



Community Health

a magazine and digital solution for better health and wellness results

Real Results

With the Award Winning Community Health Magazine

- Clients **customize** their own quarterly health and wellness magazine for their employees or others.
- Improved communication leads to employees being more **proactive** in wellness prevention.
- Employers realize **substantial savings** through better employee health and attendance.
- Magazine furnished in **digital or print**, with surveys and savings coupons also available.

“We only spend four to five hours a quarter working on it. CH does everything else.”
 – Michael Garaofalo, AON Corporation



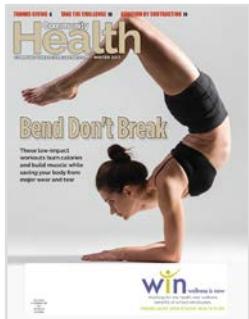
30 SUMMER 2015 COMMUNITY HEALTH

Local Content

Your Stories, Your Voice

- **Stories** highlight individual employees, groups and company initiatives.
- **Navigation** stories help employers realize substantial savings through more efficient utilization.
- Testimonials lead employees to change behavior for healthier outcomes.
- Community Health Magazine provides your employees a channel to **share** and connect with their colleagues.

“Everyone in our group gets it delivered right to their home, so we know they see it.”
 – Denise Colarotolo, Smola Consulting



Food for Thought

Officials in Finger Lakes consortium to take on 10-day, plant-based food challenge

BY DANNY CAMPBELL

To this day, the smell of a fresh cheese pizza coming out of the oven is enough to make Doug Schmidt's mouth water. He also admits that he still has a strong sweet tooth. But when those cravings hit, you won't find Schmidt in any candy aisle or pulling into the drive-thru of a fast food chain. Instead, he reaches for some fresh veggies, fruit or nuts.

That's because Schmidt, the health and wellness coordinator and an enrichment teacher at Victor Central School District, follows a whole-food, plant-based diet. This includes no oils, dairy or added sugar.

"Because of those three things, that's hard for almost anybody," Schmidt says. Schmidt doesn't hesitate to recall the catalyst for his strict diet: "It's kind of hard to forget, actually. At age 48, Schmidt had a heart attack. After recon-

ing, he researched new diets, listened to experts and changed the way he approached his diet, health and wellness. "Because of that, nine years later, I'm off of all medication, not even a daily aspirin, and I just finished my first full marathon," Schmidt says.

He also lost about 60 pounds, and his total cholesterol is roughly 120.

"I've never felt better," he says.

After noting the success of the diet, Schmidt educated others about it at Victor in the form of a 10-day challenge, where participants followed the plant-based diet. Now, Schmidt has teamed up with Rick Amundson, health and wellness consultant for Sweda Consulting, to showcase the challenge on a wider scale.

"The Finger Lakes Area School Health Plan, which includes Victor, is a consortium made up of 26 schools and one college. As Amundson explains, each of the 27 different entities in the consortium will have five people participate in the challenge. Amundson and Schmidt recommend that at least each district's wellness coordinator, the superintendent of schools and three other officials of the district's choosing take part in the challenge to see these benefits firsthand.

"There's so much research-based evidence out there that this is a way people should be eating and incorporating the principles into their lives," Amundson says. "If everybody does what they're supposed to do, then we'll have 25 times the people participating in this 10-day diet."

EMBRACE THE BENEFITS

Like Schmidt, Alison Gannon's husband had a heart attack at a young age. "To make matters worse, by the time he was 26 years old he couldn't tolerate any drugs because of adverse side effects. With a history of high cholesterol in his family, one of his few options was to turn to a plant-based diet.

"People are realizing that if you can do the diet then it can reverse heart disease in people," says Gannon, head of the physical education department and coordinator for the wellness committee at York Central School District. "It is removing plaque from arteries, and I think that's why we're really trying to open everybody's eyes to the alternative."



The Zimmerman family: Rachel, Tony and Anthony, seen here around the time of Anthony's first birthday.

coheres to be effective on cleft, lip and palate repair, and ear deformities. The boys are identifying the problems and acting on them as close as possible to birth."

