

HEALTHCARE MARKETING SAMPLES



HEALTHCARE
MARKETING SAMPLES

FOR YOUR BENEFIT WELLNESS PROGRAM



FOR YOUR BENEFIT





**SAY
“WHAT’S UP DOC?”
LESS OFTEN.**

BECOME ACTIVE IN THE NEW 1245 WELLNESS PROGRAM. IT'S FREE TO ALL ELIGIBLE MEMBERS.
FOR MORE INFORMATION CALL 1-800-663-0404 OR YOUR BENEFITS OFFICE AT 973-299-6700.



DON'T FORGET TO FILL OUT YOUR WELLNESS SURVEY. YOU MAY WIN ONE OF THREE \$100 VISA GIFT CARDS!

**UFCW
LOCAL
1245**



AND GAIN A HEALTHIER YOU. BECOME ACTIVE IN THE NEW 1245 WELLNESS PROGRAM.
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FOR YOUR BENEFIT

TAKING YOUR HEALTH GOALS PERSONAL

A PUBLICATION OF THE LOCAL 1245 HEALTH FUND

VOLUME 1

Why should I take advantage of the For Your Benefit Wellness Program? Because foresight is 20/20.

You're no different than your co-workers. You want to lose weight. You need to quit smoking. You want to kick the junk food and soda habit. You want to wake up on time and have energy. You want to feel better. Look better. Eat better. Sleep better. This was always possible. But now, it's necessary. Things have to change. We have to change. And we're doing it with **For Your Benefit**.

A wellness program designed to help YOU

As we stated in a recent letter sent to your home, the trustees at Local 1245 are offering every eligible, full-time member **FREE** access to the **For Your Benefit Program**—a health & wellness program designed to help you achieve your wellness goals. This is a personal coach-based program, where you have your own health coach to help you create a plan, offer guidance, and stay motivated. There's no reason not to participate. To start, have a baseline checkup with your doctor, make a plan with your coach and follow your plan. No entry fees. No maintenance fees. No coaching fees. The **For Your Benefit** program is absolutely **FREE** to Local 1245.

Identify and address your wellness issues NOW

No one is perfect. Some of us are young and feel perfectly healthy, but our current diet and lifestyle put us on a collision course with heart disease and diabetes. Some of us are more mature and now seeing the results of poor food choices and life stressors. Our weight is rising. Our sleep is lousy. We're taking a couple different meds. And the statistics tell us how



bad it is. More than 18 million in the US are diagnosed with heart disease. One in three adults are obese. Hypertension and high cholesterol are a perfect recipe for heart attack. It's not just a freak out. Time to do SOMETHING. Conditions are expensive to treat. They are eating away at

us. Most of all, they are preventable, treatable, and in some cases, reversible! Why not let the **For Your Benefit** program help you go after the health and wellness you want and

Help prevent medical co-pays in the future

Right now, Local 1245 members pay zero towards their health insurance. This is an exceptional benefit in a time when small businesses are finding it impossible to provide insurance for their employees at all. But this perk won't last if we continue towards unhealthy living. **Skyrocketing health care costs are becoming harder to pay and the only sensible solution is to make employees healthier.** When an employee is healthier, and the employer and Union Health Fund pay less costs, everyone wins.

Ready to do this? Jump into the For Your Benefit program! Call the **For Your Benefit** coaches at 1-800-663-0404 or your **Office** at 973-299-6700.

*Centers for Disease Control and Prevention, 2012

Meet your FYB Coaches—a healthy mix of expertise.



Dr. Tracy Waldman, LCP

Tracy is a licensed clinical psychologist who designs and implements innovative wellness programs for a multitude of individuals and organizations. Her work has been recognized as a "model service", likely inspired by a very personal wellness program she implemented for herself over 20 years ago, when she lost 110 lbs. And true to her program, Tracy has maintained this goal through fitness and diet, while raising four children and working full time. Tracy specializes in helping individuals with a variety of nutritional, weight and medical issues and helps them to follow a personalized, successful preventive health program with her guidance and support.



