




seestudio:design

Graphic Design and Visual Communication Strategies

Portfolio Presentation

Caren R. Lipkin
215.285.2230
crlipkin@comcast.net

Business success today requires a distinctive and compelling visual style to compete in the marketplace. Let us help you achieve your business goals with cost-effective, results-oriented visual solutions.

graphic design and visual communication strategies

Leveraging over 25 years of experience working with the region's business community, we'll partner with you to develop a creative communications strategy that will help you to drive your business forward.

- marketing and corporate communications
- advertising
- identity and branding
- web design and development

East Coast Cosmetics



A Division of Moyco Technologies, Inc.
200 Commerce Drive
Montgomeryville, PA 18936



200 Commerce Drive
Montgomeryville, PA 18936
Phone: 215.855.4300 • 1.800.331.8837
Fax: 215.362.3809
www.eastcoastcosmetics.com

Drew Lipkin
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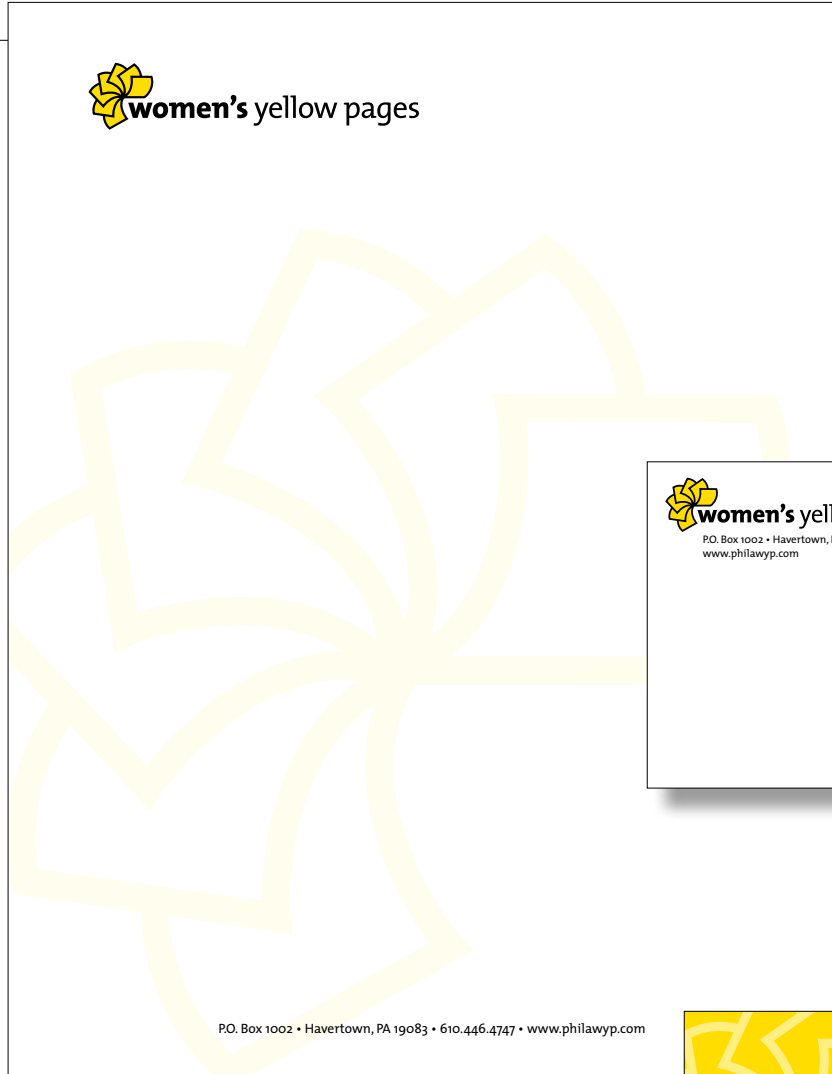
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Phone: 215.334.4319 • Fax: 215.465.2502
150 YEARS OF CARING FOR CHILDREN AND FAMILIES



OVER 150 YEARS OF CARING FOR
CHILDREN AND FAMILIES



**Women's Yellow Pages
of Philadelphia**





Fred's Footsteps

The screenshot shows the website's header with the logo and navigation links: OUR MISSION, OUR FAMILIES, YOURSELF, CONTACT US. The main banner reads "HELPING FAMILIES OVERCOME ADVERSITY AND ADAPT TO CHANGE" with an image of a child's feet. Below is a "GET TO KNOW OUR FAMILIES!" section with filters for "CYCROWN: AGE 2", "SPENCER: AGE 6", "DYLAN: AGE 2", and "ANGEL: AGE 8". The featured article is "The G. Fred DiBona, Jr. Memorial Foundation" with a sub-header "The G. Fred DiBona, Jr. Memorial Foundation - Fred's Footsteps". The text describes the foundation's mission to continue the legacy of G. Fred DiBona, a Philadelphia business and civic leader who died of cancer. It states that Fred's Footsteps continues his principle of helping others by bringing hope to families who already struggle.

Logos, Identity and Brand

The G. Fred DiBona, Jr. Memorial Foundation (Fred's Footsteps)

Having a sick child is a challenge physically, emotionally, and financially. It is because of the kindness and generosity of foundations like Fred's Footsteps that our world still goes around.

-Jessica's mom

Fred's Footsteps - Helping families with seriously ill children take another step forward.

Fred's Footsteps

Our Mission

Fred's Footsteps provides direct financial assistance to families who have found themselves in a financial crisis due to the costs of caring for a seriously ill child.

Who is eligible to receive our assistance?

