

Key Risks & Exposures EACH Year:

- Up to 98,000 people die from medical errors in U.S. hospitals.
- Over 100,000 more people die taking the right prescription drug.
- Even more do not die but suffer from errors in other ways – e.g., hospital-borne infections increase length of stay by 3 times or more.
- Over 60% of adults do not practice the recommended early detection guidelines.
- 123.8 million people visited emergency rooms in 2008; up from 90 million in 1998.

Key Risks & Bottom-line:

- Every year, 5-30% of health care dollars are estimated spent on avoidable medical errors, misdiagnosis, complications, delays in care and other poor quality care.
- About 70% of most groups use health care each year.
- Over 90% of adults want help to prevent medical errors, improve early detection, handle health problems better and improve results.
- Immediate improvements in the use, quality and costs of care are possible EACH year if EVERY employee/ family has the right skills and resources to get good care.

These **TOP 5** core trainings and tools are essential for better annual results now and the next 5+ years.

These **jump-start** population-wide improvements in core skills and actions leading to **immediate benefits for ALL involved** that can last 5 or more years.



Support options to reach every employee & family:

- Masters & PhD-level trainers
- Train-the-trainer option
- e-Learning center – over 500 lessons
- Home mail-based strategies
- e-Versions with more content, tools & support
- Customization & branding of materials
- Integration with your key resources
- Evaluation tools & support

Solutions for any size organization – at work • at home • online

The Top 5 – Tools, Skills & Benefits of Each

Key Ways Each Helps

Handling Health Problems Better than Ever



Self Care 101

- ▶ Healthwise® Handbook and doctor visit tools for better care and results
- ▶ Updated guidelines on prevention, home treatment and when to call or see a health professional.

- ▶ Improves care seeking confidence, decisions and utilization
- ▶ Decreases unnecessary visits to doctors and emergency rooms
- ▶ Improves timeliness of visits for problems needing care.
- ▶ Yield ROI's of 3-15:1 per year

Survival Guide for Better Health Care



Health Care Safety 101

Key Resources

- ▶ Survival Guide and patient safety tools
- ▶ Guidelines on wise medical decisions, health teams, visits, tests, medicines, surgeries, hospital-borne infections...

- ▶ Improves use and quality of care with decisions about doctors, tests and treatments
- ▶ Reduces absenteeism, disabilities, deaths and financial losses due to errors and poor care

Early Detection Tips & Tools - for Life



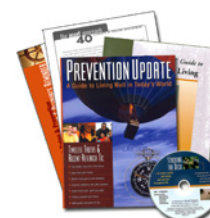
Early Detection 101

Key Resources

- ▶ Early Detection Guide, assessment and record-keeping tools
- ▶ Risk-based guidelines and actions for better early detection every day, month and 1-5 years

- ▶ Improves daily and monthly self-exams and participation in periodic screenings and risk assessments
- ▶ Reduce severity and costs of health problems

Prevention Update – A Guide to Living Well in Today's World



Prevention 101

Key Resources

- ▶ Prevention Update Guide and tools with over 100 evidence-based actions and other key insights for better health and well-being of adults and children
- ▶ Guide to Healthy Living for adults and The Asset Approach guide for children

- ▶ Improves understanding of key dimensions of health, quality of life, risks and actions that count
- ▶ Improves motivation and actions taken towards personal goals regarding health and well-being

Battling Germs and Infections



Battling Germs 101

Key Resources

- ▶ Battling Germs and Infections Guide with facts and tips to break the chain of infections at work, home and elsewhere
- ▶ Includes guidelines on hand-washing, cleaning, pets, pregnancy, first aid, blood borne pathogens, camping, vaccines and other actions

- ▶ Helps to prevent and reduce the spread of over 25 costly common infectious diseases and conditions
- ▶ Improves the overall germ resistance and infection fighting abilities of employees and their families