to replace Bayer or subtract \$.08/CareKit for no aspirin.

Health Fair & Education Products



Perhaps the Most Unique, Fun, Educational, and Motivating Wellness Product on the Planet!

These playing cards present both a wellness activity and health tip to provide a daily dose of good health. They can also be used as a regular card deck.

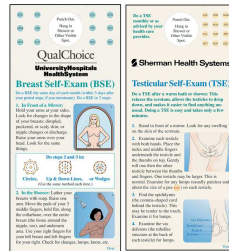


Each day, the participant shuffles the deck, turns over the top card, and follows the activity that is described. Over the course of 52 days, they'll engage in a variety of activities while having fun at the same time. #4400

Get Well Cards (4400)		
Quantity	Blank	Imprint
1-9	\$ 4.95	—
10-99	\$ 3.89	—
100-499	\$ 2.89	\$ 3.19*
500-999	\$ 2.59	\$ 2.89*
1000+	Call	Call

*Imprint is on a clear mylar sticker.

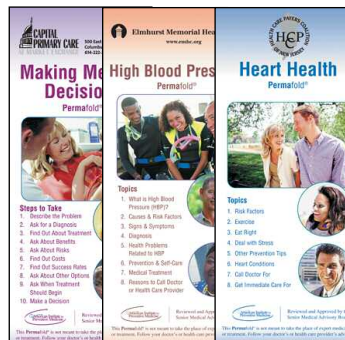
Breast and Testicular Self-Exam Shower Cards



We offer totally new Breast Self-Exam (BSE) and Testicular Self-Exam (TSE) Shower Cards that are easy to understand, which increase the likelihood of their being used. They are printed on a new type of plastic that is 100% recyclable and lightweight. Each card has 12 monthly punchout reminders. BSE #2133. TSE #2134

Quantity	BSE (2133) TSE (2134)	
	Blank	Imprint
1-9	\$ 1.99	—
10-99	\$ 1.49	—
100-499	\$ 1.19	\$ 1.49*
500-999	\$.89	\$.99*
1000+	Call	Call

*Imprint is on a clear mylar sticker for quantities up to 999.



Permafolds®
"Coffee Proof" Plastic for the Price of Paper
12 panel health guides.
Excellent health fair giveaways. See pages 14-17 for all 32 topics and pricing.

Health Screening Guide		
Test	Ages 50-70	Age 70+
Physical Exam	Every 1 to 2 years	Every 1 to 2 years
Blood Pressure	At least every 2 years	Every 2 to 3 years
Vision/Glaucoma Screening	Every 1 to 3 years	Discuss with provider
Pap Test	W Every 1 to 3 years	O Discuss with provider
Mammogram	M Every 1 to 2 years	E Every 1 to 2 years
Breast Self-Exam	M Monthly	E Monthly
Clinical Breast Exam	N Every year	N Every year
Testicular Self-Exam	M E N Monthly	M E N Monthly
Digital Rectal Exam	Every year	Every year
Stool Blood Test	Every year	Every year
Sigmoidoscopy	Every 3 to 5 years	Every 3 to 5 years
Cholesterol Blood Test	Every 5 years	Every 5 years up to age 76
Diabetes Screening	Every 3 years or as advised	Every 3 years or as advised
Dental Checkup	Every year	Every year

Note: These are general guidelines. Follow your health care provider's advice regarding tests and exams.
AARP Health Care Options®
1-800-523-5800
The trusted source for health insurance plans, health services and information for men and women 50+.

Health Screening Magnet

Meet Hedis requirements with this "chart of common health tests" magnet. The guidelines can be customized for your organization. Magnet size: 5 1/2" x 7 1/2". #2196

45% of adults are not up to date with their screenings.



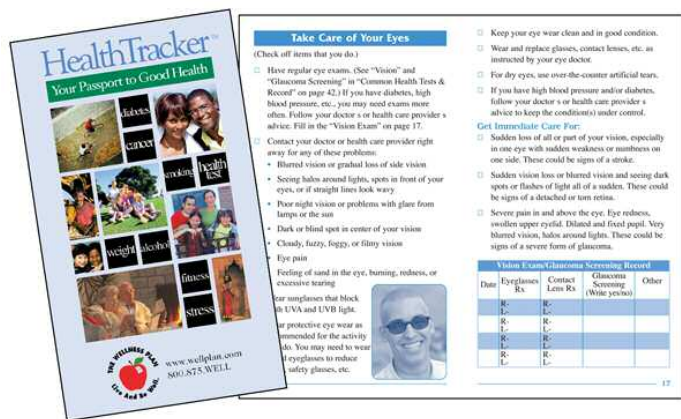
Emergency Magnet

What better way to display emergency phone numbers than on a magnet that sticks right to your refrigerator? This way, your name and logo are always there for people to see. Magnet Size: 2 1/2" x 3 1/2". #2170

Quantity	Health Screening Magnet (2196)	Emergency Magnet (2170)
500-999	—	\$.49
1000-2499	\$1.39	\$.39
2500+	Call	Call

Health Fair & Education Products

All HealthTrackers™ are housed in a durable vinyl cover.