Maxine Gold, LCSW

Maxine is a Licensed Clinical Social Worker who received her degree from Columbia University. She also is certified in coaching and stress reduction. Maxine's approach to wellness is to integrate mind, body and spirit in order to reduce stressors in our lives and improve overall health and function. Maxine has experienced tremendous success with clients in helping them overcome stress and manage weight.



Rene Ratner, MA, CHC

Rene is a Certified Health Coach, and Principal of Go With Your Gut, a life coaching business that helps clients look beyond the one-size-fits-all programs and make individual health and wellness choices that work for them. After being diagnosed with Celiac Disease herself, Rene learned how to coach/coounsel other Celiac sufferers, as well as those sensitive to gluten and other digestive disorders through the Institute of Integrative Nutrition. Rene is focused on helping her clients create healthy relationships with food, be proactive with disease prevention, and age actively and well.



Karen Gurlet, Counselor/Personal Trainer

Karen has a master's degree in counseling psychology from NYU and multiple certifications in personal training. Her approach to wellness encompasses both the mental and physical aspects of overall health. Karen has found that approaching wellness through the body and mind is the most effective in achieving weight goals, disease prevention, and overall well-being. Karen is eager to help her clients formulate the most effective plan to relieve stress, feel better, increase energy and sense of well-being.



Janice Kelly-Lewart, MSW

Janice holds a master's degree in Social Work from NYU. She helps clients identify the obstacles in their lives that are preventing them from achieving their wellness goals. Janice is eager to help clients find and experience "breakthrough" in weight loss, fitness, smoking cessation and stress management.



Edward A. Fox, Ph.D., C.A.B.C.

Dr. Fox has a Ph.D. in Counseling Psychology and is a licensed behavioral health professional. He also is a board certified substance abuse professional. Dr. Fox has over 30 years experience in providing smoking cessation programs, as well as other addictive counseling services to help clients maintain an alcohol and drug-free lifestyle. He is a motivational coach for athletes, performers, and individuals who want to meet their challenges in a positive and productive way.



Zachary Fox, Personal Trainer

Zachary Fox, a former Division I soccer player, is a personal trainer with a certification in Russian Exercise Kettle-Bell Training. Zachary also competes professionally in Judo, and holds the collegiate national bench press record in his weight class. Zach uses his extensive competitive and training experience in his approach to client health, emphasizing proper technique and nutrition.



FITNESS FACTS

Exercising enough each day to burn 300 to 500 calories is a good goal for the exercise portion of your weight loss plan.

- To burn 300 calories, you could:**
 - Walk for one hour, accomplishing three miles
 - Ballet Barre Class for one hour
- To burn 400 calories, you could:**
 - Circuit Training or Boot Camp for 40 minutes
 - Zumba Class for 45 minutes
- To burn 500 calories, you could:**
 - Bikram yoga for 45 minutes
 - Kickboxing for 45 minutes
 - Spin Class for 40 minutes

"What questions should I ask my doctor?"



Your Cholesterol Levels
Request a simple blood test. Your HDL, the healthy cholesterol, needs to be 50 or better; your LDL, the unhealthy cholesterol, should be under 100. If these are not within guidelines, you and your doctor should talk about different strategies to get them in range.

Fasting Blood Sugar (FBS)
A simple blood test that must be measured after an 8-hour fast. This measures your risk for diabetes. Fasting is key to this test because ingesting food—say, a banana an hour beforehand—would raise blood sugar levels and could create a false pre-diabetic or diabetic reading. Fasting Blood Sugars in the mid and high 90 mg/dl (3.9 mmol/L) range are considered normal. You want the reading to be accurate, so schedule your test first thing in the morning, after sleeping 8 hours with no food.

Over the years, it's safe to say you've weighed yourself here and there and probably have a good guess as to what that number is. But do you know what that number means in relationship to your height? To your body mass index? To your age? Probably not. Truth is, people pay a lot of attention to the numbers on their scale, but there may be other critical numbers that need your attention.

