



Care ePublications

Building Relationships Across Generations

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THE POWER OF HEALTHCARE eNEWSLETTER

Healthcare eNewsletters – direct from you to your customer – are a powerful new marketing and education tool. Our system, which is designed specifically for hospitals, puts this dynamic power to work for you.

Care ePublications specializes in creating, customizing and delivering content with a focus on health and wellness in its customized and branded HTML eNewsletters. Our permission-based messages

- Offer a level of personalization and reach that other media miss entirely. You build relationships that span generations.
- Dramatically increase traffic to your website and give guests reasons to visit time and time again.
- Reinforce your image as **the** progressive healthcare leader.

eNEWSLETTER TOPICS AND AUDIENCES

Care messages focus on preventive health and wellness. Each issue draws consumers to your website, your services, classes, medical staff, and special events.

For Targeted Audiences, our lifestage series, including topics such as planning, pregnancy, birth, child health, teen and midlife are personalized to the specific health and wellness needs of families during transforming stages of life.

For Broad Appeal, our Health and Wellness eNewsletter discusses topics of interest to the public at large. **Service line** wellness messages appeal to broad audiences, while focusing on medical services you wish to emphasize:

- Heart health/ Neurologic health and stroke prevention
- Cancer awareness and prevention
- Orthopedic and joint health/Mental health
- Weight control and bariatric surgery
- Menopause/Uro-gynecology, and More!

WHO USES THE INTERNET AND WHAT THEY USE IT FOR

Recent studies (May 2008) by the Pew & American Life Project, reported Internet use by the following groups:

- 80% of all adults under age 65;
- 91% of college graduates; 63% of high school graduates;
- 75% of White; 59% Black; 80% English-speaking Hispanic

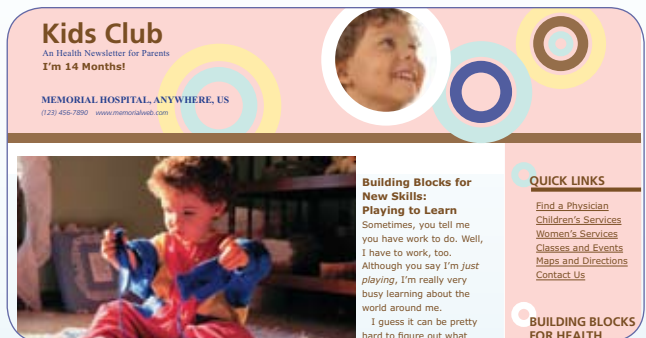
You know they trust you – their local hospital – for credible health information. Care ePublications content is based on trusted sources, such as the Institute of Medicine, American Academy of Pediatrics, American College of Obstetricians and Gynecologists, and National Institutes of Health.

OUR TURNKEY COMMUNICATIONS SYSTEM

Care ePublications does it all for you.

- Your custom-designed template merges to a library of professionally written health topics already prepared for turnkey deployment.
- You can customize content for your audience. Simply add personalized calls to action or use our foundation of content to expand your marketing communications.
- Leverage the strength and reach of multimedia web videos, downloadable documents and website links.
- Messages are compliant with federal regulations and results reporting measures return on investment.

To learn about the power of newsletter marketing, visit our website or contact us directly.



Keeping Your Customers Loyal for a Lifetime

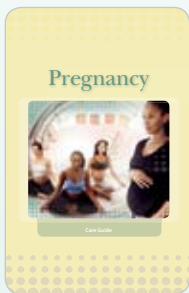


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Patient Education, Community Wellness

Your goal is to be the health resource consumers turn to at all stages of their lives. We can help. Our publications encourage consumers to make the right choices about lifestyle, preventive health practices, and appropriate medical care. Care Publications' customized patient education and wellness books assist you with:

- Documenting The Joint Commission criteria for patient education and language needs (updated with new 2007 Perinatal Guidelines, sixth edition);
- Improving outcomes, streamlining patient flow, and increasing satisfaction;
- Fulfilling your mission for community outreach and education



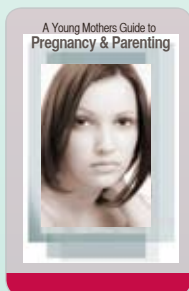
PREGNANCY CARE GUIDE

Covers prenatal care, birth planning and baby's arrival. Use in preadmit packet or class registration to establish a caring relationship with expectant families early in pregnancy. Families are informed, healthier, and work better with the care team. Also available in Spanish.



MOTHER-BABY CARE GUIDE

Covers care immediately following the delivery through first weeks at home. Distribute on patient floor to reinforce bedside instruction and give a new mother the confidence she needs to take an active role in the care of herself and her baby. Also available in Spanish.



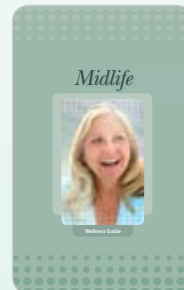
TEEN CHOICES & PREGNANCY

Teen Choices presents abstinence-first or -only education to prevent unintended pregnancy and STDs. *Teen Pregnancy* lets pregnant teen girls know what they can expect and how to best care for themselves and their newborn. Both are available in Spanish.

Quality Content Since 1986, Care Publications has served nationally recognized medical institutions through print and multimedia communications. Content is based on trusted sources, such as the Institute of Medicine, American Academy of Pediatrics, American College of Obstetricians and Gynecologists, and National Institutes of Health.

Standard Editions or customized "Build-Your-Book"

You select customization options based on budgeting for dollars and time. Custom content and graphics can reflect local practice patterns, medical services, and access points with phone numbers, maps, screenings, classes, physician referrals, and more. Marketing messages and community information provide even more value-added information to your customers. Materials can meet the special needs of faith-based organizations and our base content is immediately available in Spanish.



MIDLIFE CARE GUIDE

Addresses the physical and emotional changes women age 35 to 60 can expect with perimenopause and management of symptoms. Distribute at health events or use for member groups, website registration, health consults, or screenings.

BUILD-YOUR-BOOK EDITIONS

Create your own publications to target topics of special interest in your organization. Access our expansive list of books and newsletter articles used by health systems and major teaching institutions nationwide. Content may be merged with your existing content. We also offer translations.