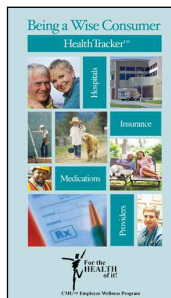


HealthTracker™ Your Passport to Good Health

These pocket-sized booklets provide a convenient way for employees / members / retirees to evaluate and keep track of vital areas of health. 48 pages.
3 3/4" x 6 1/2". #2202

	HealthTrackers™ 1, 2	
	Blank	Imprint
Quantity		
1-9	\$ 3.95	_____
10-99	\$ 3.29	_____
100-499	\$ 2.29	\$ 2.59*
500-999	\$ 2.09	\$ 2.39*
1000+	Call	Call

*Imprint is on a clear mylar sticker for quantities up to 999.
 †Deduct \$.08/copy if plastic sleeve is not desired.
 ‡Add \$.05/copy for insertion into sleeve.

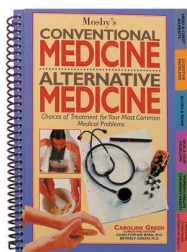


New Edition! **Being a Wise Consumer Tracker™**
 Informed consumers are better, more cost-conscious consumers. This booklet takes the mystery out of communicating with providers and clearly describes hospital stays, - patients' rights, tests, medications, advanced directives, medical procedures and more. Considered the best health consumer booklet. 48 pages. 3 3/4" x 6 1/2". #2142

"The HealthTracker™ is an excellent, concise tool for helping employees take charge of their health."

-- Tammy Griffin
 Manager, Employee Health
 Central Michigan University

More Books

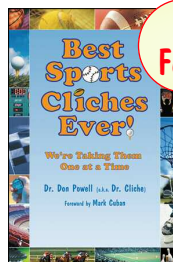


Alternative Medicine

This guide explains what your doctor would do to treat common medical problems and then gives a range of alternative therapies for you to try. You'll also find out how alternative therapies work and what to expect from a practitioner. Full color. 114 pages. #2184

	Alternative Medicine (2184)		Best Sports Cliches (5001)	
Quantity	Blank	Imprint	Blank	Imprint
1-9	\$10.95	_____	\$14.95	_____
10-99	\$ 7.95	_____	\$ 9.95	_____
100-499	\$ 6.95	\$ 7.25*	\$ 7.95	\$ 8.25*
500-999	\$ 6.45	\$ 6.75*	\$ 6.95	\$ 7.25*
1000+	Call	Call	Call	Call

*Imprint is on a clear mylar sticker for quantities up to 999.



A Great Incentive Gift.
Featured in Sports Illustrated and on ESPN!

Best Sports Cliches Ever

We're Taking Them One at a Time

Everybody uses cliches. That's because they always seem to fit. Whether your employees are avid sports fans or casual ones or know someone who is, this fun book will have them smiling and laughing. 192 pages. #5001

"It's a homerun!" -- Sports Illustrated

"This book shows some leather." -- ESPN

"Dr. Cliché really brought his 'A' game." -- ESPN's Cold Pizza

"If you want a fun conversation piece around the house, you have to pick up Best Sports Cliches Ever." -- FOX News

Permafolds®

"Coffee Proof" Plastic for the Price of Paper

Large space at top for logo customization

Attractive & colorful

Culturally diverse photos

Just the right amount of information

Expert medical review

Printed on Indestructible Plastic

What is a Permafold®?

Permafolds® are 12 panel health guides printed on a special plastic that will last a lifetime. Their high quality, user friendly format and rich look ensures they will be kept and shared with the entire family. This gives repeated exposure for your name and logo. Fits easily into a pocket or purse and can be mailed in a business envelope.

Accurate and Up-to-Date

Each Permafold® goes through an extensive review process conducted by prominent physicians and health professionals and the senior medical advisory board of the American Institute for Preventive Medicine.

Appropriate Reading Level

Permafolds® are written at a simplified reading level with big typeface and color photographs. "Just the right amount" of information is presented in a bulleted, easy-to-read format. They appeal to people from diverse backgrounds.

Customization Options

Your name, logo, and other information is prominently displayed at the top. We can also develop a custom Permafold® to meet your unique needs.