Your Blood Pressure

Pay attention to the top number—the systolic pressure number. If this number is above 140, it is considered too high and you and your doctor should talk about different options to lower it below 140. **"A single high reading does not necessarily mean that you have high blood pressure."** However, if readings stay at 140 or above over time, your doctor will likely want you to begin a treatment program that almost always includes lifestyle changes and often prescription medication.

At your next doctor visit, be sure to tell your doctor you're participating in **For Your Benefit**, a health & wellness program sponsored by your employer, and ask to have a baseline on the following numbers:

Your Weight
It's never what we want it to be. But it's an excellent indicator of your overall health. Write it down at home and talk to your **For Your Benefit** coach about how you can improve it.



"Get Started" Healthy Recipe

Jersey Fresh Sweet Potato Salad



Why: Sweet Potatoes are packed with more fiber and disease fighting nutrients, unlike their counterpart. Eggs provide protein.

- 2 lbs Jersey Fresh sweet potatoes, cooked, peeled and diced
- 1/2 cup of mayonnaise
- 1 cup of plain, fat-free Greek strained yogurt (...less fat and the health benefits of yogurt)
- 2 tsp Dijon mustard
- 1/4 tsp salt
- 4 Jersey Fresh eggs, hard cooked and chopped
- 1 1/2 cups Jersey Fresh celery, finely chopped
- 8 Jersey Fresh scallions, sliced (optional)

- Place sweet potatoes in large sauce pan, cover with water and boil until potatoes can easily be pierced with tip of sharp knife (30-45 minutes). Do not overcook. Drain, cool, peel, and dice them.
- In a large bowl combine mayonnaise, plain Greek yogurt, Dijon mustard, and salt. Stir in eggs, celery, and scallions. Add potatoes and stir gently to mix. Cover and refrigerate 2 to 4 hours. Serves 8 to 10.



UFCW LOCAL 1245 HEALTH FUND

FOR YOUR BENEFIT

WELLNESS PROGRAM



IMPROVE YOUR HEALTH (AND YOUR WALLET) IN THESE LAST THREE MONTHS OF 2017.

This time of year is busy for everyone—especially those of us in the grocery business. School. Football. Holidays. Gift Buying. Final exams. It all becomes very consuming very fast. And it gets pretty stressful, too. That's why you have to make your health and wellness a priority RIGHT NOW. Emotional stress and physical stress kick up the same inflammatory response, and that response opens the door for illness. Let's work toward good health instead.

Inside, we have two ways for you to get on the road to wellness—and win extra money, too! One is an exercise you can add to your day, every day, and see a major improvement in your health and stamina. The other is deciding to just give up? Yes. Give up. Go inside, and we'll explain more.

INSIDE:
A CHANCE TO WIN
\$100 OR \$500
GIFT CARD

2 FOR YOUR BENEFIT



TAKE THE "30 DAY PLANK CHALLENGE" FOR A CHANCE AT \$500

What is a plank? The "plank" refers to the many ways we can hold our body off the ground in a straight line. If you've never tried doing a "plank", it may look easy—almost too easy to be beneficial—but don't be fooled. We wouldn't give away \$500 if doing a plank every day for 30 days weren't a challenge.

Why should I do a plank everyday? The plank is one of the best exercises for your core muscles. And it also works your glute muscles, hamstrings, supports proper posture, and improves your balance. A strong core will also help prevent back pains.

How do you do a plank? While getting into proper plank form is pretty straightforward, it's holding the position that takes strength and endurance. Holding your plank will test your abs, back, and core.

- Begin in the plank position with your forearms and toes on the floor.
- Keep your body in a straight line—from ears to toes—with no sagging or bending.
- Keep your head relaxed, looking at the floor.
- Keep your abdominal muscles engaged and do not allow your stomach to drop or your hips to rise.
- Remember to BREATHE.

* You can also search YouTube for video support by entering "Proper Plank Form"

How do I participate in the 30-day Plank Challenge? On Day 1, hold this position for 10 seconds to start. Then, on each consecutive day, try to hold your plank a little longer to match with the 30-day schedule below.

