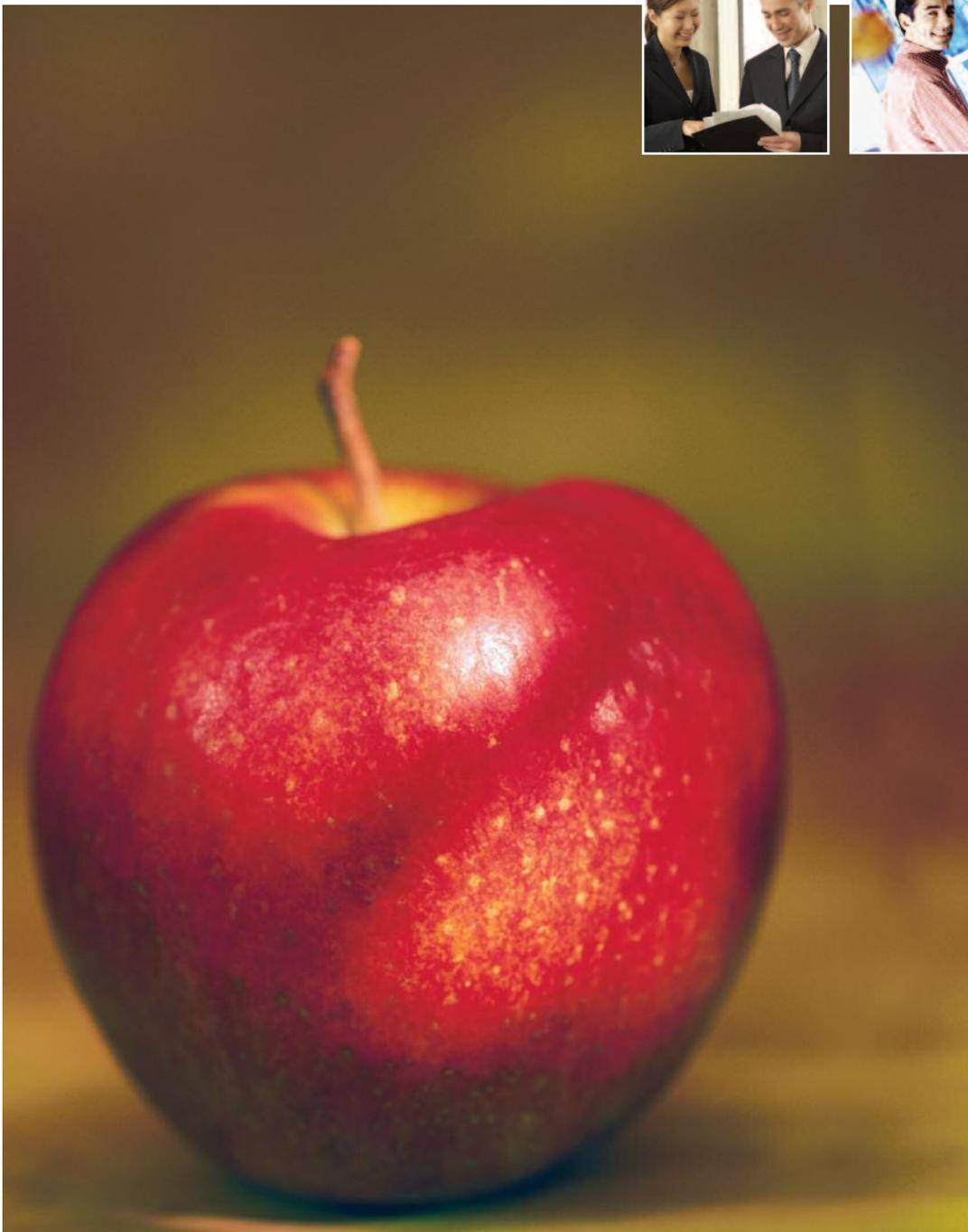


TotalHealthTM

The affordable ounce of prevention.

Education. Motivation. Behavior Change.



Overview

TotalHealth™

Improve your employees' and their families' health and your bottom line with a complete, proven year-long wellness program that can be less than \$2.35 pmpm.

Research has shown the **Total Health™** components can:

- Reduce health care costs
- Lower absenteeism
- Increase productivity
- Reduce workers compensation claims
- Improve employee morale



Total Health™ provides a year long wellness program from the nation's leader in health promotion. Best of all, it's effective, affordable, and tailored to meet your needs.

The program does not require extra manpower to implement and, because once is never enough, throughout the year **Total Health™** delivers wellness information and action plans in a number of ways. These all work together to reinforce the bottom line – to make your company a healthy one.

An Easy-to-Implement Year Long Program



Month	Wellness Product
January	PHA & Summary Report
February	Health Coaching
March	Healthier at Home® Guide
April	Health Newsletter
May	Wise Consumer HealthTracker®
June	Health Newsletter
July	First Aid Permafold®
August	-
September	Health Newsletter
October	Cold & Flu CareKit®
November	-
December	Health Newsletter
Online Year Round	Healthier at Home® Online A Year of Health Hints® Online

Components

TotalHealth™

Personal Health Analysis (PHA)

Total Health™ can begin with a confidential, personal health analysis for each employee. After filling out a questionnaire, each person receives a confidential computer-generated report detailing his or her chances of having certain health problems and how to prevent them.

Management Summary Report

While maintaining individual confidentiality, this detailed aggregate report compiles data from your employees' health questionnaires. It pinpoints their most likely causes of disease and death, how they compare to the general population on a variety of risk factors, and where your company stands in relation to the Healthy People 2010 objectives.

Health Coaching

Our coaches use the results of an employee's **Personal Health Analysis (PHA)** to identify their risk factors and those lifestyle areas they are doing well in. They then help the employees set goals to reach desired behavior change. Our coaching utilizes the philosophy that building on a person's strengths rather than on what's wrong will produce a greater likelihood of success. Additional outbound coaching calls covering diverse lifestyles areas, including tobacco cessation, weight control, stress management, nutrition, fitness, and blood pressure control can be added to the program.

Healthier at Home®

Research has shown that over 25% of physician visits and 55% of emergency room visits are unnecessary. By teaching your employees to make better health care decisions, your company's health care costs will be greatly reduced. The guide teaches:

- What is a real medical emergency
- When to contact a health professional
- When to treat oneself at home and how

Studies on our self-care guides alone have shown an average savings of \$71.42 per employee in 9 months due to reduced doctor and E.R. visits.

First Aid Permafold®

Each employee will receive a **First Aid Permafold®** (or a title of your choosing.) It is a 12 panel health guide printed on "coffee-proof" plastic to ensure durability.



Health Newsletter

Your employees will receive an attractive, full color 8 page health newsletter. The newsletter is like a letter from a friend. It is caring, inspirational, informative, and entertaining. Articles are written on a variety of subjects, including nutrition, stress, weight control, blood pressure, exercise, and other lifestyle issues.

Cold & Flu CareKit®

This credit card size product fits in a wallet or purse. It contains a booklet that helps determine which illness you have, how to treat it, and how to prevent it in the future. Also includes optional acetaminophen tablets. (Can be replaced by another **CareKit®** title.)

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.

Online Content

Total Health™ includes 2 online products.

- **Healthier at Home® Online** teaches what to do for over 300 health conditions.
- **A Year of Health Hints® Online** presents 365 one-page wellness articles.

Other Options

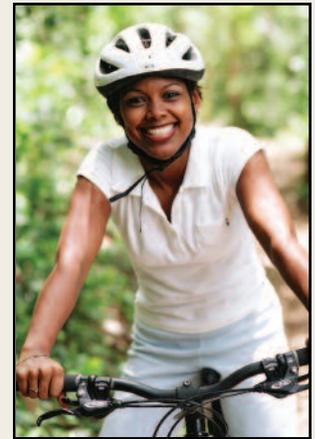
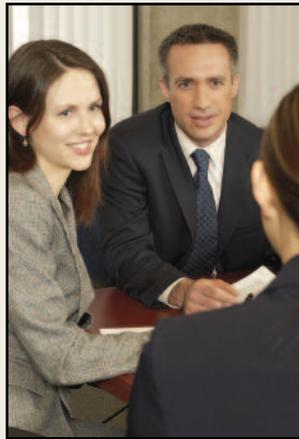
All products in **Total Health™**, as well as other AIPM wellness products, can be added or subtracted to meet your company's unique needs and budget requirements. These include:

- Lifestyle change programs for tobacco cessation, weight control/nutrition, and stress management
- Health screenings
- 24 hour nurse advise line

TotalHealth™

Just think how much impact this year-long program can have on your company's morale, productivity, and health-care costs. The Institute's Healthier at Home® self-care guide alone has been proven to reduce health care costs an average of \$71.42 per employee in only 9 months.

And you can count on quality because Total Health™ comes from one of the most trusted names in wellness. Then consider how affordable an entire year of Total Health™ can be less than \$2.35 pmpm!



Let Total Health Start Working for YOU Today

Why wait?

Start improving the well-being of your employees, their families, and your company today with **Total Health™** – the tailored, effective, affordable ounce of prevention.

# of Employees	Price PEPM w/o coaching	Price PEPM with coaching
10-99	\$2.50	\$4.40
100-249	\$2.40	\$4.25
250-999	\$2.35	\$4.10
1000+	Call	Call

For 23 years, the American Institute for Preventive Medicine (AIPM) has offered organizations the most effective health promotion programs available. It works with over 12,000 corporations, unions, hospitals, MCOs, and government agencies, including over half of the Fortune 500 companies, BlueCross BlueShield plans in 41 states, and the U.S. Army.



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