Complete Fulfillment

We are experts in direct mailing to homes. We can print cover letters and envelopes, insert, and bulk mail by zip code so you get the best postal rate.

Spanish Titles

There are presently a number of Permafolds® available in Spanish with more to come.

Healthy Eating Permafold®

Topics

1. Follow the Dietary Guidelines' ABCs
2. Use the Food Guide Pyramid
3. Read Food Labels
4. Healthy Eating Tips

Reviewed and Approved by the Senior Medical Advisory Board

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.


3 3/4" x 8 3/4" - folded
22 1/2" x 8 3/4" - flat

Wellness Topics

#4361

Prudential

Alcohol & Drugs
HealthyLife® Permafold™



Topics

1. Alcohol & Drug Facts
2. Wise Use of Alcohol
3. How to Avoid Problems
4. Alcohol & Drug Abuse
5. Alcohol & Drug Dependence (Addiction)
6. How to Tell If You Have a Problem
7. Getting Help


This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board
American Institute for Preventive Medicine

#4357

SP Patient Services
SAUL PERLBERG
MEMORIAL
HOSPITAL
AND CLINICS

Cholesterol
Permafold®



Topics

Cholesterol Facts

1. What is Cholesterol?
2. Blood Cholesterol
3. Control Blood Cholesterol
4. Lose Weight, If Needed
5. Eat Healthy
6. Exercise
7. Don't Smoke
8. Take Prescribed Medicines

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4373

THE COMMUNITY HOSPITAL
3815 E. High Rd., Sp.
80735-0301

Fitness
Permafold®



Topics


1. What is Fitness?
2. Benefits of Fitness
3. Fitness Goals
4. Aerobic Exercises
5. Stretching Exercises
6. Strengthening Exercises
7. Prevent & Treat Injuries
8. Contact Doctor For

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4371

Healthy Eating
Permafold®



Topics

1. Follow the Dietary Guidelines' ABCs
2. Use the Food Guide Pyramid
3. Read Food Labels
4. Healthy Eating Tips

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4369

Elmhurst Memorial Healthcare
www.emhc.org

High Blood Pressure
Permafold®



Topics

1. What is High Blood Pressure (HBP)?
2. Causes & Risk Factors
3. Signs & Symptoms
4. Diagnosis
5. Health Problems Related to HBP
6. Prevention & Self-Care
7. Medical Treatment
8. Reasons to Call Doctor or Health Care Provider

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4383 printed on paper only

BERRY COLLEGE COUNSELING CENTER
Located in the Ladd Center
Campus Box 248 • 236-2259
counseling@berry.edu

Know About Antibiotic Resistance
Permafold®



Topics

1. What are Antibiotics?
2. What do Antibiotics Treat?
3. What is Antibiotic Resistance?
4. Ways to Prevent Antibiotic Resistance
5. Tips for Taking Antibiotics


This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4355

Provided Courtesy of IBEW Local 701
General Welfare Fund
Phone (833) 416-7093
www.ibew701ibeam.com

Medications
HealthyLife® Permafold™



Topics

1. Things to Tell Your Health Care Provider
2. Questions to Ask
3. Do's and Don'ts for Safe Use
4. Prescription (Rx) Terms
5. Medication Match-Up
6. Over-the-Counter (OTC) Medicines
7. Your Home Pharmacy
8. Overhaul Your "Medicine Cabinet"

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board
American Institute for Preventive Medicine

#4374

LABSAFETY SUPPLY

Safety at Work
Permafold®



Topics

1. Injury Prevention
2. Ergonomics & Musculoskeletal Disorders
3. Back Pain
4. Carpal Tunnel Syndrome
5. Tendinitis
6. Workstation Exercises


This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4376

OFFICE OF EMPLOYEE ASSISTANCE
For confidential consultation,
call 800-225-2400
During 24-hour crisis line, call 800-225-2400
or the 24-hour toll-free number
800-225-2400 (toll-free)

Success Over Stress
Permafold®



Topics

1. What is Stress?
2. Good Health Habits
3. Prevent Burnout
4. Breathing Exercises
5. Relaxation Exercises
6. Stretching
7. Thought Control Techniques
8. Reasons to Call Your Doctor

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4375 available in Spanish

HUMANA
HCA STAR Health Plan

Tobacco Cessation
Permafold®



Topics

1. Facts About Tobacco Use
2. Tobacco User's Excuses
3. Cost of Smoking
4. Test Your Lungs
5. Nicotine Dependence Test
6. Medications
7. "Warm Phases" Plan
8. Handling a Slip-Up
9. Recovery Signals