DAY 1 10 sec.	DAY 2 15 sec.	DAY 3 20 sec.	DAY 4 20 sec.	DAY 5 25 sec.
DAY 6 REST	DAY 7 30 sec.	DAY 8 30 sec.	DAY 9 35 sec.	DAY 10 35 sec.
DAY 11 40 sec.	DAY 12 REST	DAY 13 45 sec.	DAY 14 45 sec.	DAY 15 50 sec.
DAY 16 50 sec.	DAY 17 55 sec.	DAY 18 REST	DAY 19 60 sec.	DAY 20 60 sec.
DAY 21 65 sec.	DAY 22 65 sec.	DAY 23 70 sec.	DAY 24 REST	DAY 25 75 sec.
DAY 26 75 sec.	DAY 27 80 sec.	DAY 28 80 sec.	DAY 29 85 sec.	DAY 30 90 sec.

How do I complete the 30-day Plank Challenge and be entered in a \$500 gift card drawing? Work your way up to a 90-second plank, have someone record this with your cell phone and send us a video of your 90-second plank! Deadline: Send it by December 10, 2017. Geri and the FYB team will evaluate form and endurance and choose a winner from the entrants. Text it to 973-868-9268 or email gerimgurk@aol.com.

FOR YOUR BENEFIT 3

AUTUMN RECIPE



AUTUMN CHOPPED SALAD:

What's in season now? Apples, Brussels sprouts, cranberries, lettuces, pears, peppers, pumpkins and yams.

So easy and delicious, this salad uses autumn ingredients that are ripe and fresh

INGREDIENTS

- 6 to 8 cups chopped romaine lettuce
- 2 medium pears, chopped
- 1 cup dried cranberries
- 1 cup chopped pecans
- 8 slices bacon, crisp-cooked and crumbled
- 4 to 6 oz. feta cheese, crumbled
- Poppy seed Salad Dressing (try T. Marzetti)
- Balsamic Vinaigrette (try Newman's Own Light Balsamic Vinaigrette)

INSTRUCTIONS

On a large platter, combine the lettuce, pears, cranberries, pecans, bacon and feta cheese. Drizzle generously with poppy seed dressing, followed by some of the balsamic vinaigrette. (To create about a cup of dressing, uses 70% poppy seed dressing and 30% balsamic vinaigrette.) If you prefer your salad to have more dressing, feel free to experiment with the combination.



GOOD ADVICE FROM GERI

READY TO GIVE IT UP? WE THINK YOU ARE. AND HERE'S \$100 THAT SAYS YOU CAN.

Ready to give up the smokes? Of course you are. They're expensive. They're making you sick with frequent sinus, throat and lung infections. And they're guaranteed to increase your health insurance costs. You haven't quit yet, because you're just afraid you can't, and that's why we want to help.

To help give you the extra boost you may be looking for to help you get and STAY smoke free, here's \$100 towards your smoke-free future. Just log on to freedomfromsmoking.org and complete the course. Email your certification to gerimgurk@aol.com and let us reward you with \$100. Use it towards a gym membership, a car detail, new clothes that smell good.

REMEMBER: November 16th is the American Cancer Society's "Great American Smokeout" event. Encourage someone you know to plan in advance and use November 16 as their quit day!



UFCW LOCAL 1245 HEALTH FUND

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WELLNESS PROGRAM

NOVEMBER IS NATIONAL DIABETES AWARENESS MONTH

Be aware. And care.

Two stone cold facts that should grab your attention right now:

- 1. You could have type 2 diabetes and not even know it.** *1 in every 11 people do.
- 2. You could have pre-diabetes and not even know it.** *1 in every 3 people do.

What if your doctor were to tell you that either fact applied to you—would you be ready to manage your life differently?

Each November, communities across the country observe **National Diabetes Awareness Month** bring attention to diabetes and its impact on millions of Americans. And diabetes does impact people—their families, their coworkers, and their insurance premiums and copays.

So this month, know as much as you can about type 2 diabetes.

