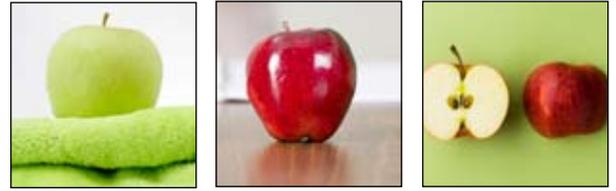




An apple a day isn't enough!®



800.345.2476 * 248.539.1800

30445 Northwestern Hwy., Ste. 350; Farmington Hills, MI 48334

15 Reasons Organizations Turn to AIPM

1) ***25 Years of Experience.***

Since 1983, the American Institute for Preventive Medicine has provided high quality products and services to all types of organizations.

2) ***Proven Return on Investment.***

A number of independent studies on our products and services have demonstrated a significant reduction in health care costs and absenteeism.

3) ***Complete Product Line.***

We offer everything you need to provide a comprehensive wellness program or you can buy individual products to augment your existing program. We provide an HRA, health screenings, newsletters, brochures, books, booklets, lifestyle coaching, etc.

4) ***Medically Reviewed.***

All of our products go through an extensive clinical review process and are reviewed and approved by our team of prominent physicians.

5) ***Save Lives.***

We have received many testimonials from people who say our materials have helped save their life by getting them into treatment when they needed to be or by providing information they used for their own self-care.

6) ***Award Winning.***

Many of our products have received national awards, including those from the National Health Information Awards Program, the Centers of Disease Control and Prevention, and the U.S. Department of Health and Human Services.

7) ***Recent Editions.***

AIPM prints hundreds of thousands of its products each year. This enables us to constantly enhance the content and assures that readers are receiving up-to-date information.





8) ***Appropriate Reading Level.***

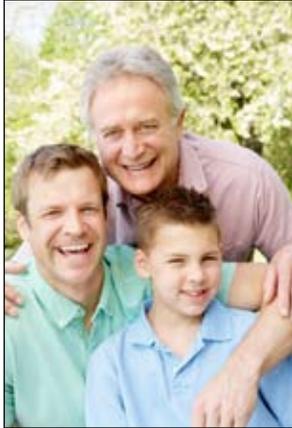
All of our materials are written at a 6th grade reading level or less making them appealing to readers from diverse educational backgrounds.

9) ***Attractive Layout & Design.***

Focus group research has enabled us to perfect the look and readability of all of our materials. The use of color and illustrations further enhance their design.

10) ***Low Cost.***

AIPM products and services are very economical when compared to those of our competitors.



11) ***Customization Options.***

There are many customization options available, including cover imprint, custom covers, additional pages / topics, special content, center insert, etc. We can also design a totally new product from scratch.

12) ***Complete Fulfillment Available.***

We have a great deal of experience in direct mailing our products to people's homes. We can print cover letters and envelopes, insert and bulk mail by zip code so that you get the most economical postal rate.

13) ***Free Consultation and Implementation Planning.***

We share our experiences on how to most effectively implement a wellness and/or self-care program to maximize its effectiveness.



14) ***Customer Care Commitment.***

Many organizations say they provide excellent customer service, but it is a commitment at the Institute. We are confident the service you receive will exceed your expectations.

15) ***Money Back Guarantee.***

If for some reason our products do not meet with your expectations, you can return non-imprinted materials within 30 days. No questions asked!

Contact American Institute for Preventive Medicine at: 30445 Northwestern Hwy., Ste. 350; Farmington Hills, MI 48334

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