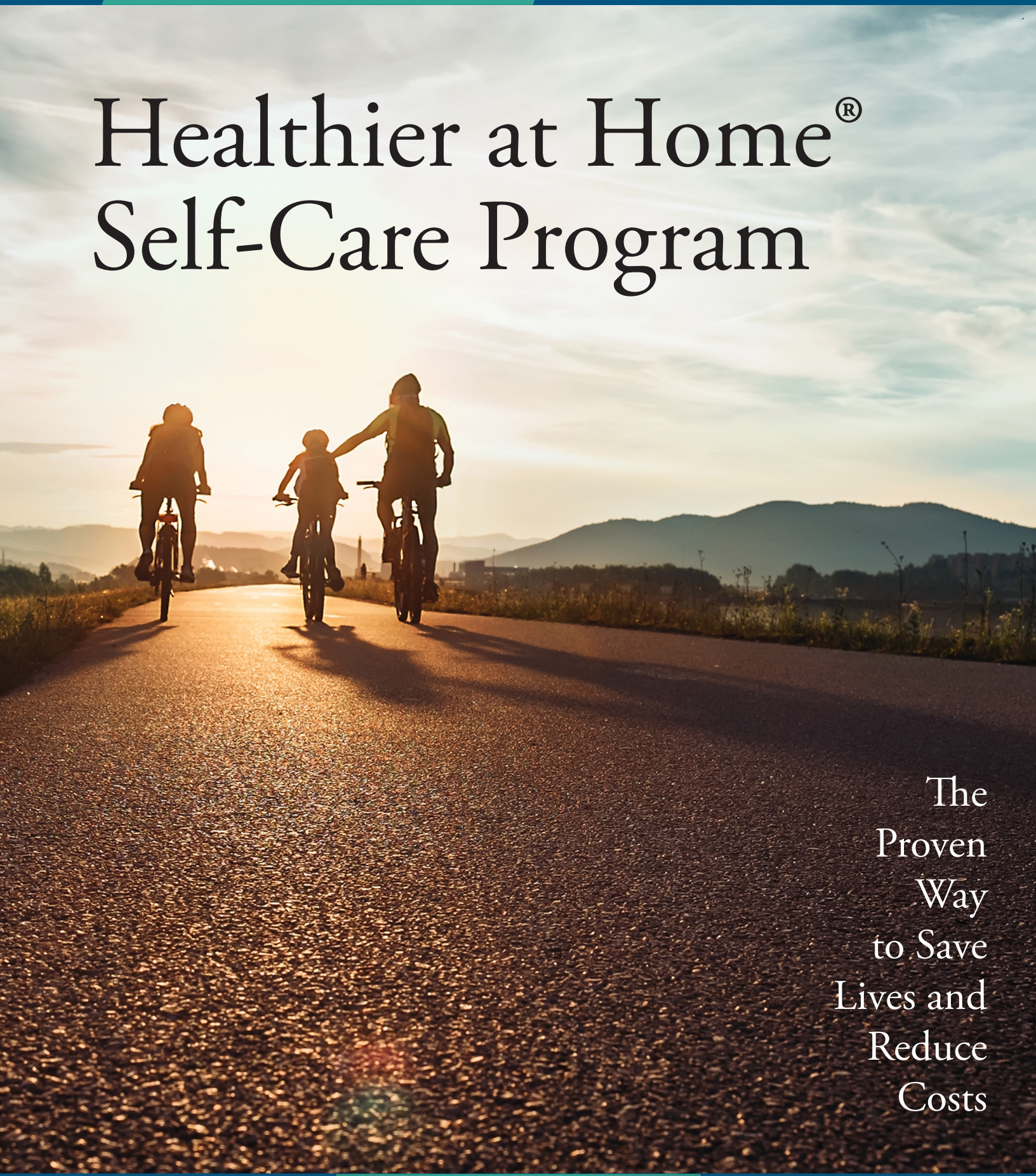
American Institute for Preventive Medicine

Healthier at Home® Self-Care Program



The Proven Way to Save Lives and Reduce Costs

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Overview

The most cost effective, wellness program you can offer. Guaranteed to demonstrate a Return on Investment (ROI).

The Healthier at Home® Self-Care Program consists of a number of components that effectively help your employees/members make better health care decisions. They all work together to get the right information, to the right people, at the right time. Research in 29 independent studies on the Healthier at Home® self-care guide alone has demonstrated an average savings of $112.37 per employee in 9 months due to reduced doctor and emergency room visits.

Benefits:

- Save lives
- Reduce doctor and E.R. visits
- Reduce absenteeism & presenteeism
- Save time
- Head off problems early

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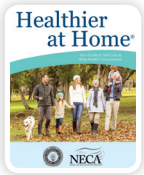
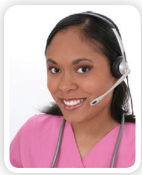


Healthier at Home® Self-Care Book
Presented in an easy to read, step-by-step format, it provides up-to-date information on over 300 health topics, with full color illustrations and photos.