Had Rachel and her husband, Tony, brought Anthony to Schuster at four months, the doctor probably would have opted for surgery, which would have required waiting until he was six years old. Surgery carries the risk of infection, typically costs as much as \$2,000 and subjects the child to potential social ridicule in childhood, Schuster says.

As many as 40 percent of all newborns have ear deformities, but many pediatricians — let alone parents — are not aware moldings are available, Schuster says. The procedure was first performed in Japan during the 1940s, and a paper on the topic attracted the notice of plastic surgeons at New York University Hospital. It was there Schuster trained as a fellow and learned how to perform the procedure.

"In 99 percent of the cases, we make customized molds, and occasionally use a commercial ear-molding product," she says. "The moldings are taped to the ear and stay on the baby for six weeks to three months, depending on how early the baby is brought in. In Anthony's case, he first came to us on Jan. 5, 2008 and the molding was complete on Feb. 18."

Rachel, 31, is a kindergarten teacher at Woodford Elementary School, and Tony is a fifth-grade teacher in the Mount Lebanon School District. Their experience with Anthony's ear issues raises the question of what will change and what won't change once a more ordered consent decree between their insurance carrier, Highmark, and their pediatric hospital provider, Children's Hospital of Pittsburgh, expires in 2019.

The answer, for the foreseeable future, is not much. When it comes to pediatric and psychiatric hospitalizations, Children's Hospital of Pittsburgh and Western Psychiatric Institute will remain in-network until 2022 and, very likely, beyond.

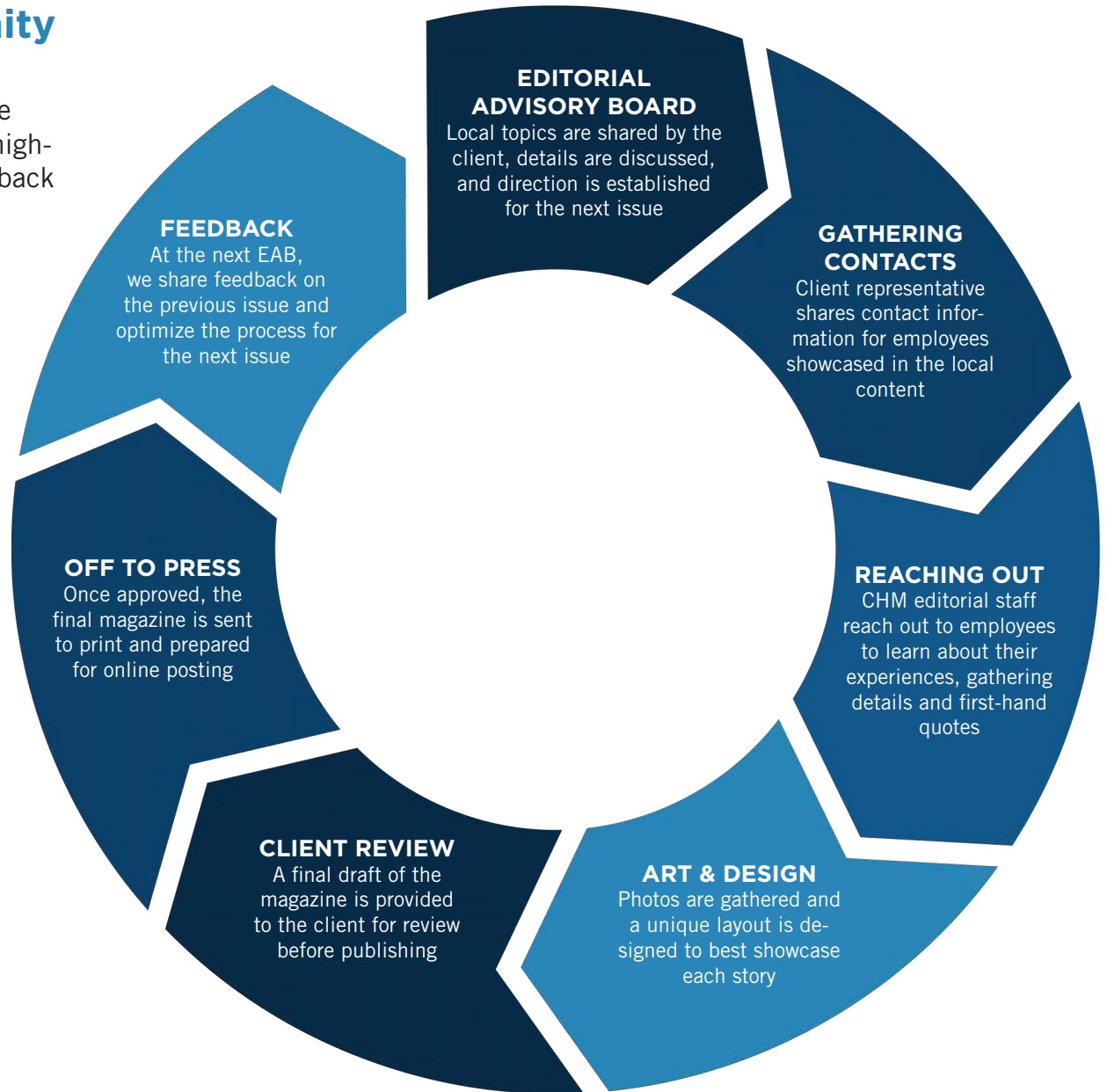
"Thank goodness," Rachel says. "I don't want to have to make a choice." But first, some background.