*According to the American Diabetes Association

2 FOR YOUR BENEFIT

DIABETES IN THE UNITED STATES A SNAPSHOT



DIABETES

29.1 MILLION

29.1 million people have diabetes

That's about 1 out of every 11 people

1 OUT OF 4 don't know they have diabetes

PREDIABETES

86 MILLION

86 million people—more than 1 out of 3 adults—have prediabetes

9 OUT OF 10 do not know they have prediabetes



Without weight loss and moderate exercise

15-30% of people with prediabetes will develop type 2 diabetes within 5 years



COST

\$ 245 BILLION

Total medical costs and lost work and wages for people with diagnosed diabetes

Risk of death for adults with diabetes is **50% HIGHER** than for adults without diabetes

Medical costs for people with diabetes are **twice as high** as for people without diabetes

People who have diabetes are at higher risk for serious health complications



WHAT I HATE MOST ABOUT HAVING TYPE 2 DIABETES

It's not easy managing type 2. Here are a few honest thoughts from people who are dealing with it.

Rosa: "It's annoying to take pills every night. But I feel getting diagnosed with type 2 was the best thing that happened to me, because now I HAVE to eat healthy and I can get thin. I actually feel very well."

Mariell: "I hate that people don't really understand it. How it takes over your body and makes you real tired."

Susan: "I hate pills, shots, poking my finger 4 times or more a day. I hate having to eat 3 meals a day and snacks. It's hard to fight off infections..."

Roland: "I've had Type 2 since I was 27. I take seven shots a day now. Diabetes has caused me a silent heart attack, neuropathy, retinopathy of my eyes, high blood pressure. So yes, I hate everything about diabetes."

Mari: "Diabetes is expensive... medications, needles, test strips, copays!"

Odor: "I sure do miss rice, crusty bread, Triscuits...today I was missing the possibility of ever eating an apple cider doughnut. But, know what? Since I've been diagnosed and I watch myself, I feel better than I have in a couple of years. Which is way better than the doughnut."