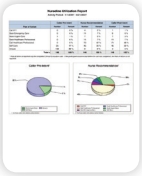


Nurse Advice Line
Available 24/7, experienced registered nurses accurately identify needs and level of urgency for callers seeking medical care or information. Includes an audio health library of 2200 topics.

Healthier at Home® Online
Covers hundreds of health topics but never seems to overwhelm. Each article is laid out in an easy-to-follow format.

Healthier at Home® Mobile App
This App allows your population to check symptoms and look up medical conditions right from the palm of their hands.

Wellness Newsletter
To continually promote use of the program, we provide a monthly, 8 page e-letter. It provides valuable wellness information. Printed version is also available.



Evaluation
Quarterly reports demonstrate use of the nurse advice line, reasons for the calls, and triage diversion savings. An annual report evaluates the Healthier at Home® self-care guide and its Return on Investment (ROI).

Benefits of Healthier at Home®

LEARN WHAT TO DO FOR HEALTH PROBLEMS

The self-care guide teaches:

- When to seek emergency medical care
- When to call or see their provider
- When and how to treat a problem at home
- How they and their family can stay healthy
- How to communicate more effectively with their providers
- How to be an active, wiser health care consumer

SAVE TIME

The average wait in a doctor's office is about 30 minutes while the average wait in an E.R. is about 3 hours. You can save a good deal of time by using the self-care guide to decide otherwise these waits are necessary.

SAVE MONEY

It has been estimated that approximately 25% of all doctor visits and 55% of all emergency room visits are unnecessary. In 26 independent studies our guides have saved companies an average of $83.15 per person in 9 months. Since retirees have co-pays when they use medical services, they too save a good deal of money by using the guide to decide whether medical help is necessary. They don't need an incentive to use it; it's built in.

SAVE LIVES

The purpose of the self-care guide is to help make better decisions about when to access medical care. In this regard, it encourages them to seek treatment when they need to. There have been many case studies of people's lives having been saved because of the guide.

REDUCE ABSENTEEISM

Research on the self-care guide has found that readers have fewer days of missed work because of their ability to make better health care decisions. They are able to be at work rather than spending time with a provider that's needless.

INCREASED PATIENT SATISFACTION

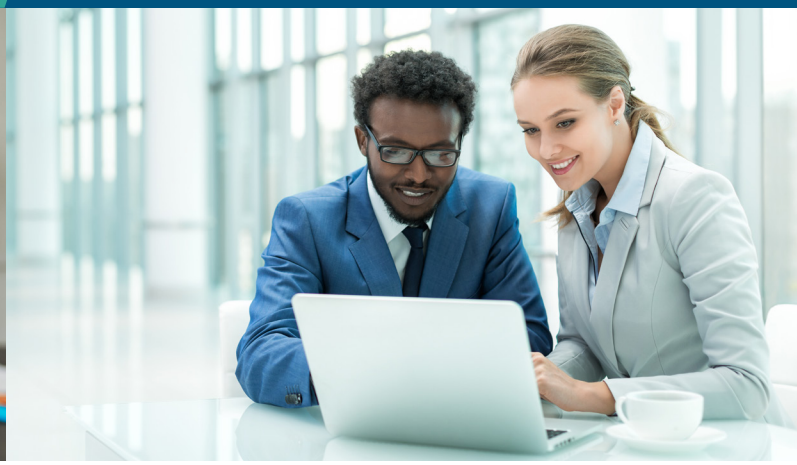
Studies on the self-care guide have found that recipients find that they are happier with the care they receive after having used it for background information. They ask better questions and receive better answers from their providers.

EASY TO UNDERSTAND

The self-care guide uses an easy to follow, flow chart format that easily steers the reader to the appropriate level of care.

READERS LOVE THE SELF-CARE GUIDES

- 99% of readers find the guides to be informative.
- 97% of readers state the guides are easy to understand.
- 97% of readers think the guides are a source of good health advice.
- 63% of readers think the guides positively affected their families.



What Professionals Say

"After reviewing other self-care guides, we have decided to go with AIPM's Healthier at Home®. We found this text had great content, appealed to users with inviting color, real life pictures, and charts and diagrams, and we love the interactive pieces that engaged the user."

Amber J. Simons, B.S., CHES, Work/Life Wellness Specialist, Purdue University, West Lafayette, IN

"In working with the American Institute for Preventive Medicine over the last few years, in both the lifestyle and the self-care areas, 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. Your staff has consistently been helpful, easily accessible, and flexible in helping us meet our needs making it a pleasure to work with them."