For decades, Pittsburgh operated as a stable despot in health care. UPMC was the dominant hospital provider and

Content Creation

Connecting to Your Community

The Editorial Advisory Board starts and ends the publishing cycle by identifying local stories to highlight in the next issue and participating in feedback from the past issue and work-flow.



Digital Customization

Flexible Communications

Our digital services can be **customized** for your target audience and distributed monthly or quarterly.

You'll receive a detailed schedule with key dates regarding the theme of each message and the platforms being used.



BENEFIT GUIDE



DIGITAL MAGAZINE



SOCIAL MEDIA



EMAIL BLAST

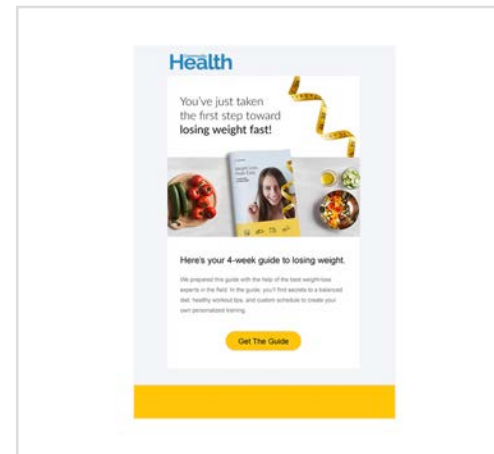
Engagement Tools

Driving Behavior Change



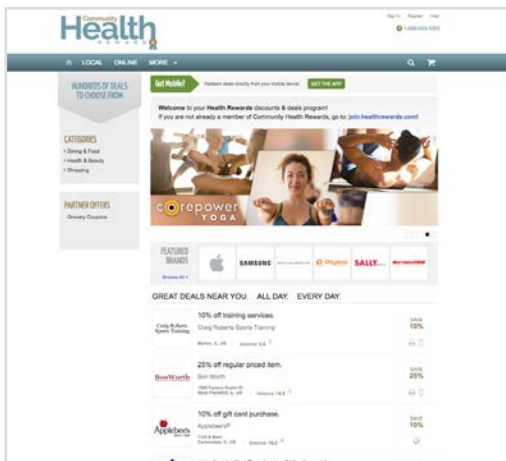
Health Promotions

Employees are invited to participate in fun and easy health promotions all year long such as Healthy Selfie, On Vacation and Favorite Healthy Holiday Recipes.



