



Resources Include *

- For every employee / family
- Healthwise Handbook®, 17th Edition, the world's leading self care manual
- DVD – also reinforces key support resources
- Ask-The-Doctor Checklist and Wallet-Card
- Instructional Bookmark
- Web Tools – self-care center, e-learning...
- Program Evaluation

Special Editions *

- Spanish
- Canadian/King's English & French
- Age 50+ and Retirees

Distribution / Training Options *

- At the worksite
 - 30-60 minute programs by HPN trainers
 - Train-the-trainer, empowering your trainers to deliver the resources effectively
 - New hire support kits & e-Learning
- Direct to the home and family
 - Direct mail to the homes
 - DVD, e-Learning & other resources

* Customization Options

- Doctor Visit Tools, Reminder Bookmark and custom Labels for books are the most cost-effective way to reinforce & promote group-specific support resources – e.g., EAP, nurse line 800#s & web site – available via the employer & health plan
- Book cover & DVDs can also be customized
- To maximize strategy success:
 - Add newsletters/articles to enhance issue awareness & use of Self Care tools
 - Integrate with e-learning, web site, screenings, safety meetings/trainings

Handling Health Problems Better Than Ever

Medical Self Care 101

Medical Self Care training and resources will help improve the use and quality of health care by empowering employees to take a more active role in their health.

These Self Care resources cover more than 200 common health problems that account for the majority of employee sick days, emergency room, urgent care and primary care visits and workers' compensation claims. By using these tools, employees and their families can make informed decisions regarding prevention, the handling of health problems and when to seek appropriate medical care.

Core Self Care resources and services include:

- Healthwise Handbooks, DVDs, Health Problem & Ask-the-Doctor visit tools with wallet cards and instructional bookmark with reminders (e.g., 800#s, web sites)
- Worksite trainers, train-the-trainer and mail options
- Support for strategy development, customization, implementation and evaluation

Features & Benefits

Self Care 101 training & resources empower and help employees and families at multiple levels, including:

- Over 200 common health problems – including signs, symptoms, prevention, appropriate home treatment and when to call a health professional
- How to improve calls, visits and partnerships with doctors and other health professionals
- Proper questions to ask doctors for improving health care and medical outcomes
- Improving the use of related resources (e.g., 800#s, web site) available through employers, health plans and communities

Results & Returns

With these Self Care initiatives and resources, your organization can:

- Help employees and family members improve the quality of care at home, make informed decisions about when to seek health care, and get the most out of calls and visits to their doctors
- Lower health care costs by reducing unnecessary visits to the emergency room and doctor's offices
- Realize added savings by improving early detection and treatment of problems
- Yield minimum return-on-investment ratios (ROIs) ranging 2:1 to 3:1
- Add training and increase ROIs to 8:1 to 15:1 or more within the first 3-12 months
- Continue to generate these same results and returns each year for at least 5 years in a row – depending upon strategy design

Risks & Exposures Each Year ...

Over 80% of health problems are handled without ever seeing a doctor, making the individual the "hidden provider" of health care.

Many employees and families have NO training or up-to-date resources to assist them with decisions about symptoms, home treatment & when to call a doctor.

– as a result...

Many doctor office and emergency room visits are unnecessary OR delayed.

114 million people visited emergency rooms in 2003; up from 90 million in the 10 previous years.

Medical errors & other forms of poor quality care can exist with home treatments.

Greater problem severity, recovery, complications, costs, loss of lives, time &/or money can occur.



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Making a Difference*

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