

EXPERT RESEARCH ♦ ENGAGING DESIGN ♦ GREAT VALUE

NEWLY UPDATED & REDESIGNED

Self-Care ESSENTIALS[®]

A SIMPLE GUIDE TO MANAGING YOUR HEALTH CARE AND LIVING WELL



➔ PRODUCT OVERVIEW AND ORDER FORM ➔

SELF-CARE ESSENTIALS MAKES \$ENSE

In an age of soaring healthcare costs, it's essential to provide employees with a resource that guides their medical decisions. Although a book can't replace the advice of a physician, *Self-Care Essentials* provides employees with sound information on how to take care of themselves and their family members with reliable, easy-to-understand information.

Knowledge Is Power

When you purchase *Self-Care Essentials* for your employees, you can be confident that the information they need to make more informed decisions about how and when to access healthcare is easily available for their reference.

Comprehensive, Focused, Self-Care

Self-Care Essentials won't bore your employees with unnecessary information. Instead, *Self-Care Essentials* is written in a manner that places the most focus on the major drivers of health care utilization. *Self-Care Essentials* addresses:

- ✓ Signs & Symptoms
- ✓ Home Treatment
- ✓ When to Seek Care
- ✓ Prevention

Features that set our Self-Care book apart from others...

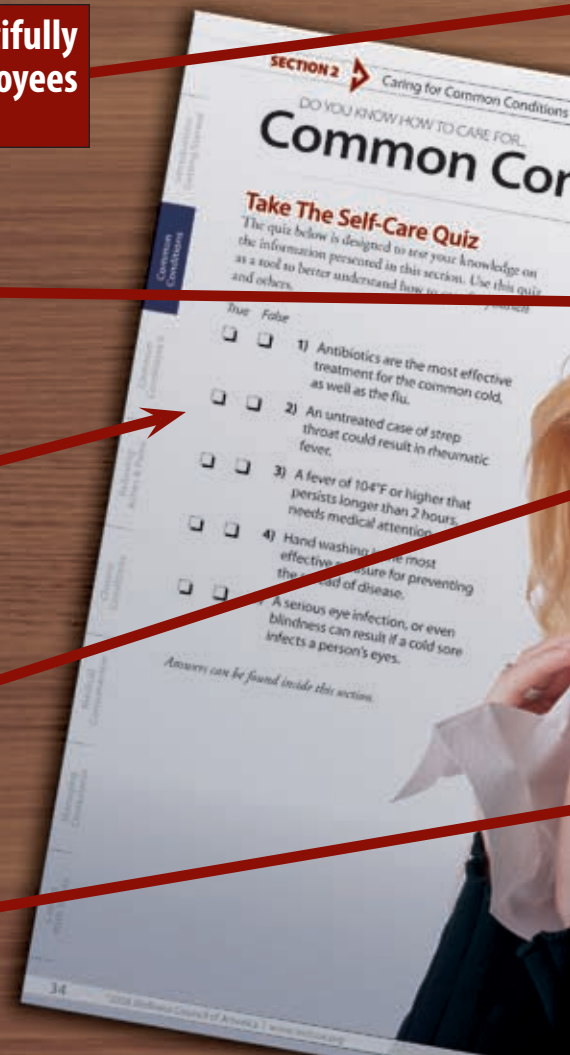
Designed in full-color and beautifully illustrated to ensure your employees pick them up!

When to use home care versus seeking medical attention!

Interactive quizzes to get your people to take action!

Answers to the most commonly asked questions!

Concise, easy-to-understand writing makes the content an easy read!



DON'T MISS OUT ON THIS SPECIAL OFFER!