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4377 available in Spanish

GP
Georgia-Pacific
Weight Control
Permafold®



Topics

1. Healthy Body Weight
2. Health Risks with Excess Weight
3. Causes of Weight Gain
4. Lose Weight Safely
5. Weight Control Basics
6. Medications
7. Modify Your Behaviors


This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4342 available in Spanish

TCC South Campus Health Services
ACB 146 • (817) 515-4531

You & Your Health Care Provider
HealthyLife® Permafold™



Topics

1. Choosing a Health Plan
2. Choosing a Health Care Provider
3. See Your "Primary" Doctor Before You See a Specialist
4. Doctors and Their Specialties
5. Reasons to Call a Health Care Provider
6. Calling Your Health Care Provider - Checklist
7. Making the Most of an Office Visit
8. Patient/Provider Communication
9. Rating Your Health Care Provider

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board
American Institute for Preventive Medicine

Permafolds® “Coffee Proof” Plastic for the Price of Paper

Disease Management Topics

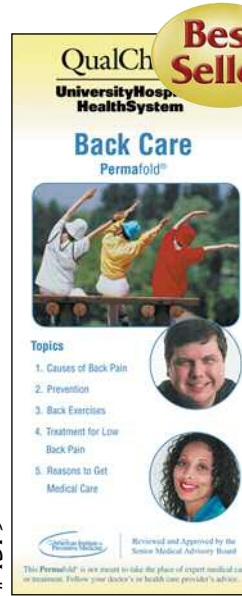
#4353



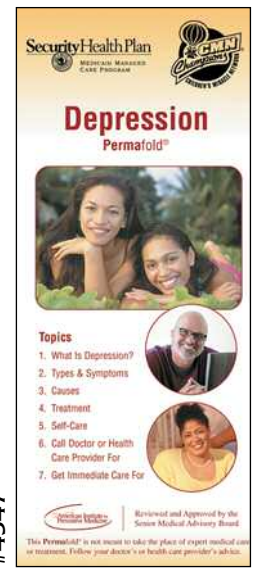
#4362 available in Spanish



#4379



#4347



#4365 available in Spanish



#4367



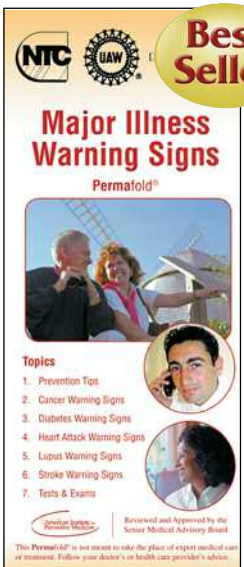
#4380 available in Spanish



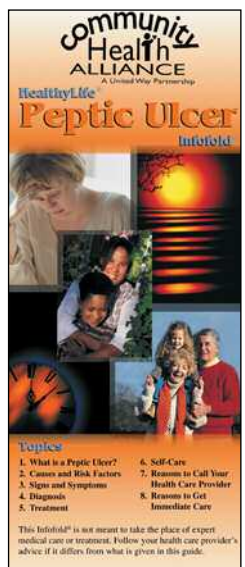
#4368 available in Spanish



#4343



#4372



#4378



“The health education products and services provided by AIPM have been very beneficial to our UAW members and their families.”
-- Kenneth Young;
Coordinator, Benefits
Joint Insurance Committee
UAW Daimler Chrysler

Medical Self-Care Topics

#4348

THE BROADMOOR
COLORADO SPRINGS

Children's
Permafold®

Topics

1. Cold & Flu
2. Coughs
3. Diarrhea
4. Health & Safety Tips
5. Vaccine Schedule
6. Earaches
7. Fever
8. Sore Throats
9. Vomiting

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4364

Community Hospitals Foundation

Dental Self-Care
HealthyLife® Permafold®

Topics

Dental Care

1. Take Care of Your Teeth & Gums
2. Diet & Dental Health
3. Dental Checkups

Dental Health Problems

4. Broken or Knocked Out Teeth
5. Periodontal (Gum) Disease
6. Temporomandibular Joint (TMJ) Syndrome
7. Toothaches

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

American Institute for Preventive Medicine

#4349

First Aid
Permafold®

Emergency Procedures

1. Administer First Aid
2. Rescue Breathing
3. CPR
4. First Aid for Choking

First Aid Conditions

5. Animal/Human Bites
6. Bleeding
7. Broken/Dislocated Bones
8. Burns
9. Choking
10. Drug Overdose
11. Electric Shock
12. Eye Injuries
13. Falls
14. Fainting/Unconsciousness
15. Frostbite/Hypothermia
16. Head/Neck/Spine Injuries
17. Heart Attack
18. Heat Stroke/Exhaustion
19. Insect Bites/Stings
20. Knocked-Out Tooth
21. Low Blood Sugar Reaction
22. Near Drowning
23. Nosebleed
24. Poisoning
25. Seizures
26. Shock
27. Snakebite (Poisonous)
28. Stroke (Brain Attack)