- The child must be under the age of 18.
- The child must be a resident of Philadelphia or the surrounding counties.
- The child must be a resident of Philadelphia or the surrounding counties.
- The child must be a resident of Philadelphia or the surrounding counties.
- The child must be a resident of Philadelphia or the surrounding counties.
- The child must be a resident of Philadelphia or the surrounding counties.
- The child must be a resident of Philadelphia or the surrounding counties.

Who was Fred?

The G. Fred DiBona Jr. Memorial Foundation was established in 2005 to continue the legacy of Fred DiBona, a Philadelphia business and civic leader who lost his battle with cancer at the young age of 55. Fred's love for children and understanding of the healthcare needs of our community inspired the unique mission that is Fred's Footsteps.

Our Mission

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Our Funds in Action

March, April
 \$100,000
 \$200,000
 \$300,000

May, June
 \$400,000
 \$500,000
 \$600,000

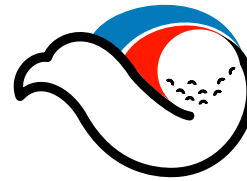
July, August
 \$700,000
 \$800,000
 \$900,000

September, October
 \$1,000,000
 \$1,100,000
 \$1,200,000

November, December
 \$1,300,000
 \$1,400,000
 \$1,500,000

From February 28, 2008 - June 30, 2008

Birdies For The Brave



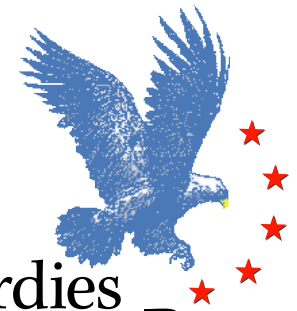
Birdies **FOR THE** Brave
★ ★ ★ ★ ★



Birdies
for the Brave



Birdies
for the Brave



Birdies
for the Brave

Initial Concepts



Final Selection

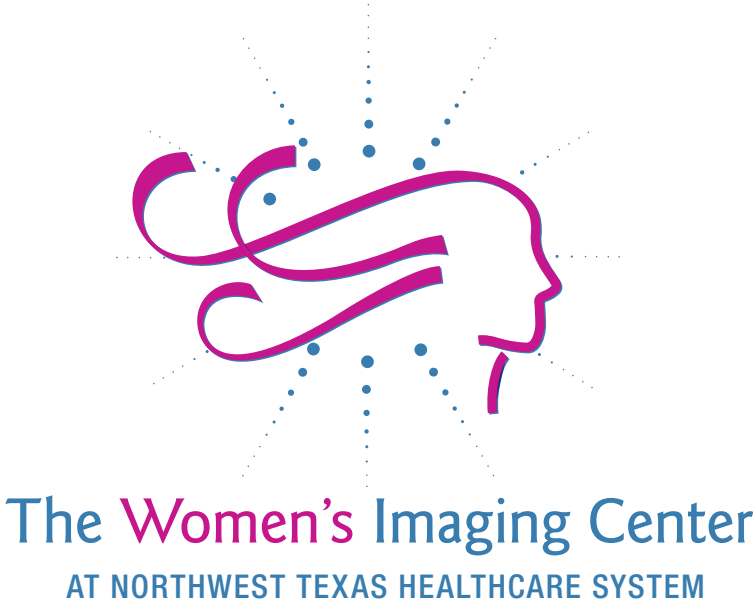
**Independence
Blue Cross Brands**



**The Sleep Center
Summerlin Hospital,
Las Vegas, NV**



**Women's Imaging Center
Northwest Texas
Healthcare System**





www.ibx.com

A better way to get health care.

A Mammogram Can Make a Difference for Generations.

Sometimes just taking care of yourself...takes care of everyone else. That's why at Independence Blue Cross our Women's Health Programs are designed to address the special health needs of women and emphasize the importance of routine care.

We encourage all women to schedule important health screenings such as mammograms and pap tests. If it's time to schedule your next mammogram, do it today. If you do not know when you are due for a screening, talk to your doctor.



Independence Blue Cross
You Deserve It.SM

Independent licensee of the Blue Cross and Blue Shield Association.

(note: ad was not published)

NOTHING COVERS YOU LIKE

Blue




Coverage that goes with you!
At home, at school, or away—when you carry an Independence Blue Cross card, you have access to more doctors and hospitals than with any other insurer.

Programs that keep you healthy!
Our award-winning wellness programs provide information and incentives to keep you and your family in the best of health.

Plans designed just for you!
Select the plan that's right for you—Keystone Health Plan East HMO, Personal ChoiceSM PPO, traditional fee-for-service, life insurance, dental and vision benefits, prescription drug coverage, workers' compensation, retiree coverage and more!

For more information, call: 215-241-2240 or 800-227-3115 (outside Philadelphia)



Independence Blue Cross

You Deserve It
ibx.com

Independence Blue Cross offers products directly through its subsidiaries Keystone Health Plan East and GCC Ins. Co., and with Pennsylvania Blue Shield—Independent licensee of the Blue Cross and Blue Shield Association.

Introducing the newest member of your health care team.

You.

WANT TO BE INVOLVED IN YOUR OWN HEALTH CARE? Now you can with plans from Independence Blue Cross. Take our Connections Health Management program, for instance. The program helps people with chronic conditions like asthma, diabetes, and heart and pulmonary disease, and those facing surgery, live healthier lives. You'll have access to services like a Health Coach to help you better understand the information you need to make important decisions about your health. Health Coaches are on-call around the clock to answer all your questions about everything from your child's sudden fever, to your own more serious illness. Plus check-in calls, timely appointment reminders and a wealth of health care information are all part of the program.

