

# HealthMedia®

## Program Descriptions



### HealthMedia *succeed*®

*Over 50% of premature death and disease is caused by unhealthy behaviors that can be changed. Learning to make healthy lifestyle choices is a key to living a longer, healthier, happier life.*

**HealthMedia Succeed**®, a health behavior assessment and care plan, will introduce you to the relationship between your behavior and your health. The program will begin by assessing your health-related behaviors such as nutrition, weight, physical activity, stress, and skin protection. According to your unique makeup, a customized action plan will be created just for you. The plan will recommend healthy behavior choices and offer guidance and support toward making positive lifestyle changes.



### HealthMedia *breathe*®

*There are 430,000 tobacco-related deaths each year in the United States. That's 1200 people per day. We don't want you to become a statistic.*

**HealthMedia Breathe**®, a smoking cessation program, will provide you with a personalized program to meet your individual quitting needs. The program targets smokers who feel ready to quit and identifies their primary motivations for giving it up, the factors favoring their success, and their barriers to quitting. If you choose to participate in the Breathe program, you will receive a customized action plan and three follow-up newsletters to help you stay strong throughout your quitting process. The program is designed to increase your confidence and motivation, while providing the tools you need to stay quit for good.



### HealthMedia *nourish*®

*Poor nutrition is one of the nation's top health risks leading to premature death and disease. Learning to make healthy eating choices is an important part of illness prevention.*

**HealthMedia Nourish**®, a nutrition program, will help you simplify the complex task of making healthy eating decisions. Nourish offers smart and creative strategies for improving eating habits over time, both in terms of food selection and methods for handling challenging situations. By participating in the Nourish program, you will receive a customized action plan and three follow-up newsletters that include techniques for making healthy choices when dining out, shopping, and preparing meals. The program is designed to reinforce changes, deal with trouble spots, and help you develop long-term healthy eating habits.

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### HealthMedia *balance*®

*Overweight and obesity are major contributors to many preventable causes of death and disease. High blood pressure, high cholesterol, heart disease, and cancer are among the myriad of illnesses associated with higher body weights.*

**HealthMedia Balance**®, a weight management program, will teach you about the critical elements of successful weight loss and maintenance: nutritional habits (food); physical activity patterns (body); and the psychological, emotional, and behavioral patterns (mind) that influence them. Balance is not a pre-set nutrition and exercise plan, but instead it teaches you how to make your own smart decisions about managing your weight. By participating in the Balance program, you will be provided with a customized action plan and three follow-up newsletters that include personalized weight management information and self-monitoring activities. The program is designed to help you achieve and maintain a healthy body mass index (BMI) by giving you the tools to make healthier food choices, increase your physical activity levels, and break the negative patterns between emotions and eating.



### HealthMedia *relax*®

*Forty-three percent of all adults suffer adverse health affects from stress. Over 50 percent of all lost workdays are due to stress, and 75 to 90 percent of all physician visits are stress-related. Stress is associated with six of the leading causes of premature death—heart disease, cancer, lung ailments, accidents, cirrhosis of the liver, and suicide.*

**HealthMedia Relax**®, a stress management program, will teach you how to deal with your daily stress. Relax assesses your sources of stress; your physical, emotional, and behavioral symptoms of stress; and your current healthy and unhealthy stress-management solutions. By participating in the Relax program, you will be provided with a customized action plan that includes important stress-reduction techniques such as muscle relaxation, time management, and physical activity. The program is designed to help you modify your attitudes and behaviors so you can avoid future relapse and lead a less stressful life.



### HealthMedia® *care*™ **for Your Back**

*Next to the common cold, back pain is the leading cause of lost workdays, accounting for 40% of all absences. About 16 million adults have persistent or chronic back pain, which is the leading cause of work limitations for people ages 18-64.*

**HealthMedia® Care™ for Your Back** is designed to help you prevent and manage back pain. This program will take a look at your back health, daily activities, concerns, motivation, and confidence levels. Your unique makeup will be the building blocks of a one-of-a-kind back health plan created just for you. You'll get personalized strategies, videos, pictures, and exercises designed by healthcare professionals to help you successfully care for your back, so you can live a full and active life.

