

From: www.SeniorsResourceGuide.com - 303-794-0799
SeniorBusinessConnection.com | SeniorsEGuide.com | GoToSRG.com

Subject: Fall 2014 Marketing Snippets

Dear Readers,

Thank you for joining us for another issue. Last issue we focused on events for older adults, boomers and seniors along with other interesting marketing ideas and resources. This issue our focus is on 'your staff' and telehealth benefit programs.

You may think of "Telehealth" as being for your patients and clients; however you can also look at it as a resource for your staff and their family. How so you ask?

Well if you are like most employers, you are evaluating what employee benefit programs are available to help manage healthcare costs and employment issues such as absenteeism for the staff member and absences caused by illness of a staff member's dependents.

Consider adding an employee benefit that would reduce your healthcare costs and absenteeism. Consider adding a Telehealth benefit program. Telehealth is not health insurance.

Telehealth is a physician on call benefits program. The Telehealth program we are talking about provides 24x7 access to licensed physicians and nurses over the phone; for diagnosis, treatment plan and non-narcotic prescriptions.

Statistics show that up to 70% of doctor office visits are effectively handled by a doctor consultation via phone for conditions such as colds and flu, sore throat, allergies, infections, etc. Now imagine the cost savings if by offering a Telehealth program, you eliminate just one physician office visit per year for every employee and their family. The savings can be dramatic even for the staff member's health insurance deductible costs. Our featured Marketing Snippet below highlights the 24hour Physicians program.

For this issue, along with Telehealth we are also showcasing caregiving resources from Meridian Health Services Network and www.SeniorsResourceGuide.com. We hope you find these resources useful. Happy Networking and I hope you decide to join one of our programs! Call 303-794-0799 with any questions!

Regards, Karin Hall and the SRG Team

www.SeniorsResourceGuide.com – Find senior resources, news & events

www.SeniorsEGuide.com – Educational Questions to Ask

www.MeridianHSN.com – Connecting Patients, Caregivers and Healthcare Providers

www.GoToSRG.com – Be found with Mobile Search

www.MedicareBasicVideo.com – Medicare Simplified

www.SeniorBusinessConnection.com – B2B Resource



Featured Marketing Snippet

24Hour Physicians™

24Hour Physicians is the new generation of “Physician Telehealth Programs”

Learn more about 24Hour Physicians Membership with the Meridian Health Services Network. **Call 1-800-994-1143 to talk to a representative** or visit the website for more details.

Meridian HSN Presents 24Hour Physicians – [CLICK HERE](#)

Here are some details about this Physician Telehealth Program:

- **24Hour Physicians is the new generation of “Physician Telehealth Programs”**
If you’re like most employers, you are critically evaluating what employee benefit programs you must eliminate to manage your rising healthcare costs in 2015. How would you like to add an employee benefit that would reduce your healthcare costs? Statistics show that up to 70% of doctor office visits are effectively handled by a doctor consultation via phone for conditions such as colds and flu, sore throat, allergies, infections, etc. Imagine the cost savings if by offering 24hour Physicians you eliminate just one Physician office visit per year for every employee and their dependents.
- **Also consider these program benefits of Telehealth:**
 - o **Reduce Absenteeism** – 24hour Physicians can reduce absenteeism. Employees no longer have to miss an entire day of work to go to the doctor for routine issues for themselves or family members. The program provides employees and their dependents immediate access to quality care anytime, from anywhere.
 - o **Increase Productivity** – Employees no longer have to miss half a day of work to go to the doctor for a non-emergency medical condition. Prescriptions are sent to the patient’s nearest pharmacy, saving them even more time off work.
 - o **Year-Round Enrollment** - 24hour Physicians is not an insurance plan or an “advice” line. It is real-time access to real doctors for non-emergency medical care assistance. It supplements, but is independent from any existing health plans, ranging from Consumer Directed Plans to PPOs and staff can be added to the program at any time.
- **Learn more about the research behind Telehealth Programs**
Read more about benefits of Telehealth programs with the publication, “Telehealth and the U.S. College Population Report,” by the HPM Institute – [CLICK HERE](#)

Up to 70% of Physician office visits can be effectively handled over the phone by doctors who diagnose and prescribe non-urgent medication.

SIMPLE, AFFORDABLE, EFFECTIVE!

Immediate Phone Access to a Physician

No travel
No waiting room
No appointment
No doctor bill!

For more information about having 24hour Physicians for your business or organization
Call Meridian HSN Health Services Network at 1-800-994-1143

24Physicians

The Future of Health Care Is NOW!

Common Conditions We Treat: Allergies, Asthma, Bronchitis, Bladder Infection, Coughs, Cold & Flu, Constipation, Diarrhea, Ear Infection, Fever, Gout, Headache, Infections, Insomnia, Joint Aches & Pains, Pink Eye, Rashes, Sinus Infection, Skin Irritations, Sore Throat, Sports Injuries, Stomach, Urinary Tract Infection, Weight Loss.

Board-certified, specialized Physicians joining of 50 states and Washington DC
24hourPhysicians is a telehealth service, NOT health insurance

For more information visit about 24hour Physicians & Caregiving Services visit www.MeridianHSN.com

Caregiving Resources that you can use to serve seniors and their families

- **Caregiver Training for Family Caregivers**
We love to keep it simple. Check out this web page on Seniors Resource Guide that simply has a list of organizations offering caregiver classes. If you list resources on your website then add this as a resource. Find a Caregiving Class with Seniors Resource Guide – [CLICK HERE](#)
- **Healthcare Training for Professionals from IPCed**
IPced offers four major Care Education brands encompassing Caregiver Training, Certification, and State Compliance for individuals and healthcare providers. IPCed features Online training to Instructor led

classes which simplifies work place training and requirements by offering options and choices.