The Connections Health Management Program from Independence Blue Cross—it's just one more way we're helping you stay healthy while you're keeping costs in check. For more information visit ibx.com.

Knowledge. Choice. Independence. Choose Blue.




Independence Blue Cross

Independent Blue Cross is an Independent Licensee of the Blue Cross and Blue Shield Association.

(note: ad was not published)

Independence Blue Cross

Discover the Healthy You!

DISCOVER programs designed for your well being.
Whether you want to lose weight, quit smoking, join a gym, or better manage a health condition, our innovative Healthy LifestylesSM programs are designed to give you the help you need.

DISCOVER a wide range of plans.
We have just the right plan to fit your needs. From individual insurance to group plans for business both large and small, we offer a wide range of flexible benefits and supplemental coverage for vision, dental and prescription drugs.

DISCOVER online access to the information you need when you need it.
That's why we've created the ibxpress.com web site exclusively for our members. From requesting an ID card, to checking on the status of a claim or just finding a doctor, ibxpress.com lets you manage your health care on your time.

DISCOVER an insurance company that does more than just insure.
At Independence Blue Cross, we care about you and your family, and we're committed to providing the best possible services, information and support.

To learn more about Independence Blue Cross plans and benefits, call **(215) 241-2240 or (800) 227-3115** (outside Philadelphia) or visit us on the web at ibx.com.



Independence Blue Cross

Independent licensee of the Blue Cross and Blue Shield Association.

DISCOVER IT!

YOU DESERVE IT!



Great legs!

After Vnus Closure® to treat Varicose Veins

Great looking legs and great feeling legs. So important for a healthy lifestyle and attractive appearance.

Healthy veins are one-way valves that send blood up the legs and back to the heart. If veins become damaged or diseased, you might develop venous insufficiency—when blood flows backward and pools in the legs. This means leg pain, swelling, varicose veins and ulcers.

Lancaster Community Hospital offers Vnus Closure®, a minimally invasive treatment for venous insufficiency. Through a tiny incision, surgeons insert a thin catheter to heat and seal the diseased vein. The blood is then naturally rerouted by the body through the remaining healthy veins.

Little or no scarring. Outpatient procedure. Quick recovery. Great legs!

For more information, please call 1-800-851-9780.

Lancaster Community Hospital
 43830 N. 10th Street West • Lancaster, CA 93534
www.lancastercommunityhospital.net

Physicians are independent contractors who are not agents or employees of Lancaster Community Hospital.

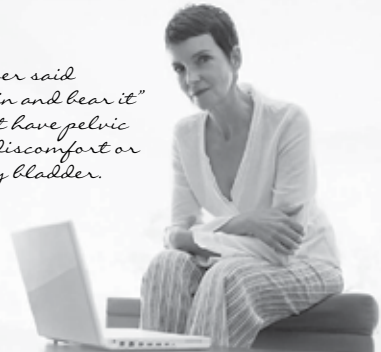
Golden Fields. Endless Sky.
AND THE SWEET FREEDOM... THAT IS OURS.



May we always celebrate Independence Day... together... in good health.
 St. Mary's Regional Medical Center wishes you
HAPPY FOURTH OF JULY, 2007

St. Mary's
 REGIONAL MEDICAL CENTER

*Whoever said
 "grin and bear it"
 didn't have pelvic
 discomfort or
 a leaky bladder.*



There are now effective, low-risk procedures that can treat these conditions.

Join us for a free lecture by **Edward Becker, M.D.**
WHAT'S HAPPENING DOWN THERE?
Treatment for Pelvic Organ Prolapse and Stress Incontinence
 Wednesday, June 18, 6:30 PM
 Jewish Community Center
 8500 Jog Road, Boynton Beach
Call 561-798-9880 to reserve your seat.

Wellington Regional Medical Center
www.wellingtonregional.com

Physicians are independent practitioners who are not employees or agents of Wellington Regional Medical Center. The hospital shall not be liable for actions or treatments provided by physicians.

Universal Health Services

Springing up!

MORE PEOPLE. MORE FAMILIES. MORE HEALTHCARE.

The new Palmdale Regional Medical Center and Lancaster Community Hospital

Residents of the Antelope Valley are eagerly awaiting the new medical facility blooming in our desert community. **Palmdale Regional Medical Center** is currently under construction and expected to open during the summer of 2009.


- All-Private, Single-Occupancy Rooms
- OB/GYN
- Pediatrics
- Neonatal Intensive Care
- Advanced Cardiac Care
- ER—35 Treatment Bays

Lancaster Community Hospital, an acute care facility with 117-licensed beds, has been providing excellent medical/surgical services for the people of the Antelope Valley for more than 40 years.

- Inpatient and Outpatient Surgery
- 24-Hour Emergency Department
- Cardiac Center
- Acute Inpatient Rehabilitation/Outpatient Rehabilitation
- Minimally-Invasive Weight-Loss Surgery
- Center for Wound Care and Hyperbaric Medicine
- Diabetes Treatment Center



Lancaster Community Hospital
 43830 N. 10th Street West • Lancaster, CA 93534
www.lancastercommunityhospital.net
 803-966-9783

PALMDALE REGIONAL MEDICAL CENTER



Physicians are independent practitioners who are not employees or agents of Lancaster Community Hospital. The Hospital shall not be liable for actions or treatments provided by physicians.