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4354

CAPITAL PRIMARY CARE
300 East Columbus, Co.
616-222-2202

Making Medical Decisions
Permafold®

Steps to Take

1. Describe the Problem
2. Ask for a Diagnosis
3. Find Out About Treatment
4. Ask About Benefits
5. Ask About Risks
6. Find Out Costs
7. Find Out Success Rates
8. Ask About Other Options
9. Ask When Treatment Should Begin
10. Make a Decision

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4344

PENN NA INSUR

Men's
Permafold®

Topics

1. Chest Pain
2. Erectile Dysfunction (ED)
3. Hair Loss
4. Jock Itch
5. Testicular Self-Exam
6. Testicular Cancer
7. Testes & Exam Chart
8. Low Back Pain
9. Prostate Problems
10. Sprains & Strains

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4345

THE SALVATION ARMY

My Care
HealthyLife® Permafold®

Topics

1. Colds & Flu
2. Coughs
3. Diarrhea
4. Exams & Tests
5. Headaches
6. Pain Relief
7. Heartburn
8. Low Back Pain
9. Sore Throats
10. Vomiting

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

American Institute for Preventive Medicine

#4350

Weyerhaeuser

Seniors'
Permafold®

Topics

1. Abdominal Pain
2. Back Pain
3. Chest Pain
4. Constipation
5. Pain Relief
6. Depression
7. Flu
8. High Blood Pressure
9. Stroke Signs
10. Immunizations
11. Tests & Exams

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

#4351

Work Well

Women's
Permafold®

Topics

1. Breast Lumps & Cancer
2. Menopause
3. Menstrual Cramps
4. Breast Self-Exam (BSE)
5. Osteoporosis
6. Premenstrual Syndrome
7. Urinary Tract Infections
8. Vaginal Yeast Infections
9. Tests & Exams

This Permafold® is not meant to take the place of expert medical care or treatment. Follow your doctor's or health care provider's advice.

Reviewed and Approved by the Senior Medical Advisory Board

	Plastic Permafolds®		Paper Permafolds®		Permafold® Sampler	Brochure Rack
Quantity	Blank	Imprint	Blank	Imprint		
1-9	\$ 2.75	_____	\$ 1.19	_____	Receive all 31 Permafold® topics for only \$29.95 #4340	Attractive Lucite Rack Holds 6 titles, \$59/each
10-49	\$ 2.19	_____	\$.99	_____		
50-499	\$ 1.79	_____	\$.79	_____		
500-999	\$ 1.49	\$ 1.79*	\$.69	\$.99		
1000+	Call	Call	Call for available titles			

*Imprint is on a clear mylar sticker.
Spanish titles are printed on glossy paper in 2 colors.

We can also print these topics for you:

- Postpartum Depression
 - Hearing Protection
 - Asthma Trigger Diary
 - Health Fraud
 - Cold & Flu
 - Healthy University
- Call for details.

Wellness Programs

Offer our lifestyle change programs as an instructor-led seminar or in a self-help format, and see how intervention with support improves your employee's/subscriber's lives. Train your own instructor to lead a class or let each participant use a self-help kit or an online version for an individual learning experience. Either way, toll-free counseling can complete and maintain a fully realized lifestyle change. We have three programs, HealthyLife® Weigh, Smokeless®, and Systematic Stress Management™, all of which have proven results for workforces and families.

Weight Control & Nutrition

HealthyLife® Weigh

Gain Control for Good

HealthyLife® Weigh uses powerful behavior modification, easy eating plans, and individually tailored exercise to guide participants to lose weight and improve health habits. This 2004 version offers all these tools to gain control for good. Instructors enjoy using HealthyLife® Weigh due to its versatility. The self-help kit motivates weight loss even for those who prefer to tailor the lessons to their personal schedule. Plus, it is easy to talk with our toll-free counselors anytime for help with questions about weight loss or nutrition.



"We recently purchased 400 HealthyLife® Weigh kits and have received lots of positive feedback already. It's a great program."

