



An apple a day isn't enough!®



30445 Northwestern Hwy., Ste. 350; Farmington Hills, MI 48334

800.345.2476 * 248.539.1800

20 Good Reasons to Provide an AIPM Self-Care Guide

1) *Currency.*

New editions of Healthier at Home®, Health at Home®, and Health at Home® Lifetime were recently published, making them the most up-to-date self-care guides on the market. You can be assured of getting the latest information, on immunization and health screening changes, hormone therapy (HT), cholesterol and blood pressure guidelines, new CPR protocols, etc.

2) *Award Winning.*

The National Health Information Awards Program honored the HealthyLife® Self-Care Guide with the gold award in the self-care publication category. It was also the only consumer publication to receive the “Excellence in Health Information” award.

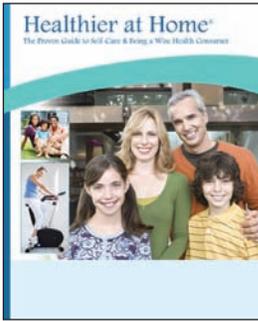
3) *Instructional DVD.*

Teaches recipients how to get the maximum benefit from their self-care guide. It can be distributed with each copy of the guide, put on your website, or shown at a seminar.

4) *Proven Return on Investment.*

In 20 independent studies, our self-care guides have demonstrated an average savings of \$72.16 per employee in 9 months due to reduced doctor and emergency room visits.



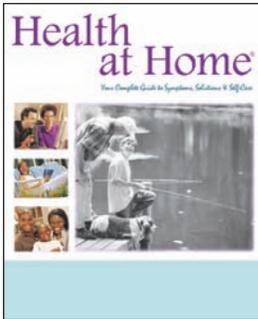


5) ***Proven to Save Lives.***

A number of employees have credited our self-care guides with saving their lives by encouraging them to seek treatment.

6) ***American Academy of Family Physicians Foundation Review.***

Our family self-care guides have been reviewed by the AAFPF for accuracy.

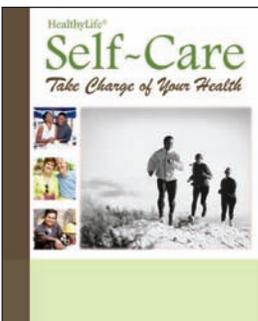


7) ***Avoids Unnecessary EMS Visits.***

Unlike other self-care publishers, for medical emergencies, our self-care guides tell you when to call 9-1-1 and when not to. In many cities, 9-1-1 dispatchers automatically send an EMS unit which may not always be necessary and is quite costly.

8) ***Readability.***

Our self-care guides are written at a 6th grade reading level according to the Flesch-Kincaid readability scale. This makes them appealing to employees/members from diverse educational backgrounds.



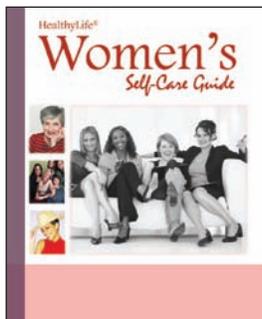
9) ***Free Online Version.***

We will provide you with a free online version of Healthier at Home® for your organization's intranet for one year with purchases of 1,000 or more self-care books.

10) ***Free Health Portal.***

Your employees / members receive easy access to thousands of articles on diseases, wellness surgery, and specific age groups. There is also a drug and supplement database, medical dictionary, health encyclopedia, informative graphics, and interactive videos. The website is available in Spanish. This website can also be customized with your name and logo and given a unique company url.



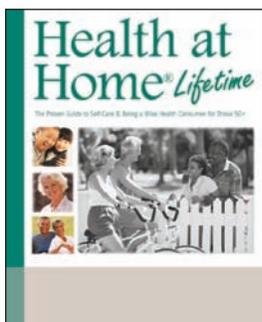


11) ***Free Implementation Plan and Consultation.***

We share our clients' experience on how to most effectively implement a self-care program to maximize its effectiveness.

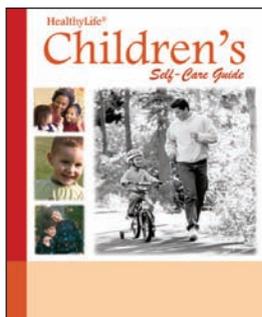
12) ***Free Self-Care Incentive Program.***

To further increase utilization, all recipients of our self-care guides are eligible to win money by using them.



13) ***Flow Chart Format. Engages Reader.***

Our self-care guides use an "easy to follow" flow chart format that's preferred by employees/members because it quickly helps them make decisions. It also clearly distinguishes emergency from normal care issues.

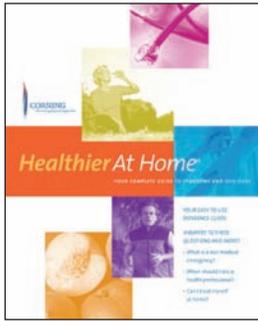


14) ***Targeted Self-Care Guides.***

AIPM is the only publisher that provides 14 different self-care guides. They are of differing lengths and target specific population groups, including seniors, children, women, men, adolescents, Hispanics, mental health, and emergency / first aid.

15) ***Direct Mail Fulfillment.***

We can mail the guides directly to your employees / members.

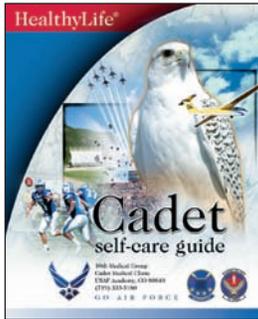


16) ***Sample Cover Letter.***

We have a cover letter template you can use or you can draw from scores of our clients' letters.

17) ***Customization.***

We can add photos of your employees/members and building to our existing cover or design a new one that has your "look and feel." You can also include a letter or information on the inside front and back covers.

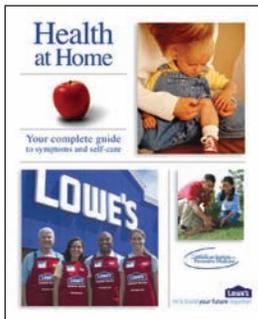


18) ***Design Your Own Guide.***

We can develop a self-care guide of any length with topics you select. Our experience includes a guide based upon frequently used ICD-9 codes for BlueCross BlueShield of Massachusetts and a Military Self-Care Guide for the U.S. Army.

19) ***Customer Care Commitment.***

Many organizations say that they provide excellent customer service, but it is a commitment at the Institute. We guarantee the service you receive will exceed your expectations.



20) ***Author Presentation / Signing.***

As the author of our self-care guides, Dr. Don Powell can do a book signing, as well as give an entertaining and informative talk to kick off your medical self-care or wellness program (schedule permitting).

Contact American Institute for Preventive Medicine at: 30445 Northwestern Hwy., Ste. 350; Farmington Hills, MI 48334

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