New Seasons Assisted Living

RICH HISTORY
BRIGHT FUTURE

Unconditional Regard for the Elderly

OUR MISSION

New Seasons Assisted Living Communities are committed to providing excellent personal services tailored to meet our residents' individual needs while ensuring individual independence, freedom of choice and privacy. We strive to create a supportive community atmosphere with early activities that enhance our residents' enjoyment of life and companionship. Every member of the New Seasons staff is dedicated to creating a sense of trust for residents and their families.

WELCOME

(Letter from Rick Nease)

CONGRATULATE residents' achievements, and applaud their abilities when they achieve things they've always wanted to do. Celebrate their milestones and accomplishments. Encourage them to try new things. Encourage them to take on new challenges. Encourage them to try new things. Encourage them to take on new challenges. Encourage them to try new things. Encourage them to take on new challenges.

"Residents will do great things. Promote their abilities, and encourage them to try new things. Encourage them to take on new challenges. Encourage them to try new things. Encourage them to take on new challenges."

WHAT IS ASSISTED LIVING?

Assisted living is a long-term care alternative for seniors who need assistance and live in a typical or a retirement community, but who do not require the full medical care provided in a traditional nursing facility.

New Seasons Assisted Living Communities offer unsurpassed care and services for the elderly. We provide help with daily personal needs such as dressing, bathing, medication, eating, exercise, housekeeping, overall medical monitoring and supervision. Residents of New Seasons live in full independent living through programs designed to help seniors and their families. Residents can choose from a full schedule of in-home and outside activities. Exercise classes, music, and art appreciation, career events, education, and fine entertainment are all part of our program to keep our residents physically, socially and mentally active.

Our communities are designed to provide a warm and comfortable home for residents that include attractive living and dining areas, many personal services, common areas for group or private socializing, and accessibility to community recreation and health professionals.

TO PROVIDE AN UNPARALLELED AFFLUENCE OF LIVING WITH ABILITY, WE ARE COMMITTED TO THE BEST OF OUR PERSONNEL.

It is 1963, New Seasons Assisted Living Communities was founded to serve the needs of the growing senior market in the Philadelphia region. The concept was inspired in total property in Abington, Pennsylvania in 1966, and began construction the same year. The first building opened in 1967, and the company purchased 2002 with 18th Street in Philadelphia. Today, New Seasons has 1,500 beds and is all of its facilities within an impressive 100-mile radius of the Philadelphia area, making it one of the leading providers of assisted living in Pennsylvania and New Jersey.

New Seasons stands to continue growth by adding new facilities in its system, as the demand for quality assisted living continues to grow. New Seasons continues to be managed by New Seasons Assisted Living Communities, Inc., the company's parent and owner of all its facilities.

OVERVIEW AND HISTORY

"Residents will do great things. Promote their abilities, and encourage them to try new things. Encourage them to take on new challenges. Encourage them to try new things. Encourage them to take on new challenges."

AmeriHealth Administrators

Enlarging Our Service
V I S T A S

AmeriHealth Administrators also constantly strives to improve the timeliness, convenience, accuracy, and availability of its services to customers. Technology is key to our success in this endeavor. In 2000, our technology enhancements included:

- **Increasing electronic claims submission, saving time, improving accuracy and speeding payment.** In 2000, we expect to further increase the percentage of provider claims we receive through electronic data interchange. Our goal is to make the claims process almost completely paperless.
- **Expanding our use of imaging technology.** In 2000, we successfully deployed imaging in our new claims processing department to improve response times to claim inquiries. Most inquiries are now answered during the initial call because service representatives no longer have to retrieve paper forms from the claims processing department. The addition of optical character recognition (OCR) software will enable us to collect data directly from scanned forms and put it into the proper format for automated claims processing, after checking for completeness and accuracy.
- **Providing an automated call routing system to our customer service department.** The new system captures key elements of customer inquiries—such as the nature of the inquiry, the representative handling the call, and the call's status or outcome—and routes priority inquiries through its automated call center. With full implementation in early 2000, it will give our customer service representatives access to accurate specific benefit information and members' claim histories and will automatically forward inquiries to the appropriate department for faster resolution.

(continued next page)

Intensifying Our Concentration on Quality

In 1999, an accreditation of our provider access program was received by URAC, an independent organization that establishes standards for the managed care industry. URAC's rigorous accreditation process examines all aspects of an employer's operations, including accountability, staff qualifications, training and orientation, medical and utilization management criteria, appeals processes, confidentiality, customer response times, and quality measures. This accreditation assures that an organization has the necessary structure and processes to produce high quality care.

The quality shines through in every aspect of our service delivery, and it reaches every resident in our member base in our case management services. AmeriHealth Administrators' support team of registered nurses provides our just clinical support, but caring, personal service, as well. As members Linda and Stephen Tinkles explain, "We use Stephen's work special equipment to help him live as independently as possible. As he grows, he needs things, and we face some challenges every day. Debbie Kozminski, our case manager, coordinates with Stephen's physical and occupational therapists to determine the most appropriate equipment for him, then finds suppliers who can provide that equipment at the lowest possible cost. Before AmeriHealth Administrators took over my husband's benefits plan, we had to lease equipment and try to get the best price on our own."

In conjunction with the accreditation process, we took the opportunity to strengthen our internal quality improvement program. We appointed a dedicated program manager who is responsible for ensuring the timeliness and quality of our demonstrations, case management and administrative services, as line with URAC standards.

As part of our ongoing quality improvement efforts, our customer service associates participated in additional training designed to our only customer technical skills, but without

Enlarging our Service Vista (continued)

- **Integrating our web site to offer yet another avenue of access to members, corporate administrators, brokers, consultants and providers.** Our new web site includes enhanced features that allow customers to print the most frequently requested forms and download annual reports and brochures. We also have enhanced capabilities for computer wiring to provide an additional level of convenience to our employees. In 2000, we'll add access to on-line directories of network providers and our new health library. Corporate administrators will also have electronic access to enhance manuals.