-- Kelly Thurston
SLC Wellness Coordinator

Group Program. A member of your staff can be trained to lead a group. Group participants receive a cassette tape, workbook, weight loss aids, and unlimited toll-free counseling with a registered dietitian. Group Program Kits #3640

Guided Self-Help. Participants receive a kit with cassette tapes or CDs, workbook, weight loss aids, and unlimited toll-free counseling with a registered dietitian. Ideal for people who want to lose weight on their own, have busy schedules, or work at remote locations. Guided Self-Help Kits #3641

Telephonic Health Coaching. We provide outbound telephone calls by a HealthyLife® Weigh Coach. These calls, over a 1 year period, will reinforce the materials in a Self-Help Kit, help the participant set and reach goals and problem solve. Call for details and pricing. #3642

HealthyLife® Weigh Workbook

Purchase the HealthyLife® Weigh Workbook by itself. You'll lose weight, eat better, and save money. 240 pages. #3640W.

Weight & Nutrition Permafolds®

"Coffee Proof" Plastic for the Price of Paper

12 panel health guides. See pages 14-17 for pricing.



#4377



#4371



#4373

Quantity	HealthyLife® Weigh Group Kits (3640) Self-Help Kits (3641)		HealthyLife® Weigh Workbook (3640W)
	Group Kits Price/Kit	Self-Help Kits Price/Kit	
1-24	\$54	\$59	\$12.95
25-49	\$49	\$54	\$10.95
50-99	\$44	\$49	\$ 9.95
100-249	\$39	\$44	\$ 8.95
250+	Call	Call	Call

Wellness Programs

Tobacco Cessation



Smokeless®

The Stop Smoking Program That Works!

For about 25% of the population, it hasn't been easy to quit. Smokeless® can help. Structured, powerful, and supported with toll-free counseling, Smokeless® delivers, to both precontemplators and those determined to quit, all the techniques they need to succeed. Employers and participants both benefit from increased productivity and reduced illness and absenteeism. Offer the group format with an instructor, or the Guided Self-Help Kit for the person who wants to quit at their own pace. Using a prescribed or OTC smoking cessation product? Smokeless® is the key to staying off of cigarettes long-term. We have the statistics to prove it.



Tobacco Cessation Permafold®

"Coffee Proof" Plastic for the Price of Paper

12 panel health guides. See pages 14-17 for pricing. #4375

Smokeless® - Group Program. This approach presents a combination of behavior modification procedures and copyrighted techniques to help smokers with their addiction. The group program addresses cigarette smoking from a number of perspectives: sociological, psychological, behavioral and physiological. All are important factors in working through the process of change. Group participants receive booklets, a relaxation cassette tape or CD, quitting aids, and toll-free counseling. Training is available for your staff to become a certified Smokeless® instructor. Call for information.

Group Kit #1340
Spanish version #1353
Online version, see page 10.

Smokeless® - Guided Self-Help. Ninety percent of smokers quit on their own, and the Guided Self-Help Smokeless® kit effectively leads the smoker through the process. This step-by-step program includes instructional CDs/cassette tapes, booklets, custom case, quitting aids, and toll-free counseling. It works both for smokers who want to quit and those who want to control their smoking. Guided Self-Help #1341

Telephonic Health Coaching. We can provide outbound telephone calls by a Smokeless® Coach. These calls, over a 1 year period, will reinforce the materials in a Self-Help Kit, help the participant set and reach goals and problem solve. Call for details and pricing. #1344

"Smokeless® offers valuable information, appropriate tools, and successful techniques to help a smoker quit and remain smoke-free."

-- Jana Currie, M.Ed., CFT
Personal Wellness Coach
Certified Fitness Trainer

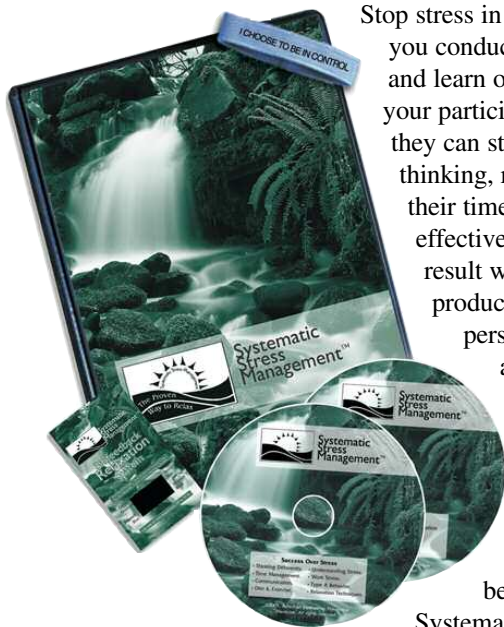
	Smokeless® Group Kits (1340) Self-Help Kits (1341)		Smokeless® Spanish (1353)
Quantity	Group Kits Price/Kit	Self-Help Kits Price/Kit	Group Kits Price/Kit
1-24	\$54	\$59	\$22
25-49	\$49	\$54	\$20
50-99	\$44	\$49	\$17
100-249	\$39	\$44	\$15
250+	Call	Call	Call

