

# Improve Health Outcomes And Lead Your Community to Wellness with *Being Your Best*

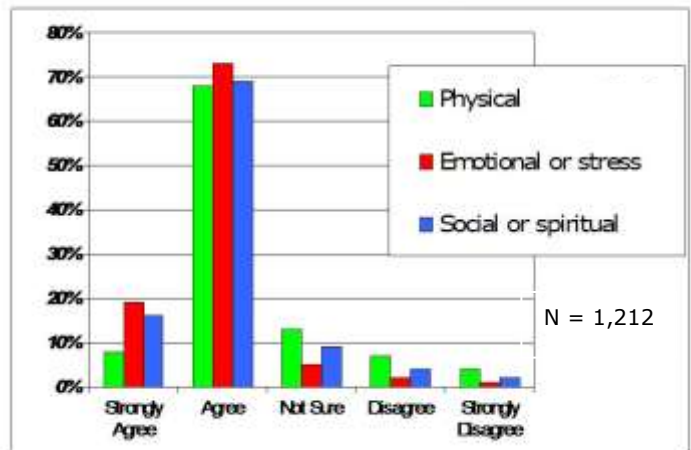
A Program for the Whole Person, Family, Organization and Community

Over a thousand people agree that *Being Your Best* can help them reach their goals (see graph) and more than 80% of professionals say it's better or much better than similar programs.

**Being Your Best Can Help Me Achieve My Goals**

It's an approach that's been honored by:

- AARP's *Social Impact Award* as a "simple eldercare program that 'bridges the silos' of medical, emotional and spiritual care."
- The *National Award for Excellence in Quality Management* (from the American Managed Care Review Association) for demonstrating that the same program materials and skills could help:
  - Middle-school children to manage stress, exercise more and eat better
  - Older adults to control their diabetes and high blood pressure



Being Your Best Workshop Evaluations: 2004 - 2008

## Start Quick and Simple

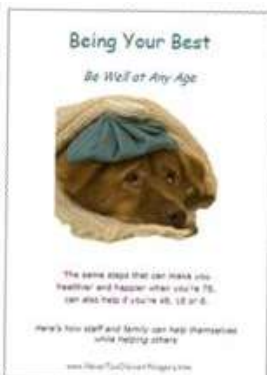
Give the [Being Your Best](#) and/or [Connect Your Care leaflet](#) to patients, members, clients, workers or others to:

- Start building partnerships with your care team
- Improve transitions between different care settings and doctors
- Help patients find free, trusted advice

**Encourage enrollment** in BYB's free [Four Steps to Health and Happiness](#) FREE Internet program.



## Help Patients and Families to Take Some Steps...



Next, help motivated patients and family members by offering [Being Your Best: A Total Wellness Guide](#). This booklet, a 20 page excerpt from *What I Wish I Knew*, is an inexpensive way to introduce key concepts to the entire family, your patient population, workers or others.

It contains two teaching stories, discussion questions, a self-assessment and a worksheet to quickly engage learners.

## ...And Find Happier Endings to Their Stories



**Most people learn best from stories**, rather than lectures or health education pamphlets.

**What I Wish I Knew** offers 11 stories about elders, adults and youth trying to be their best - to engage patients in finding happier endings to their real life stories. Worksheets, discussion questions and self-tests are included to provide an **interactive experience**. (56 pages with 28 professional references)

This book is the centerpiece of *Being Your Best*, honored with AARP's 2008 Social Impact Award.

## Help People Choose What, When and How They Want to Learn

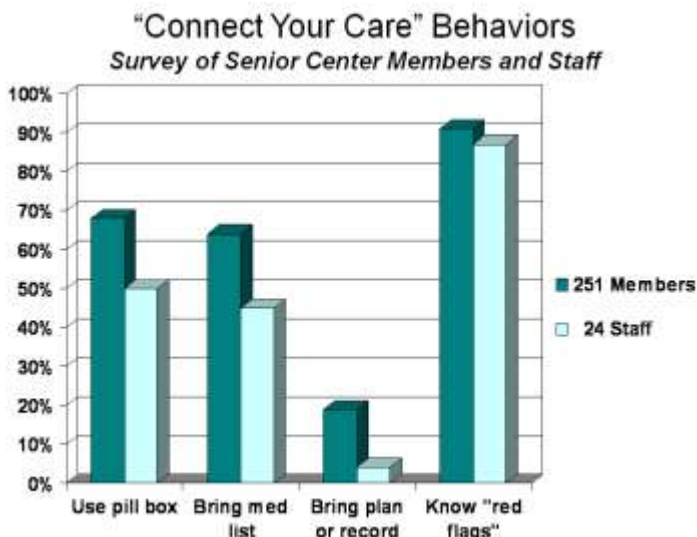
The **Being Your Best Internet programs** allows clients (seniors, adults and teens) to **"help" the fictional Phelps family** deal with twelve critical challenges – **while making specific plans to help themselves** and their loved ones.