Continuing providing our claims with consistent, high-quality administration, we recently opened a new Operations Center in Fort Washington, Pennsylvania. The new site houses our claims and customer service functions, including eligibility, enrollment, claims processing, customer service, remittance services and the programmatic that support them. The new site has been designed and equipped to ensure the optimal environment to maximize productivity and support customer service excellence.

All of it has been made to even better service in our clients, as Earl Beck, Budget Officer for the County of Burlington, New Jersey, has told us. In his words, "We're extremely pleased with AmeriHealth Administrators' service and their efficiency in handling both inquiries and claims. When we call, their service representatives have our whole history on file, so they can respond as immediately. We also like the fact that they have case managers on staff, rather than being independent workers. This results in better service because the case managers are working with the claims staff on a daily basis and have their fingers really well."

QUALITY

A

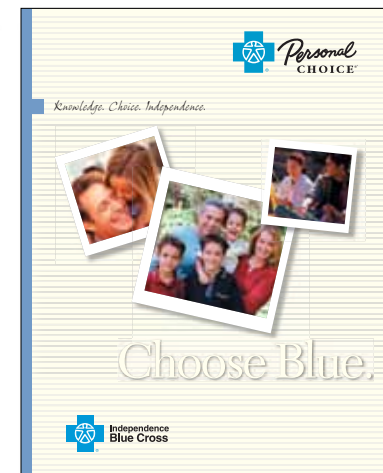
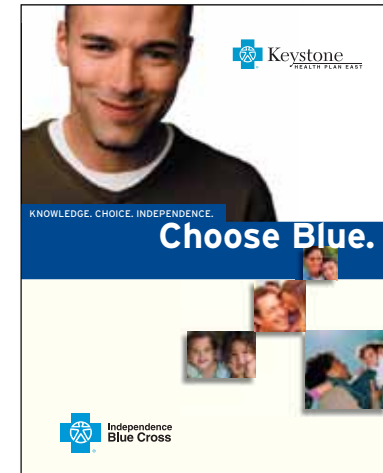
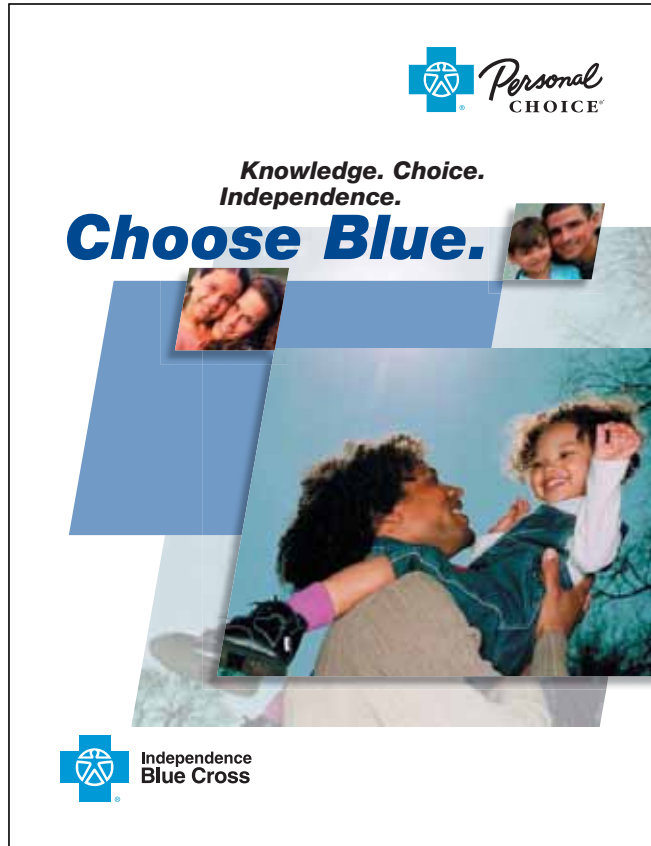
"We use Stephen to use our policy and benefit other services member conditions. AmeriHealth Administrators the support case manager, Debbie Kozminski, is help us. A lot of companies that stress the quality of our members. Debbie always treats us as friends."

Linda and Stephen Tinkles
Beverly Hills, Pennsylvania

P E R S P E C T I V E S



**Independence Blue Cross
Marketing Concepts**



Clinical Education

FOR THE HEALTHCARE PROVIDER

Advanced Cardiac Life Support (ACLS)

\$150.00

Location: NWSOU, Emid campus/Ketterman Lab/2929 E. Randolph, Room 204

ACLS Books: Available to employees in the St. Mary's Library. Course attendees must come prepared. St. Mary's will send books to outside participants.

February 16..... 8:00 AM to 4:30 PM
 May 24..... 8:00 AM to 4:30 PM
 August 30..... 8:00 AM to 4:00 PM

ACLS Prep

NO FEE

This class is intended to prepare ACLS course participants for the requirements of specific course content.

Location: St. Mary's Regional Medical Center—Cafeteria Classroom

January 31..... 7:00 PM to 9 PM
Rhythm Interpretations

February 7..... 7:00 PM to 9 PM
Major Code Prep

May 8..... 7:00 PM to 9 PM
Rhythm Interpretations

May 22..... 7:00 PM to 9 PM
Major Code Prep

August 14..... 7:00 PM to 9 PM
Rhythm Interpretations

August 21..... 7:00 PM to 9 PM
Major Code Prep

Neonatal Resuscitation Program (NRP)

\$50

This course will help healthcare providers learn how to resuscitate newborns and become valuable members of the resuscitation team. Physicians, nurses, respiratory therapists and other healthcare professionals who assist in delivery rooms are encouraged to complete this course.