Wellness Programs

Stress Management

Systematic Stress Management™

The Proven Way to Relax and Increase Productivity



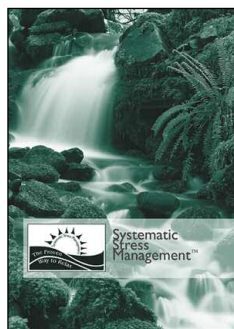
Stop stress in its tracks. Whether you conduct a seminar, lunch and learn or multiple sessions, your participants will realize they can stop negative thinking, regain control of their time, and work more effectively with others. The result will be increased productivity and greater personal peace. Topics also include A and B behavior patterns and communication skills. Whole workplaces as well as whole families benefit from Systematic Stress Management.

Group Program. A member of your staff can be trained to lead a group. Group participants receive a booklet, a relaxation cassette tape or CD, biofeedback card and a wrist zapper. Group Kit #1540.

Self-Help. For the person who works well in a self-directed program or whose schedule doesn't permit participation in a group class. Comes with a workbook, two cassette tapes or CD, biofeedback card, wrist zapper, attractively packaged. Self-Help Kit #1541.

Telephonic Health Coaching. Outbound telephone calls are provided by a Systematic Stress Coach. These calls, over a 1 year period, will reinforce the materials in a Self-Help Kit, help the participant set and reach goals and problem solve. Call for details and pricing. #1565

Online version, see page 10.



Systematic Stress Management™ Workbook

Purchase the Systematic Stress Workbook by itself. You'll manage stress while saving money. 144 pages. #1540W

Success Over Stress Audiocassette Kit



In 2 audiotapes, Dr. Don R. Powell presents the key techniques and concepts from **Systematic Stress Management™**. The first tape summarizes the program's educational content while the second one presents 4 relaxation exercises. Call for more details. #1564

CD / Relaxation Tape



This popular tape presents a series of six professionally recorded relaxation techniques. Considered by many to be the best stress management tape ever produced. #1562



Biofeedback Card

Indicates one's stress levels through finger temperature and teaches relaxation techniques. Size: 2" x 3 1/2". #1563



Success Over Stress Permafold®

"Coffee Proof" Plastic for the Price of Paper

12 panel health guides. See pages 14-17 for pricing. #4376

"Working with AIPM we have found your materials to be accurate, timely, attractive and up-to-date. They are easy for our members to read and therefore, have been well received by them."

-- Frances B. DeHart
Health Management Manager; HealthFirst

	Group Kits* (1540)	Self-Help Kits (1541)	Success Over Stress (1564)	Relaxation CD/Tape (1562)	Biofeedback Cards (1563)	Workbook (1540W)
Quantity	Price/Kit	Price/Kit	Price/Tapes	Price/Tape	Price/Card	Price/Book
1-24	\$24.95	\$29.95	\$15.95	\$ 9.95	\$ 1.79	\$11.95
25-49	\$22.95	\$27.95	\$14.95	\$ 8.95	\$ 1.59	\$ 9.95
50-99	\$21.95	\$26.95	\$13.95	\$ 7.95	\$ 1.49	\$ 8.95
100-249	\$19.95	\$24.95	\$12.95	\$ 5.95	\$ 1.29	\$ 7.95
250+	Call	Call	Call	Call	Call	Call

*Custom case available for \$5 extra.

Health Risk Assessments



Personal Health Assessment (PHA)

The PHA is a confidential, easy-to-read questionnaire and printout designed to assess an individual's health status. Answers to health and lifestyle questions are analyzed and compiled into an Individual Wellness Report which scores and ranks the employee's current good habits as well as their health risks. The report suggests preventive procedures and lifestyle changes to improve the individual's score and reduce their risks. A graphic group summary report is also available.

	Paper & Pencil HRA (2740)
Quantity	
1-9	\$12.95
10-99	\$10.95
100-499	\$8.95
500-999	\$8.45
1000+	Call

Paper & Pencil PHA	#2740
Online PHA	#2741

Lifestyle Health Coaching

Our coaching utilizes the philosophy that building on a person's strengths, rather than focusing on what's wrong with them, will produce a greater likelihood of behavior change. Beginning with an HRA to identify the at risk members of your population, our lifestyle health coaches will help employees set goals and reach desired behavior changes. Our personalized coaching covers diverse needs ranging from smoking cessation, weight management and stress management to nutrition counseling and blood pressure control. Call for details.

Chronic Disease Management

Our wellness coaches/case managers help people adopt a healthier lifestyle and/or manage a chronic condition with disease management tools. Call for details.