FOR YOUR BENEFIT 3



GOOD ADVICE FROM GERI

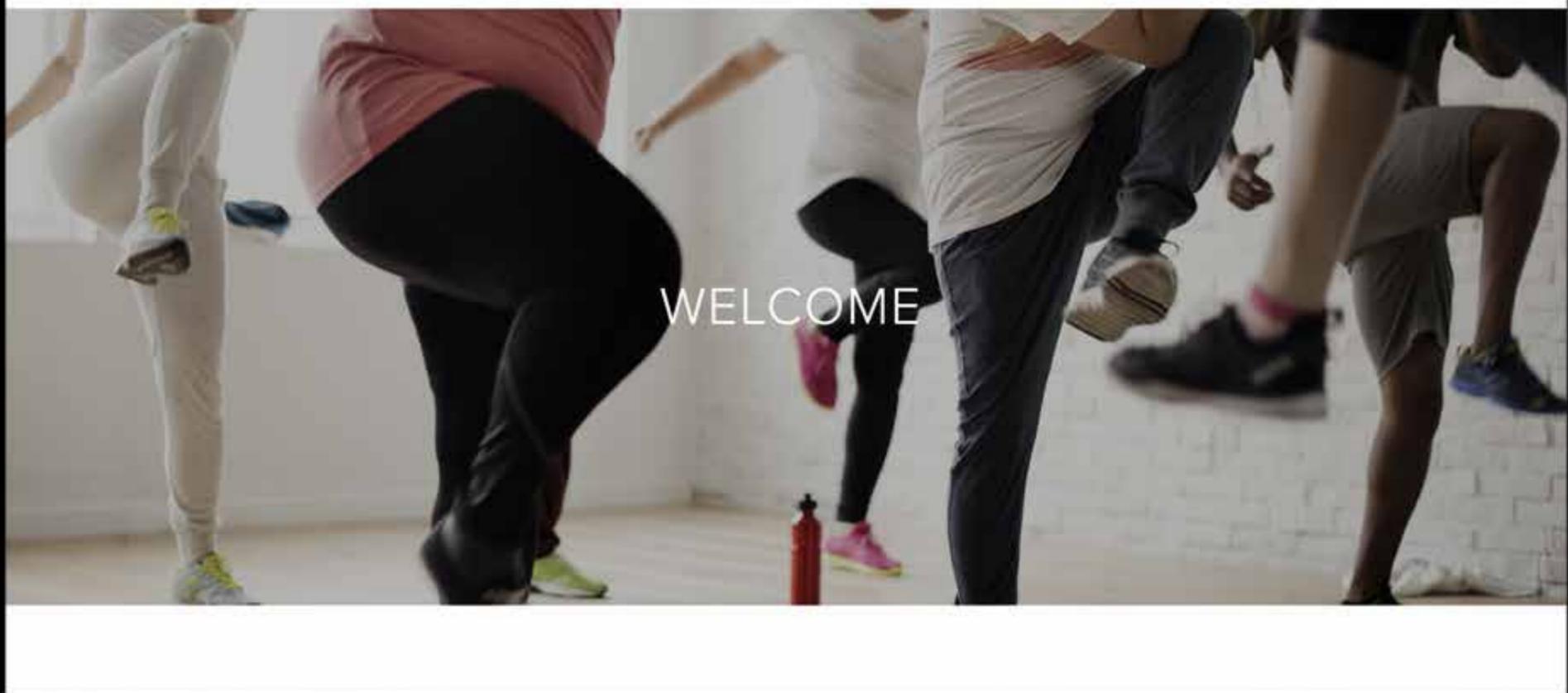
- FOOD CHOICES THAT WILL FILL YOU UP, NOT OUT!**
- Oatmeal:** A bowl of this stuff in the morning can keep you going all day. Part of the reason is all the fiber. It fills you up and lets your body absorb the oatmeal's nutrients more slowly. That keeps your energy steady.
 - Soup:** The liquid helps fill your stomach but doesn't add many calories because it's usually made with a lot of water. Just be sure to go for a broth-based recipe, like vegetable soup or those made with chicken or beef broth. Cream-based soups have far more calories.
 - Salad:** Part of the secret to filling up without putting on weight is to eat foods with fewer calories per bite. It's hard to beat salad and other vegetables in that area. Along with fiber, many are loaded with vitamins and minerals. Just don't add too many unhealthy extras, like cheese, croutons, and dressings.
 - Nuts:** They're high in fat, which gives them more calories per bite, so one ounce is all you need—about a small handful. The fat and protein in nuts may prompt the body to give off hormones that help you feel full. Plus, the fats are the unsaturated, "good" kind, which help your cholesterol and blood sugar levels, too.
 - Avocados:** Even though they're full of fat, people who eat them in moderation tend to have less body fat. Part of the reason may be that if you eat avocados you're more likely to eat lots of vegetables, too. Portion size is key, though. One-third of a medium avocado has about 80 calories.
 - Eggs:** If your goal is to stay full until lunch time, these are a better breakfast choice than a bowl of cereal. They have fewer calories than you might think—78 in a large, hard-boiled egg—and lots of protein.
 - Cottage Cheese:** It's a good substitute if eggs aren't your thing, because it seems to have the same kind of effect on appetite. At 163 calories in a cup, low-fat cottage cheese also has protein and is better at keeping hunger away.
 - Fish:** It's a healthy source of protein, which tends to make you feel fuller than carbohydrates. Plus, the omega-3 fatty acids in a lot of seafood—especially fatty fish like salmon—are particularly good at satisfying hunger.
 - Beans:** People who eat them are often more satisfied between meals. Over the long term, this may translate into less body fat and a healthier weight.
 - Quinoa:** It's higher in fiber than most other grains, which means it fills you up more. It also has more protein. All told, it will keep you feeling full for longer than white or brown rice.
 - Popcorn:** Feel like having a snack? Skip the chips and candy and go for popcorn instead. It's a satisfying mix of fiber and low calories—if you don't load it up with butter or oil.
 - Food that leave you hungry:** Highly processed foods like soda, candy, and even white bread have little nutrition and dump too much sugar into your blood at once. Your body stores the extra as fat and leaves you hungry for more.
 - Variety:** You can't eat oatmeal or popcorn all day and expect to stay healthy. Any food, however low-calorie or nutritious, is only good for you as part of a healthy, balanced diet that includes a wide variety of nutritious foods. Talk to your doctor or go to find the best balance for you.