Objectives:

- Recognize maternal and neonatal risk factors that make a delivery high-risk
- Anticipate and recognize the need for resuscitation of newborns
- Prepare adequately for resuscitation
- Resuscitate a newborn effectively
- Recognize special considerations in newborns

Location: St. Mary's Regional Medical Center—Classrooms, C & D

Books: Borrow a book from the Library at St. Mary's. Books can be purchased by outside participants: \$50.

March 14..... 9:00 AM to 2:00 PM | September 12..... 9:00 AM to 2:00 PM

Emergency Nursing Pediatric Course (ENPC)

\$150.00

This course is intended to help the participant become a more effective pediatric trauma care provider—especially in crisis situations. The Emergency Nursing Pediatric Course (ENPC) is an internationally standardized program designed to provide anyone who works in a pediatric setting with pediatric emergency nursing knowledge and job skill experience. Newly revised, ENPC presents a systematic assessment model, in the associated anatomy, physiology and pathophysiology and identifies appropriate interventions.

ENPC uses a variety of interactive formats, including lectures, slides, videotape demonstrations and skill stations. This course has been developed by the Emergency Nurses Association.

Contact includes:

- Initial assessment
- Respiratory distress and failure
- The neonate
- Pediatric trauma
- Children with special healthcare needs
- Psychiatric emergencies

Course Description/Target Audience

This course is designed to meet the needs of healthcare providers who respond to pediatric life-threatening emergencies. The Emergency Nursing Pediatric Course (ENPC) is an internationally standardized program designed to provide anyone who works in a pediatric setting with pediatric emergency nursing knowledge and job skill experience. Newly revised, ENPC presents a systematic assessment model, in the associated anatomy, physiology and pathophysiology and identifies appropriate interventions.

Objectives:

- Recognize respiratory failure and shock and describe interventions to prevent cardiopulmonary arrest in the infant and child
- Perform effective basic life support and bag-mask ventilation on the infant and child
- Demonstrate the types, uses and indications of airway adjuncts on an infant model

Clinical Education

FOR THE HEALTHCARE PROVIDER

Basic Life Support (BLS)

HEALTHCARE PROVIDER (CPR)—\$20.00

2008 Course Dates and Times

January 24..... NOON to 2:30 PM
 January 25..... 8:30 AM to 11:00 AM
 February 12..... 8:30 AM to 11:00 AM
 February 12..... 5:00 PM to 7:30 PM
 March 11..... 8:30 AM to 11:00 AM
 March 25..... NOON to 2:30 PM
 April 22..... NOON to 2:30 PM
 April 22..... 5:00 PM to 7:30 PM
 May 21..... 8:30 AM to 11 AM
 May 21..... NOON to 2:30 PM
 June 17..... 8:30 AM to 11:00 AM
 June 17..... 5:00 PM to 7:30 PM
 July 15..... 8:30 AM to 11AM
 July 15..... NOON to 2:30 PM
 August 12..... NOON to 2:30 PM
 August 12..... 5:00 PM to 7:30 PM
 September 11..... 8:30 AM to 11:00 AM
 September 11..... NOON to 2:30 PM
 October 21..... NOON to 2:30 PM
 November 18..... 8:30 AM to 11:00 AM
 November 18..... NOON to 2:30 PM
 December 15..... 8:30 AM to 11:00 AM
 December 15..... NOON to 2:30 PM

Course Description/Target Audience

This course is designed to meet the needs of healthcare professionals who respond to cardiac and respiratory emergencies. Included are physicians, nurses, EMTs and other professionals whose jobs require completion of a written examination and successful skill performance. This course meets the standards of the American Heart Association.

Course content:

- Adult, pediatric and infant CPR
- Foreign body airway obstruction
- One- and two-rescuer CPR
- New information on barrier devices
- Stroke
- Automated external defibrillation (AED)

Location: St. Mary's Regional Medical Center, Lower Floor—Cafeteria Classroom

Books for advance study: St. Mary's—Library

Attire: Plan on spending full class time on the floor for CPR instruction and practice.

To register for a course or for more information, please call the St. Mary's Education Department at **800-249-3656**.

St. Mary's
 REGIONAL MEDICAL CENTER
 305 S. 5th • Emid, OK 73701
 www.stmarysregional.com • 800-233-6100

Clinical Education

FOR THE HEALTHCARE PROVIDER

Advanced Cardiac Life Support (ACLS)

\$150.00

2008 Course Dates and Times

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 April 22..... NOON to 2:30 PM | October 21..... NOON to 2:30 PM
 April 22..... 5:00 PM to 7:30 PM | October 21..... 5:00 PM to 7:30 PM
 May 21..... 8:30 AM to 11 AM | November 18..... 8:30 AM to 11:00 AM
 May 21..... NOON to 2:30 PM | November 18..... NOON to 2:30 PM
 June 17..... 8:30 AM to 11:00 AM | December 15..... 8:30 AM to 11:00 AM
 June 17..... 5:00 PM to 7:30 PM | December 15..... NOON to 2:30 PM

Clinical Education

FOR THE HEALTHCARE PROVIDER

Neonatal Resuscitation Program (NRP)

\$50

2008 Course Dates and Times

March 14..... 9:00 AM to 2:00 PM
 September 12..... 9:00 AM to 2:00 PM

To register for a course or for more information, please call the St. Mary's Education Department at **800-249-3656**.

