

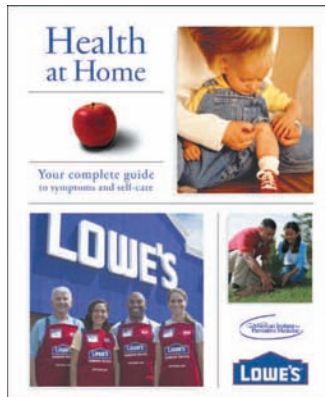
Design **Your Own** Products

There are many customization options available on our publications, 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, or brochure that meets your unique needs or we can develop a product from scratch. Our product development and graphic design departments can do it all.

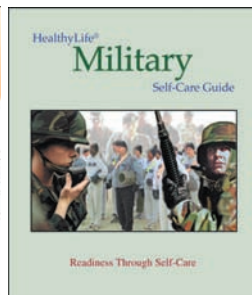
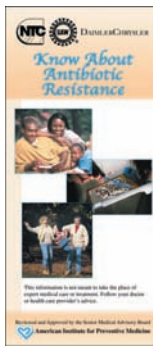
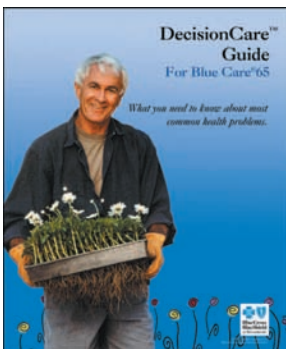
Cover Imprint & Inside Covers



New Covers



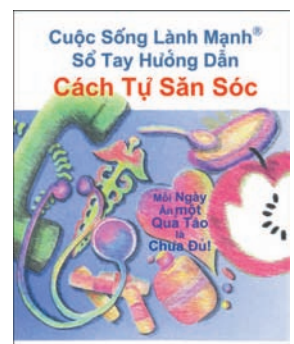
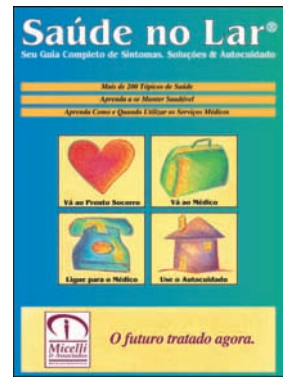
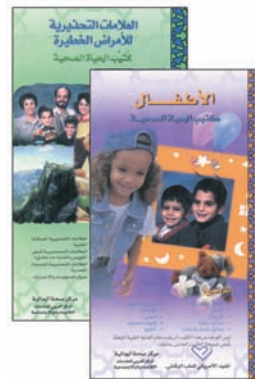
Custom Products



Center Inserts



Different Languages



"We appreciated the flexibility to customize the Self-Care Guide to address the common health problems of our membership. We were also delighted when our research revealed that the guide significantly reduced emergency room visits."

Janet Edmunson, Program Mgr, Prevention & Wellness
Blue Cross and Blue Shield of MA



Custom Products Division

Sample Custom Products

- **Military Self-Care Guide** that addresses basic training issues for the U.S. Army
- **Veterans Health at Home®** self-care guide for the Veterans Administration
- **Disease Management Brochures** in English and Spanish for Anthem BlueCross BlueShield of Virginia
- **Wellness and Disease Management Brochures** for BlueCross BlueShield of Massachusetts
- **DecisionCare Guide** for BlueCross BlueShield of Massachusetts based on their most frequently used ICD-9 codes
- **DecisionCare Guide for Blue Care 65** for BlueCross BlueShield of Massachusetts
- **Post-Partum Depression Brochure** in English and Spanish for BlueCross BlueShield of Rhode Island
- **Post-Partum Depression Brochure** for BlueCross BlueShield of Vermont
- Customized version of our **HealthySelf** book for Empire BlueCross BlueShield
- **Antibiotic Resistance Brochure** for DaimlerChrysler
- Nurse Advice Line version of **Health at Home®** for Dean Health Plan
- **Asthma Guide** for HealthNet
- **Hearing Protection Brochure** for Flents
- **Arabic Brochures** for ACCESS Health
- **Permafold®** for the United Cerebral Palsy Foundation
- **Seniors HealthTracker** for Ford Motor Company
- Catholic edition of **Health at Home®** for St. Margaret Mercy Hospital
- Catholic edition of **Students' Self-Care Guide** for various colleges
- **Midshipmen Self-Care Guide** for U.S. Naval Academy
- **Naval Self-Care Guide** for U.S. Navy
- **Asthma Trigger Diary** for QualChoice Health Plan
- **PharmAssist CareKit®** to increase generic use for Federal Employee Health Plan
- **Stopping Health Care Fraud** brochure for Federal Employee Health Plan
- **Behavioral Health Brochures** for United States Steel

“By changing the Health at Home icons to encourage people to call our nurse advice line, use of the service has increased. Your staff's willingness to accommodate our special needs made the project an easy one.”

Lucy Gilles-Khouri, Manager, Health Promotion
St. Mary's Health Works

Custom Products Division

Case Histories

Client	Challenge	Solution	Result
 <p>BlueCross BlueShield of Massachusetts Boston, MA</p>	To reduce unnecessary physician and E.R. visits amongst members	We developed a self-care guide based upon their most frequently used ICD-9 codes.	An audit of claims data showed a 3.2% reduction in E.R. visits.
 <p>U.S. Army Washington, DC</p>	To reduce visits to troop medical clinics and decrease training downtime	We developed a self-care guide addressing common health problems encountered during basic training.	Results showed a significant reduction in troop medical visits. The guide was the winner of the Army's Health Promotion Initiative Award.
 <p>Dean Health Plan Madison, WI</p>	To increase use of the Plan's nurse advice line	We modified our Health at Home® guide to include icons with the nurse advice line's toll-free number.	There was a significant increase in calls to the Plan's nurse line.
 <p>St. Anthony Hospital, IL & St. Margaret Mercy Hospital, IN</p>	To provide a self-care guide that meets the special requirements of Catholic hospitals	We modified the content and eliminated topics to be in line with the teachings and beliefs of the Catholic Church.	The hospitals distributed the guides to their employees and the community.
 <p>United Cerebral Palsy Foundation Washington, DC</p>	To distribute a novel, durable publication on exercise principles.	We designed a laminated Infifold® using content provided by the Foundation.	The foundation and its members were elated with the feedback.
 <p>DaimlerChrysler Auburn Hills, MI</p>	To educate employees about proper antibiotic use.	We designed a tri-fold brochure on "Antibiotic Resistance".	The brochure was well received by their 194,000 employees.
 <p>Micelli & Associates San Paolo, Brazil</p>	To provide a self-care guide for corporations in Brazil	We provided a Portuguese version of Health at Home® for their corporate clients.	The guide is the first of its kind in Brazil and is being used by a number of corporations.
 <p>Access Health Dearborn, MI</p>	To provide educational material for Arab Americans	We translated 3 Permafold® topics into Arabic and provided both English and Arabic content.	The brochures have increased the comfort of Arab Americans in using the health care system.
 <p>UAW-Ford Detroit, MI</p>	To provide retirees with a pocket-sized booklet to record health information	We re-designed our HealthTracker™ to reflect the unique health needs of seniors.	Seniors' HealthTracker™ has enhanced participation at Family Center events.