FOR YOUR BENEFIT

UPOW LOCAL 1245 HEALTH FUND
WELLNESS PROGRAM

ABOUT THE PROGRAM ROADBLOCKS TO BETTER HEALTH WELLNESS CHAMPIONS WELLNESS RESOURCE CENTER CONTACT



Message from the President

One of the most common misconceptions among people I meet is that the biggest and best of everything can only be found in a city. That is simply not true when it comes to health care. Community hospitals can offer everything you find in a city hospital — and more.

This issue of Healthy Edition demonstrates the diverse range of health care services that Somerset Medical Center offers to meet our community's needs, from specialized surgical procedures such as total shoulder replacement surgery to the latest cancer-fighting technologies and programs that affect people's mental quality of life, such as our newly expanded Stead for Life Center. In addition, the centerfold calendar lists the wide variety of free or low-cost health screenings, wellness programs and health education classes we offer to help promote your continued good health.

Read on to learn more about our high level of expertise, leading-edge technologies and clinical advances that rival what you'll find anywhere else. You just might be surprised that they don't come with a city address.

Kenneth Schuman
Kenneth Schuman
President and
Chief Executive Officer

New Cancer Center

Armed With Advanced Cancer-Fighting Technologies



In any trade, you have the best chance of obtaining your opponent if you have the most advanced weapons. In our world, that's why Somerset Medical Center has invested \$6 million in cancer-fighting technologies for The Somerset Cancer Center, a \$28 million expansion facility, which will open in January.

The star of the center's technology lineup is its linear accelerator, which was high on the X-rays in target and during cancer cells while minimizing damage to surrounding healthy tissue.

"We are excited to bring this state-of-the-art equipment to the medical center campus for the first time," says Bill Jones, MD, director of radiation oncology at Somerset Medical Center. "The linear accelerator allows patients to receive more targeted radiation, allowing us to increase the dosage and thus increase the chance of survival while reducing side effects and improving their quality of life."

The medical center's linear accelerator is the latest generation of the technology, featuring advanced tools a



The cancer center also has been designed with the goal of being totally accessible, meaning people who are not insured will be able to complete — risk-free — their treatment. "Doctors will have access to our cancer patients' complete course of care from any computer in the medical center or in their private offices," says David Dyer, Somerset Medical Center's chief administrative officer. "Having this information readily available will give a click of a mouse will not detract in making proper diagnosis and determine those patients' outcomes."

Along with its new technologies and the Breast Care Program, The Somerset Cancer Center will feature the medical center's oncology research department, oncology offices, cancer support and education for patients and families, genetic testing, nutritional services and comprehensive wellness services. Patients who require hospitalization will be cared for by their own physicians at the medical center, which is connected to the cancer center by an elevated walkway.

The center is located in Somerset at the Fort Hill Park Mall, one of the nation's most progressive shopping centers, which has doubled more than 100 million in Somerset Medical Center over the past 12 years.

To learn more about The Somerset Cancer Center, visit www.somersetmedical.com.

New digital mammography equipment will improve breast cancer detection for patients at the newly-opened Breast Care Program.

Left: The Department of Cancer Center features a state-of-the-art linear accelerator.

A PUBLICATION OF SOMERSET MEDICAL CENTER

Winter 2007

healthy edition



combating shoulder pain surgery provides lasting relief
new technologies lead the fight against cancer
caring knows no boundaries Somerset physicians aid the world

healthy edition

battling the battle of busy mothers raising the quality of sleep
detecting breast cancer latest technologies available in New Jersey
new mothers pampered at The Baby Suites



peripheral artery disease patients get back on their feet
tragedy to triumph comprehensive rehabilitation services
Somerset County Slims down 1,500 pounds lost

healthy edition



High school junior Tom Caring of Middlesex was treated at Somerset Medical Center's



Fall 2007