CONTAIN HEALTH CARE COSTS

HOW YOU CAN BENEFIT FROM SELF-CARE

- ✓ **Save money** by preventing unnecessary healthcare and emergency room visits. Consider that approximately 70% of all doctor visits are unnecessary!
- ✓ **Save time** by preventing a commute to/from the provider, waiting room time and time with the provider.
- ✓ **Instill a sense of confidence** in you by allowing you to accurately determine if, and when, professional medical assistance is needed.
- ✓ **Become a more informed consumer** and take further control of your health. This control will help you make better health decisions—whether preventive or urgent.

SELF-CARE INITIATIVES SAVE MONEY

- ✓ Self-care studies demonstrate a 15-17% reduction in physician visits within 12 months of implementation!
- ✓ What's more, for every dollar invested, self-care education can save \$3—for a cost benefit ratio of 3:1!



COMPLETE THE ORDER FORM ON REVERSE SIDE.

ORDERING INFORMATION

IT'S EASY TO ORDER!

PHONE	FAX	MAIL	eSTORE
(402) 827-3590 We're here for you from 8am-5pm (CST).	(402) 827-3594 Our fax machine is always on, 24/7.	WELCOA 9802 Nicholas St—Ste 315 Omaha, NE 68114	welcoa.org/store Visit our secure site 24/7.

SELF-CARE ESSENTIALS PRICING

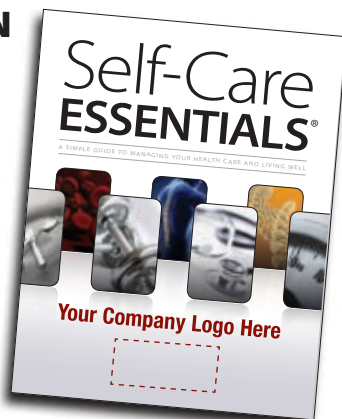
NUMBER OF COPIES	STANDARD PRICE
1	\$10.95 each
2-99	\$3.95 each
100-999	\$3.95 each
1,000-2,499	\$3.95 each
2,500+	Call for quote

MAILING OPTIONS

- Direct Shipment** **Home Mailing**
- ▶ Please allow two weeks for delivery ▶ Call for quote

PERSONALIZATION OPTIONS

Order 500+ *Self-Care Essentials* books and place your company's name and logo on the front of the book. A one-time \$59 personalization set-up fee will apply. Minimum order of 500 books required.



Color Options	500-999 books	1,000+ books
<input type="checkbox"/> 1-color (e.g. black only)	.45¢/book	.35¢/book
<input type="checkbox"/> 2-color (e.g. black + red)	.60¢/book	.40¢/book
<input type="checkbox"/> Full-color (e.g. black + red + blue)	.85¢/book	.55¢/book

Your Preferred Client ID is: ESTORE

Offer Expires:



ORDERING

A. Quantity _____ × price per book \$ _____ = \$ _____

B. Subtotal _____ = \$ _____

C. S&H (Additional charges may apply for shipments outside the continental U.S.) _____ = \$ _____

▶ 1 = \$7.95 ▶ 2-9 = \$19.95 ▶ 10-25 = \$29.95 ▶ 26-50 = \$59.95
▶ 51-99 = \$106.00 ▶ 100-250 = \$197.00 ▶ 251+ = Call for Quote

Shipping/Handling prices are subject to change without notice.

D. Sales Tax (Only NE residents add 7% sales tax) _____ = \$ _____

E. TOTAL _____ = \$ _____

All orders of \$100 or less require a credit card or payment by check in advance.

BILLING & INVOICING

You will receive an invoice shortly after you order. Payment terms are net 30 days.

Purchase order # if appropriate _____

Check enclosed

Visa **MasterCard** **American Express**

CREDIT CARD NUMBER _____

NAME AS IT APPEARS ON CARD _____

EXPIRATION DATE _____

SHIPPING ADDRESS:

NAME (PLEASE PRINT) _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL _____

BILLING ADDRESS: Only if different than shipping address.

NAME (PLEASE PRINT) _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL _____

VISIT OUR WEB SITE AT: WWW.WELCOA.ORG