Objectives:

- Recognize maternal and neonatal risk factors that make a delivery high-risk
- Anticipate and recognize the need for resuscitation of newborns
- Prepare adequately for resuscitation
- Resuscitate a newborn effectively
- Recognize special considerations in newborns

Location: St. Mary's Regional Medical Center—Classrooms, C & D

Books: Borrow a book from the Library at St. Mary's. Books can be purchased by outside participants: \$50.

St. Mary's
 REGIONAL MEDICAL CENTER
 305 S. 5th • Emid, OK 73701
 www.stmarysregional.com • 800-233-6100

Clinical Education

FOR THE HEALTHCARE PROVIDER

2008

- Basic Life Support (CPR/BLS)
- Advanced Cardiac Life Support (ACLS)
- Pediatric Advanced Life Support (PALS)
- Neonatal Resuscitation Program (NRP)
- Emergency Nursing Pediatric Course (ENPC)

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**St. Mary's Regional
Medical Center**



**Oklahoma Cardiovascular and
Pulmonary Rehabilitation (OKCVPR)**

AGENDA

- | | |
|------------------|---|
| 10:00 – 11:00 AM | Registration/ Meet-and-Greet
(morning snack provided) |
| 11:00 – noon | Presentation #1
David C. Levin, MD, Pulmonologist
Smoking Cessation
Update 2008 |
| noon – 12:30 PM | Lunch (provided) |
| 12:30 – 1:30 PM | Presentation #2
Dr. Levin
Hyperinflation in COPD Patients
Update 2008 |
| 1:30 – 3:30 PM | Business Meeting |

When: Thursday, July 31, 2008
10:00 AM – 3:30 PM

Where: St. Mary's Regional Medical Center
Enid, Oklahoma
Lower Level

RSVP to:

Shelley Hoeltzel, BS, ACSM ES
OKCVPR President
Phone: 580.249.5581
FAX: 580.249.3494
Email: michelle.hoeltzel@uhsinc.com

FREE to OKCVPR members

OKCVPR



PROTOSPHERE
It's Like Being There



Top Five Global Pharmaceutical Company Conducts Industry's First Virtual Poster Session In ProtoSphere



CUSTOMER SUCCESS STORY

Here's what an executive at a leading global pharma company said after producing a virtual poster session in ProtoSphere:

"Virtualizing our poster session was as close to us could get to physically being together, without having to commit all the time, money, and preparatory work required to set up a conference at an outside location."

Learn more about ProtoMedia and ProtoSphere at www.ProtonMedia.com and <http://blog.ProtonMedia.com>.



ProtoMedia is the developer of ProtoSphere, a state-of-the-art social environment for highly effective online learning and collaboration. It provides the tools teams need to collaborate productively online, without having to travel or deal with scheduling logistics.

Here's what our customers tell us they get by meeting, collaborating, and teaming in ProtoSphere:

- Drive sales force and team efficiency, effectiveness, and engagement.
- Create meaningful customer engagements and relationships.
- Effectively communicate value propositions to your team and your customers.
- Dramatically reduce travel costs.

ProtoMedia has a growing portfolio of forward-thinking pharma organizations that are using ProtoSphere to dramatically improve their operational effectiveness. Ask us for case studies that will show you the metrics by contacting protoninfo@protonmedia.com

"Virtualizing our poster session was as close as we could get to physically being together, without having to commit all the time, money, and preparatory work required to set up a conference at an outside location."

-IT Senior Analyst

Situation

Every year, a top-five global pharmaceutical company holds a three-day technology symposium for about 500 of its R&D scientists and vendors. The conference is considered a "prize event" for technology sharing and collaboration among internal employees, and provides a means for vendors to promote new technologies. It spans three of the company's locations.

Poster sessions, a traditional pharmaceutical industry approach, drive the event. Large posters blend text and graphics to visually present researchers' work. The posters efficiently communicate new research as attendees walk by. Unlike PowerPoint presentations, attendees can stand and study the posters at their own pace.

They can also attend formal presentations around the posters. And they can engage in side discussions, where scientists chat and collaborate to learn about new technologies, new techniques, and how to apply what they've learned to laboratory projects and business areas.

Direct and indirect production costs typically topped six figures. The company and vendors had to coordinate the schedules of approximately 500 attendees. They also had to absorb the loss of normal productivity (e.g., scientists were traveling, attending, or exhibiting instead of discussing new products or managing projects).

Solution Overview

CUSTOMER NAME
A top-five global pharmaceutical company

INDUSTRY
Pharmaceutical

BUSINESS SITUATION
Every year, a top-five global pharmaceutical company holds a three-day technology symposium for about 500 of its R&D scientists and vendors. Poster sessions, a traditional pharmaceutical industry approach, drive the event. However, facing six-figure costs and ongoing logistical challenges, several of the company's employees requested alternatives to the traditional symposium.



Here's what an executive at a leading global life sciences company said after sharing documents and collaborating using ProtoSphere's Media Carousel:

"ProtoSphere's Media Carousel brings documents to life in the 3-D environment. It's easy for anyone to customize the environment's content on-the-fly to suit their needs. The resulting team collaboration documents in the marketing world. The site team can bring sales items to the sales team. And so on."

Learn more about ProtoMedia and ProtoSphere at www.ProtonMedia.com and <http://blog.ProtonMedia.com>.

The perfect front-end for Microsoft SharePoint, Office, and other enterprise platforms


The Media Carousel is one of ProtoSphere's innovative features that lets organizations connect the right people and the right materials in a compelling 3-D environment for collaboration. It makes it easy for teams to share information visually without having to navigate complex folder hierarchies or worry about version control.