Videos, stories, worksheets and discussion question **encourage many learning styles**. A "coaching quiz" after lesson helps participant earn a "Coaching Certificate" for learning how to:

- **Help themselves, family and friends**
- **Find community services**
- **Work closely with the professionals who serve them**

<i>Take Action!</i>
Reduce Your Stress
Find What You Need
Improve Your Care
Connect Your Care
Find Peace of Mind
Afford What's Best
Volunteer to Help
Control Your Weight
Eliminate Abuse
Discuss Life's Final Chapter
Enjoy Lifelong Learning
Use Your Coaching Kit
Help Us Help Others

## Help Your Whole Organization, and Reduce Turnover and Dissatisfaction



Staff and patients (or supervisors and workers) can focus on common issues because **the same materials are used to train everyone to "speak the same language."**

As communication improves, so does quality and outcomes of care. Surveys and the "plan for any problem" help you **learn from your own experience**.

This well-researched program is specifically designed to **reduce factors associated with employee turnover and dissatisfaction**: lack of involvement in planning; poor communication and high stress.

## And Lead Your Community To Wellness

Learn how your organization can **sponsor a media series, community conferences, a learning collaborative and/or a media series to build bridges** between:

- Elders, their adult children and teen-age grandchildren
- Professionals, aides, volunteers, schools
- Hospitals, nursing homes, senior centers, pharmacies, churches, worksites
- Mental health and medical services

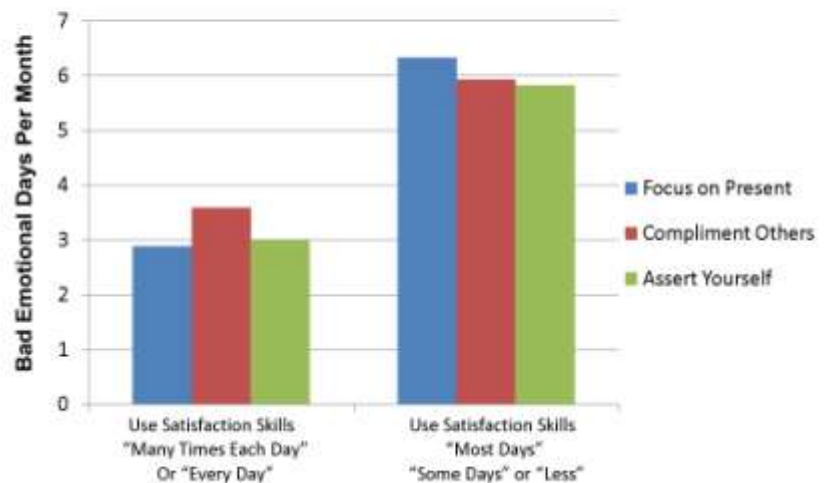
Using your marketing and public relations dollars to support *Being Your Best* can make a real difference in the wellness of your community, while helping your staff, patients and family members to be healthier and happier.

## Evidence of Effectiveness

### Less stress and depression

Use of the satisfaction skills (awareness, affirmations, assertiveness, acceptance) is one of the core BYB components.

Our ongoing studies demonstrate that people who use these skills more frequently have better mental health.



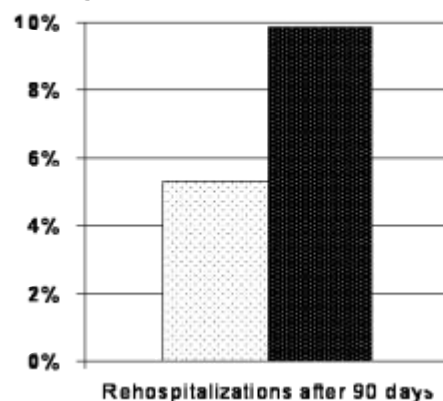
Survey of 99 Residents of Middleport, NY  
Center for Health Management February, 2009

### Reduced Hospitalizations

Our *Connect Your Care* module is based on transitions of care studies in which patients coached in four pillars of care reduced their rehospitalization rate by nearly 50 percent:

Coleman, E. et al. The Care Transitions Intervention  
*Arch Intern Med.* 2006;166:1822-1828

### Hospitalizations Can Be Reduced



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