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### HealthMedia®

#### *care*™

#### *for Your Health*

*Chronic Illness affects over one half of the U.S. population, with over 40% of the workforce having one or more chronic conditions. Direct Medical Expenses are only part of the cost-the financial impact of lost productivity to employers is staggering.*

**HealthMedia® Care™ for Your Health** is designed to help you live well with long-term health issues. This program will create a personal plan to help you with important, but often overlooked issues like:

- How to manage common symptoms
- Establishing a routine for better medication management
- Dealing effectively with medication side effects
- Sticking with your treatment plan
- Coping with daily challenges and disruptions
- Strategies for helping you deal with stress and worry
- Practical tips for getting a good night's sleep
- Getting the support you need from family and friends
- Learning how to talk with your doctor to get the answers you need
- Understanding how your pharmacist can become a key part of your treatment team

Care for Your Health can teach you the secrets to success and provide you with the tools that are right for you, so that you too can live a healthier, happier life and continue to do the things you enjoy.



### HealthMedia®

#### *care*™

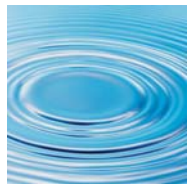
#### *for Diabetes*

*People with Diabetes spend 7-10 minutes with their doctor, 3 or 4 times per year and the rest of the time they are on their own to self manage their condition.*

**HealthMedia® Care™ for Diabetes** can help you become an expert in your own care. You're well aware that diabetes is a complex condition. Do you ever feel like you need a personal assistant to help keep track of everything you have to do, like take your medications, keep your doctor appointments, and watch what you eat? Care for Diabetes helps you bring it all together with a program designed around your personal needs. Find out not only *what* you need to know but *how* to put it into action so you can maintain a healthier and more satisfying life. What are you waiting for?

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### HealthMedia®

## care™

### for Pain

*Does it ever seem like pain is in charge of your life?*

**HealthMedia® Care™ for Pain** aims to support you in taking control back. Managing chronic pain is a challenge for many people. You may have already experienced some of the burden of living with chronic pain—doctor's appointments, medication refills, emotional stress, difficulty concentrating on anything but the pain. While we can't make your pain go away, we can help you cope with the pressures and responsibilities that come with pain management. Because your experience is unique, Care™ for Pain provides a personalized plan to help you manage your condition. The program goal is to help you enjoy life to the fullest while taking charge of your pain.



### HealthMedia®

## overcoming™

### Insomnia

*Sleep difficulties lead to an additional*

*\$13.8 billion in primary care visits.*

**HealthMedia® Overcoming™ Insomnia** can help. This structured program is designed to help you rest easier. You're well aware that insomnia is a frustrating and exhausting condition. Tossing and turning, up all night, waking over and over. Can you even imagine anymore what it's like to have a peaceful night's rest? Overcoming Insomnia will help you remember. Overcoming Insomnia can change your thinking about sleep and give you back control over your time. Find techniques for living a more restful and satisfying life. Ready for a good night's sleep?



### HealthMedia®

## overcoming™

### Depression

*Over 30% of the U.S. population suffers*

*from mental health problems, most commonly depression. The average annual cost of medical treatment per depressed patient is \$ 8,600.*

**HealthMedia® Overcoming™ Depression** can help you manage your depression and live a fuller life. Depression can start suddenly or after a life-changing event. It affects every one differently, but it's not pleasant for anyone. This program can help you find ways to manage your symptoms, so you can flourish and enjoy life again. If this is your first time getting help for depression or if you have been working on it for some time, Overcoming Depression aims to help you lead a healthier, happier, more satisfying life. You deserve to feel better.