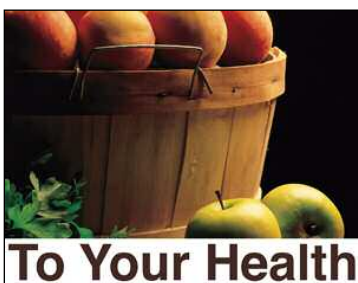
Nurse Advice Line



Nurse Advice Line

Available 24 hours a day, 7 days a week, the AIPM telephonic nurse advice service provides a unique system to effectively route the caller to needed health information. Experienced registered nurses utilize an assessment system that accurately identifies needs and level of urgency for callers seeking medical care or information. Also includes an audio health library of 500 topics. Call for details.

Newsletters & Calendars



A Key Element of Successful Health Promotion Programs!

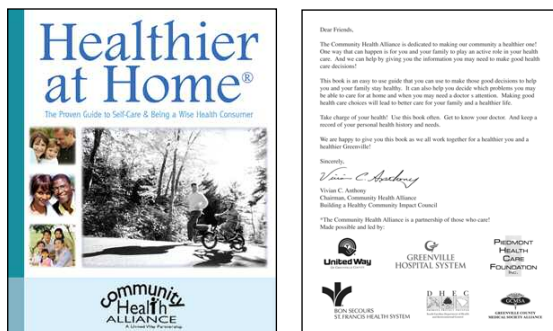
We offer the most effective and enjoyable employee health newsletters and calendars available including a perpetual desktop one. Written in an easy-to-read, upbeat, understandable style that employees and their families appreciate. Any newsletter or calendar can be easily personalized with your own articles and company information! Two color and full color versions are available. Call for details.

Custom Products

Design **Your Own** Product

There are many customization options available on our products, including *cover imprint*, *custom inside* and *outside covers*, *additional pages/topics*, *center insert*, *extra panel*, etc. You can select from over 1,000 self-care and wellness topics in our database to develop a book, booklet, brochure, CareKit, or Get Well Card that meets your unique needs or we can develop a product from scratch. Our product development and graphic design departments can do it all.

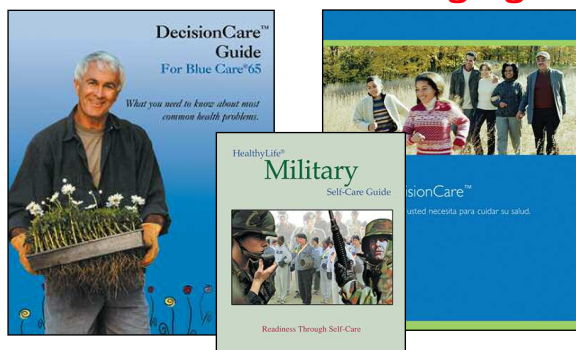
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Total Health™ provides your employees and their families with a full year of wellness products and services. They all work together to reinforce the bottom line – to make your company a healthy one and reduce costs. Best of all, it's effective, affordable, and tailored to meet your needs. You can choose from 3 levels of comprehensiveness and cost – Bronze, Silver, and Gold. Call for details and pricing.

Total Health™ Program			
Month	Bronze Level	Silver Level	Gold Level
1	HRA and Summary Report ¹	HRA and Summary Report ¹	HRA and Summary Report ¹
2	HealthyLife Self-Care®	Health at Home®	Healthier at Home™
3		Newsletter	Newsletter
4	Newsletter	Wise ConsumerTracker	Wise ConsumerTracker
5			
6	Wise ConsumerTracker	Newsletter	Newsletter
7		Permafold®	Permafold®
8	Newsletter		
9		Newsletter	Newsletter
10			CareKit®
11			
12	Newsletter	Newsletter	Newsletter
Online	Health Tip of the Day	A Year of Health Hints	Healthier at Home® A Year of Health Hints

¹ Optional product • All products can be interchanged.

Our Clients Among Others

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☐ I've enclosed check # _____ payable to
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*Billing to approved organizations only! Call to obtain credit.
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Product No.	Description	Quantity	Price	Total Price

Order Info

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Customization: A customized imprint is available. There is a one-time set-up charge of \$49. All imprint pricing for 1 color black. Please send camera-ready art "to size" to avoid additional charges.

Overruns/Underruns: Limited to plus or minus 5% on imprinted materials.

Delivery: Please allow 4 – 6 weeks after approved artwork for imprinted materials and 2 – 3 weeks for blank materials. Faster delivery, including overnight shipping, is available.

Prices: Subject to change without notice.

Guarantee

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Thank you for
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Helping Organizations:

- * Reduce Health Care Costs
- * Reduce Absenteeism & Presenteeism
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- * Lunch & Learns
- * Community Events



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