Team members can upload documents, images, audio files, and Web links directly from their desktop or access files that are stored in SharePoint, and collaboratively edit them in ProtoSphere, with all changes written back to the original documents. All of the materials a team is working on and which are relevant to their mission are always within easy reach in the 3-D virtual environment.

- Add, share, and secure documents and other files in real time as meetings are happening.
- Personalize the environment to suit your business needs using tools and document types you're familiar with. Supported file types include doc, docx, ppt, pptx, xls, xlsx, pptn, pdf, excel, mp3, wma, jpeg, gif, mp4, wmv, and more. You can also share Web links.
- Makes using SharePoint fast and easy by letting you bring live documents into the 3-D environment, not copies or previews.
- Documents are always available before, during, and after meetings for users to share and collaborate on.
- No design or development skills required.


It's never been easier, faster, or more fun to collaborate on documents. ProtoSphere's Media Carousel is a true breakthrough in usability for virtual teams. Learn more by contacting us at protoninfo@protonmedia.com.

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Vantage Point

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Vantage Point optimizes business performance using proven leadership principles.

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**The Institute for
Entrepreneurial Excellence,
Pittsburgh, PA**



Media G20 Pittsburgh

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Welcome

This site was developed and is sponsored by the [Institute for Entrepreneurial Excellence](#) as a resource for global media attending and covering the G-20 Summit in Pittsburgh, Pennsylvania, September 24-25, 2009. Chaired by United States President Barack Obama, this year's Summit has taken on an even greater significance as world leaders look to institute policy and actions that will ensure a stable economic recovery for all nations.

OUR GOAL

Our goal is to showcase the real story of Pittsburgh's economy, the people and businesses behind it, and offer sources on these topics for interviews and insight. In truth, the real story of Pittsburgh's economic recovery and success has not been fully told.

Pittsburgh's economic legacy has long been tied to the past glory of the steel industry and a bygone era. But while the city readily honors its past, it also has successfully transitioned its economy and embraced the entrepreneurial spirit that has provided economic prosperity and stability. This was not accomplished through attracting large corporations or burgeoning sectors like technology, pharmaceuticals and biotechnology—it was accomplished through the hard work and sweat equity of the city's residents and small business community.

Pittsburgh is a perfect example of how economic changes over the past decades have impacted cities around the world and how cities have successfully adapted. The people and businesses behind that transition are made available to you here—and help paint the full picture of the city's economy.

OUR MISSION

The [Institute for Entrepreneurial Excellence](#) helps people realize their dreams. Combining the research capabilities of the University of Pittsburgh, the renowned faculty of the [Joseph M. Katz Graduate School of Business](#), the vast talents of the region's students, and the dedicated staff of the Institute, we provide experienced guidance and valuable resources to businesses.

Thousands of entrepreneurs in the Pittsburgh region have already seen their businesses grow and prosper through the programs, services and specialized support available at the Institute. Our members and clients lead some of the best and fastest growing businesses in Western Pennsylvania, and we are proud to share their stories.

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Take Charge of Autism, King of Prussia, PA

Take Charge of Autism

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Welcome to the Take Charge of Autism Web Site.

Our goal is to educate, empower and support parents and families of children who have been diagnosed with autism spectrum disorders. Through education and empowerment, we believe you'll find the strength and confidence necessary to move forward and take the action your child needs.

Throughout this site, you'll find a wealth of information about autism spectrum disorders and answers to the many questions on your mind right now. You'll also find listings and information about schools and treatment facilities located in the following states: California, Connecticut, Florida, Georgia, Pennsylvania and Utah.

Here are the questions you'll find answers to at Take Charge of Autism:

- What is Autism?
- What are the common signs/symptoms of Autism?
- Where can I get help?
- What are the Autism screening guidelines?
- What are my treatment options?
- What financial resources are available?
- What steps can I take right now to help my family cope?
- What other resources are available?
- Where can I learn more about Autism Spectrum Disorders?

Bookmark this page and check back often. We'll continue to add content and resources as information becomes available. Do you have suggestions or information you'd like to see added to our site? Contact us!

"Once you choose to act, anything's possible"
~anonymous

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Take Charge of Autism

UHS Schools

Special services for special students

UHS Schools are year-round, non-public schools serving students who have been diagnosed with autism, emotional disturbances, or developmental disabilities. Our students are referred to us by contracting school districts and Special Education Local Plan Area (SELPA) located in the surrounding counties. Programs and services vary by facility and the needs of each of the communities we serve.

Our goal is to provide the most effective educational and behavioral programs to meet the individual needs of each of our students. Once a student acquires skills during small group instruction, he or she is transitioned to larger group instruction, in preparation for transition back to general education. These strategies help ensure a successful feeling of inclusive support and increase the student's chance of success.

UHS Schools Autism Spectrum Disorders Programs

Autism services are provided to elementary, middle school and high school classrooms, as well as to early intervention classrooms (2 to 3 years of age, in consultation with local regional centers). Our autism programs utilize substituted teachers, board-certified behavior analysts, speech language pathologists and occupational therapists.

To address student achievement, we provide a research-based approach to our local practice classroom to educate our students with ASD.

<p>UHS Schools, Sacramento 2641 Kent Drive Sacramento, CA 95821 (916)486-0754</p>	<p>UHS Schools, Maricopa Valley 579th Oak Road Twenty-nine Palms, CA 92277 (951)786-6200</p>	<p>UHS Schools, Yuba County 12399 Dillardville Blvd. Yuba City, CA 95993 (916)421-8196</p>
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UHS Schools, Beale Canyon
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