Website: www.ipced.com

- **Family Discharge Planning Resource**

This is a resource center listing a variety of senior services and resource providers relevant to Discharge Planning. Check out this web page on Seniors Resource Guide that lists a series of topics for families or patients to consider when they are home recovering. If you list resources on your website then add this as a resource.

Family Discharge Planning Resource from Seniors Resource Guide – [CLICK HERE](#)

- **Medical Alert Systems**

Meridian HSN presents Acadian Monitoring Services. With Acadian customers enjoy the peace of mind and confidence that comes from knowing they are protected by an innovative, reliable and highly respected monitoring provider. Acadian Monitoring Services (AMS) holds several of the industry's highest certifications and designations; including the National Industrial Security Certification (CRZM) and the CSAA Five Diamond Certification for each of its monitoring centers (fewer than 150 of the approximately 3,500 central stations in the U.S. have earned this distinction.). If you are looking for a Medical Alert System to refer to call Meridian HSN at 1-800-994-1143 to discuss your needs.

Find a Caregiving Class with Seniors Resource Guide – [CLICK HERE](#)

- **For October Seniors Resource Guide has compiled some great resource about Medicare Open Enrollment and The Health Insurance Marketplace**

Visit Seniors Resource Guide National "eNews Review" and note the extensive resource about Medicare Open Enrollment. As needed you could highlight this content in your October & November Newsletters. Here is one example – Who knew that The Centers for Medicare & Medicaid Services (CMS) has a glossary that explains terms and acronyms used in the Medicare program? Below are a few examples of the links that are featured. The last link in this list, links to the National News & Events web page.

Visit Medicare's Glossary – [CLICK HERE](#)

The Medicare Basics Video Series – [CLICK HERE](#)

Navigating Healthcare Reform Video Series – [CLICK HERE](#)

Link to Seniors Resource Guide National News – [CLICK HERE](#)

Companies & Organizations we have met recently ...

- **Looking for Caregiving Products? Check out Shield HealthCare**

Shield Healthcare has an online store with extensive product selection, monthly reorder reminders, quick reorder process and free shipping on orders \$40 or more. The website also has a wide variety of resources on nutrition to wound and diabetes products and much more.

Website: www.ShieldHealthCare.com

- **Edible Philly**

Find local food, farms and cuisine throughout the season

Edible Communities has regional publications and resources that share the importance of eating local and seasonal foods and why this is so important to a healthy lifestyle for all ages. The group supports the local agricultural community. Visit the website and learn more.

Website: www.ediblephilly.com

- **AltaVita Assisted Living Memory Care Centre**

Designated by the Alzheimer's Association as a leader in Dementia Care, AltaVita Memory Care Centre is a locally-owned and family-oriented assisted living memory care community in Longmont, Colorado. The community is a state of the art assisted living community located north of the Boulder-Denver area. Call 303-300-3700 to learn more about the services and programs provided.

Website: www.AltaVitaLiving.com

- **Find a "Walk with a Doc" Event**

Walk with a Doc is a walking program for everyone interested in taking steps for a healthier lifestyle.

What better way to start your weekend than on your feet making strides to help your heart and improving your general health to live longer!

Website: www.walkwithadoc.org

- **Find a The Death Café Event**

With a Death Café, the idea is to get people from all backgrounds together over tea, coffee and delicious cake, to simply talk about death, a normal aspect of life that is generally feared by our culture. The hope of the Death Café movement is to simply normalize this phase of life by allowing groups of people to talk about death. A Death Café is not a support group or a means of selling services, but is instead a simple social gathering. There have been Death Cafés all over the US.

Website: www.deathcafe.com

- **Spellbinders®**

Learn how to Ignite Imagination, Encourage Literacy and Connect Generations by becoming a Spellbinders volunteer. Spellbinders Storytellers share the rich oral tradition of tales that teach and enchant. Spellbinder volunteers usually adopt a classroom and tell, rather than read, stories to students. Working with teachers, volunteer storytellers enhance literacy, stimulate imagination, and broaden multicultural understanding. A Spellbinders Volunteer: Learns many types of stories (fables, folktales, and fairytales), Has access to extensive collections of stories and online resources, Tells stories on a regular self-chosen schedule to students of a local school district, shares information and develops relationships with teachers, students, and other storytellers and has opportunities to tell stories at local community events.

Website: www.Spellbinders.org

- **Sacred Passage Guidance Certificate**

"Sacred Passage Guidance Certificate Training" prepares Frontline Clinicians, Caregivers, Healing Arts Professionals, Volunteers and Families to understand the desires and wishes of those who are passing and to offer the healing, comforting care they want and need. The program benefits all involved in the care of life, love, family and healing. It is the preparation we need to befriend death, surrender and trust deeply in each moment, and become supportive end of life companions.

Website: www.consciousdyinginstitute.com

Who we are in 30 Seconds

- www.SeniorsResourceGuide.com – Find senior resources, news & events
- www.SeniorsEGuide.com – Educational Questions to Ask
- www.GoToSRG.com – Compatible with web-enabled Mobile
- www.MedicareBasicVideo.com – Four parts of Medicare (A, B, C & D) Simplified
- www.MeridianHSN.com – Family Caregiver Resource
- www.SeniorBusinessConnection.com – Networking and Media Resources

Explore our website and send us an email with your questions or call us!

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