

# Patient Discovered Reading Patient Guide

*And it's the Best Practices Patient Guide!*

When Ed entered the hospital for surgery, he and his family had many concerns. His health care team was happy to answer their questions, then encouraged Ed to read his *Best Practices Patient Guide* and share it with his family. "I'm glad I took their advice," says Ed. "The *Guide* is written in easy-to-understand language and gives me the information I need right at my fingertips."

As the leader in *Patient Guide* publishing, *Healthy Advice*® Hospitals has worked with more than 1,000 hospitals. We are partnering with hospitals to build patient relationships through our Physician Directories, Digital Guides, Traditional Guides and *Best Practices Patient Guides*. We know exactly what it takes to create a *Guide* that is educational, informative, and entertaining.

As one of your most important communication tools, your *Guide* wouldn't be doing its job if it didn't cover important regulatory initiatives. But why stop there? With engaging, patient-focused content and design, our *Best Practices Patient Guide* takes this tool to



The *Best Practices Patient Guide* has all the information patients need to make the most of their hospital stay.

the next level, ensuring that both your hospital and your patients get the most out of your *Guide*.

With the launch of our new *Best Practices Patient Guide*, your hospital can now tap into the world of knowledge gathered by our careful review and comparison of more than 100 hospital guides. You can use this *Guide* in full, benchmark it against your current guide, or create a hybrid guide.

Our *Patient Guide* business is built on the same convenient, turnkey service we're known for:

free design, printing, warehousing and shipping. These services are subsidized through local medical-related advertising, which our sales representative will solicit. The advertisers in your guide will represent services your discharged patients will be seeking.

## NEW PRODUCT

### Now You can have the Best of the Best

Our newest product, the *Best Practices Patient Guide*, gives patients trusted, relevant information necessary for intelligent decision-making and for managing their own care from a hospital bed. It's "friendly," written at the sixth-grade reading level, easy to reference, and covers mandated topics, including: Speak Up!, HCAHPS, Patient Safety, Advance Directives, Your Rights & Responsibilities and Questions to Ask at Discharge.

#### