

HEALTH&CARE[®]

JOURNAL

An Opportunity for SLMMS to Enhance Patient Service and Revenue, Save Costs for Members

The CDC reports some sobering statistics about chronic diseases. Seven chronic diseases - cancer, diabetes, heart disease, stroke, chronic kidney disease, chronic lung disease and Alzheimer's - are the leading causes of death and disability in the US, accounting for over 70% of annual deaths. These conditions not only compromise length and quality of life, but they also add to rising health care costs—75% of health care dollars are devoted to treat and care for these diseases. And in many cases, these diseases, as well as the suffering, costs and deaths they cause, are preventable.

A growing body of literature looks at the relationship between **health literacy** and health outcomes. Many of these studies find that lower health literacy is associated with poorer outcomes, including increased incidence of chronic illness, poorer intermediate disease markers, insufficient use of preventive health services and lower compliance with treatment. Also, greater health literacy is associated with a reduction in the likelihood of obtaining comorbidity – two or more of these conditions.

The role of HEALTH&CARE[®] Journal/St. Louis Metro

Our breakthrough concept with HEALTH&CARE Journal is assembling credible, useful, health-enhancing and potentially life-saving information about serious chronic diseases in an attractive, user-friendly and understandable consumer publication, contributing knowledge and understanding to enhance readers' health literacy. Every medical professional we have shared this publication with has endorsed the content.

The magazine has broad appeal, even for those who don't have serious chronic diseases. This is because we all have family members and friends who have these conditions, and we want to better understand what they are going through and how we can possibly be of help to them. We also want to know how we can prevent these conditions for ourselves and our families. Every issue also has articles about health topics of general interest, in sections such as Mental Health, Aches & Pains, and Women's Health.

As an additional way to serve SLMMS members, they are offering member physicians the opportunity to provide patients with the two issues of HEALTH&CARE Journal published each year. This could be for all patients, or just an older segment, such as those age 45 and over.

Benefits for SLMMS Members:

- Improve health literacy of patients, encouraging them to seek and comply with medical care, potentially enhancing revenue for the practice.
- Provide patients with knowledge that can help practices serve them more efficiently.
- Help keep patients and their families healthier, out of hospitals and minimize suffering.
- Make a very positive statement about the practice's concern for patients' health and the health of the broader public.

Cost: For 500+ patients, \$3.50 per patient family per issue, or \$7.00 per year. For fewer than 500, the cost is \$4.00 per issue or \$8.00 per year. Includes practice branding imprinted on the cover.

Thank you for your consideration,

Todd Abrams, Publisher HEALTH&CARE[®] Journal/St. Louis Metro