Frances B. DeHart, Health Management Manager, HealthFirst, Greenville, SC

"Our employees' feedback on the Health at Home® books has been extremely positive. There was, however, one problem. One employee accidentally left his book with a pack of cookies on top in his work area. When he returned, he was upset to learn that someone had taken his book, but had left the cookies. He was very pleased when I gave him another copy. Thanks for such a great guide."

Margaret Hubbard, RN, COHN-S, Sara Lee, Martinsville, VA

"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 Battaglia, M.S., CHES, Health, Wellness, and EAP Consultant, North Carolina League of Municipalities

"The self-care guides, both in English and Spanish, have been extremely well received by our members. They are a great source of health information. Thanks for the great service."

Guido Gonzalez, Director of Vista Health Plan

"We have been truly pleased with the content and easy-to-use format of Health at Home®. These guides are extremely valuable resources for our community residents to equip them with the tools and skills needed to make wiser health care decisions."

Shannon Owens, Director of Community Health Alliance, United Way of Greenville County, SC

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

Janet Edmunson, Program Manager Prevention and Wellness, BlueCross and BlueShield of Massachusetts

"Our members are extremely pleased with the customized version of Health at Home® you designed with us. By changing the 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 Giles-Khouri, Manager of Health Promotion and Wellness, Dean Health Plan

"The guides meet a need that isn't addressed by other self-care publications. They are comprehensive and easy to follow, yet very low cost. I now have 'a prescription' for how my patients can take care of themselves."

Neill D. Varner, D.O., MPH, Former Associate Medical Director, Saginaw Division, General Motors

"We bought Health at Home® for our members. A couple of months later, an employee dropped in asking where the book had come from. He told me he loved it and his wife loved it! He thought it was great and wanted to thank whoever had given it out. Having known him for a long time and to have him express his heartfelt thanks did wonders for my day."

Norm Foge, The Graphic Arts Industry Health Care Trust

What Consumers Say

Over 11 million employees/members have used AIPM Self-Care books. Here is a sampling of what they say.

"The Health at Home® book was the reason I went to see my doctor where I was diagnosed with acute pancreatitis. My physician said it saved my life."

Jeff Bilbrey, Lowes, Bloomfield Hills, MI

"If it weren't for my self-care book, I wouldn't have discovered I had ovarian cancer in an early stage. After radiation and chemo, my prognosis is excellent."

Registered Nurse, Fairview Health System, Minneapolis, MN

"My husband, Jay, felt unusual back pain, but didn't think anything of it. My Healthier at Home® guide was sitting on the coffee table so I decided to thumb through it. On page 387, I noticed that Jay's symptoms matched those of a heart attack. I told him to take an aspirin and we went to the emergency department. Jay ended up having quadruple bypass surgery the following morning. The doctor said Health at Home® saved Jay's life."

Marijo Parsons, Aurora HealthCare, Sheboygan, Wisconsin

"I just had to email you to tell you what a great book. It came in quite handy during Hurricane Wilma. I thank the Human Resources Department for distributing."

Marcia R. K., Employee, Collier County, FL

"My son contracted a rare blood disorder which, at the time, we were unaware of. I checked his symptoms in the book first which instructed us to call his doctor."

A.S., Age 34, Female

"I want to thank you for the wonderful Health at Home® book. It is a godsend. Everything about it... the format is perfection, the size of type, the way the information is organized. It addresses so many things."

Government Health Plan Member

"Thanks very much for providing a copy of Health at Home®. It will be a wonderful reference to consult andI very much appreciate having a copy."

Government Health Plan Member

"Congratulations to you and the board for your decision to provide members with the Health at Home®. The book is well organized, every page is packed with useful information for basic research, and the size type makes it easy to read. More importantly, is that it is concisely and clearly written and therefore easy to comprehend. In our opinion, those who conceived the idea for the publication and those that were involved in every detail of production have hit a bases loaded home run."

Government Health Plan Member

"I want to thank you for sending the Health at Home® publication. This came as such a surprise at a time when I needed it most after a knee injury. The book is clear and understandable and so convenient. I am impressed with the quality of your personalized care."

Government Health Plan Member

"I think the self-care guide is a great asset for me. It enabled me to understand my symptoms and assisted me in recovering faster."

R.M., Age 30, Male

"Thank you for the very informative Health at Home® publication. Since I do not have a computer, this book will help me when I have to visit my doctor."

Government Health Plan Member

"Thanks very much for providing the Health at Home® publication. It's a wonderful reference document and we'll put it to good use!"

Government Health Plan Member

"Thank you for the excellent publication Health at Home® - the authors of which have produced a well organized, easy-to-read, and very valuable health care product which I will keep handy for ready reference."

Government Health Plan Member