Health Tips & Notifications

Employees stay informed of the best ways to improve their health through emails and digital editions of the magazine that can be accessed on any device.



Discount & Savings Membership

As an incentive to increase participation, employees who complete their personal health assessment gain access to the largest discount and savings membership network in the country.



Video Production

We'll work with you to create the perfect presentation that represents your organization.

Data Intelligence

Combined with Personal Story Telling

Community Health
GHMRC

Personal Health Report

Congratulations!
You've taken the first step toward improving your health by completing your Health Risk Assessment Questionnaire!

The purpose of your personal health report is to help you understand the link between your health behaviors and your health. We'll start with your wellness score, which is a snapshot of where you're at right now. Then we'll share insights you can use to work toward health goals (and help increase your score). Last but not least, there is a link to even more tips to help you on your journey to better health.

We encourage you to print a copy of your personal health report so you can share it with family, friends, and your doctor ... and remind you of changes you want to make.

This HRA is not a substitute for a medical exam. If you have health concerns, or your personal health report raises questions, make an appointment with your doctor to talk about your results.

Last update: January 16, 2018, 11:55:52 EST

Wellness Score

Poor Fair Good Very Good Excellent

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Health Risks and Economics Executive Report

SAMPLE REPORT

Health Risks and Costs Relationship

The relationship between risk and costs is shown in Table 2 and Figure 3. In general, as risks increase so do costs.

Table 2. Costs by Health Risk Status

	Number with risk	Percent with risk	Medical Costs	Pharmacy Costs	Health Care Costs
Overall Risks					
0 risk	881	20.7%	\$1,002	\$229	\$1,231
1 risk	729	25.0%	\$1,052	\$246	\$1,298
2 risks	562	21.1%	\$1,912	\$369	\$2,281
3 risks	378	13.4%	\$2,009	\$355	\$2,364
4 risks	245	8.0%	\$3,680	\$741	\$4,420
5 risks	137	4.0%	\$2,656	\$652	\$3,308
6+ risks	151	5.4%	\$6,464	\$1,485	\$7,949
Risk Levels					
Low (0-2 risks)	1,699	47.6%	\$1,305	\$235	\$1,540
Medium (3-4 risks)	822	22.1%	\$2,675	\$606	\$3,177
High (5+ risks)	389	10.3%	\$4,796	\$1,543	\$6,379
Average Risks and Costs	2.0		\$1,965	\$427	\$2,391

Figure 3. Number of Risk Factors vs. Average Health Care Costs (Medical and Pharmacy)

Executive Report | Sample Company
Global Health Management Research Core, LLC and Community Health

Community Health
GHMRC

CROSS TRAIN

HOW TO TURN YOUR MIDLIFE CRISIS UPSIDE DOWN

EASY CLEANING TIPS FOR SENIORS

Rochester Area Schools Health Plan
Gates Chili CSD introduces Unified Sports basketball to its regular lineup

Health Care Providers

Community Health produces and publishes custom wellness magazines which are distributed to both Health Care system employees and local area businesses.



Health Care Providers

Community Health helps this provider reach households throughout the community with saturation marketing.



Health Care Providers

Community Health sends targeted messages and health care educational information across service lines for this Massachusetts based provider.



Case Study

Finger Lakes, NY

Community Health enabled this client to boost employee engagement five fold in just 24 months!

	BASELINE	YEAR 1	YEAR 2
Number Signed up for Wellness Programs	2,500	7,500	17,340
Number Enrolled in Fitness and Nutrition Programs	698	1,390	2,020
Number Completed Healthy Living Programs	698	1,390	2,020
Number Completed Personalized Health Recommendations	698	1,390	2,020
Number of Preemptive Medical Procedures Undertaken	608	777	1,600

Case Study

Pittsburgh, PA

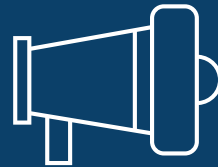
The Allegheny County Schools Health Insurance Consortium achieved dramatic increases in both preventive screenings and Employee Assistance Program participation.



89%

Increase of preventive colonoscopies among eligible members

3,750 to 7,100



Community Health enabled this client to eliminate all late stage colon cancer procedures by more than doubling preventive colon cancer screenings.

In addition, CH helped this client significantly reduce stress related claims and absenteeism by boosting contacts to their employee assistance program in excess of 327%



327%

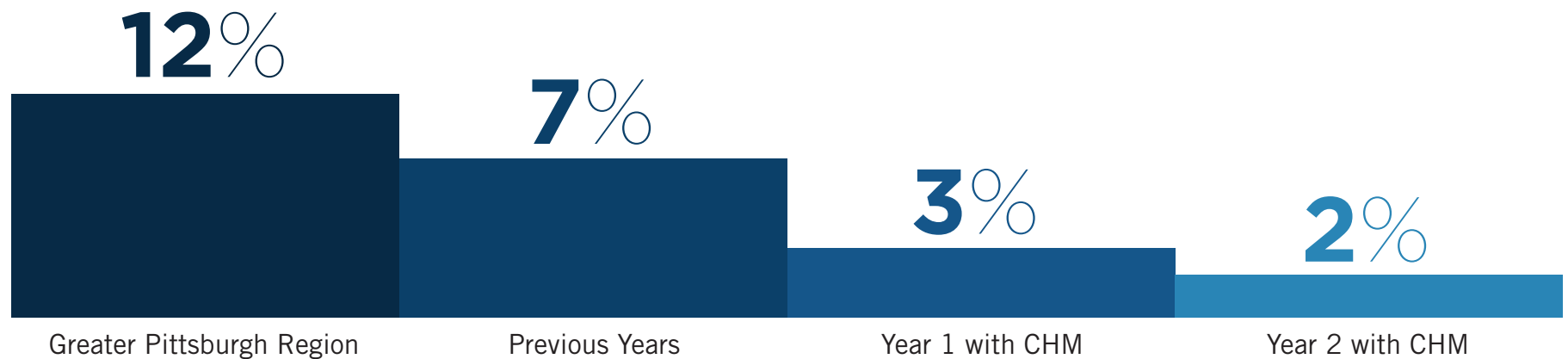
Increase of calls to Employee Assistance Program

728 to 3,111

Case Study

Pittsburgh, PA

Medical claims paid by ACSHIC grew by just 3% in Year One and less than 2% in Year Two, versus 6% to 7% increases in previous years, and 12% growth in the greater Pittsburgh region.



50%
REDUCTION IN GROWTH

Of medical claims paid represented an economic benefit to ACSHIC of **\$4.5 million** in Year One and **\$5 million** in Year Two.

Who We Are

Founded in 2006, Community Health is owned by shareholders of Community Media Group, a privately held Illinois-based newspaper publishing group that owns and operates daily and weekly newspapers, shoppers and a full-service digital agency.

Senior management of Community Media Group has an extensive range of knowledge and experience in both community, semi-urban and urban settings, and has long been recognized at the forefront of community newspaper publishing.

LARRY PERROTTO

Chairman

JOHN SATTERWHITE

Vice Chairman

MARK HORNUNG

Managing Director / Publisher

JOAN WILLIAMS

CFO

ZACH PAYER

COO



On Demand Services

Many of our clients rely on us to help them with their unique challenges. We can support your evolving needs and special requests by leveraging our experience and depth of relationships in the following sectors:



CONSULTING



CREATIVE DESIGN



WEB DEVELOPMENT



**HEALTH RISK
ASSESSMENT**



VIDEO PRODUCTION



PUBLIC RELATIONS



PROGRAMMING



SYSTEMS INTEGRATION



PROJECT MANAGEMENT



JOURNALISM



EDITING



**PLAN DESIGN
DECISION SUPPORT**

A woman is shown in profile, performing a yoga pose (Warrior II) on a beach. She is wearing a dark tank top and leggings. The background is a sunset over the ocean with birds flying in the sky. The entire image has a blue color overlay.

Community Health

learn more at resultswithwellness.com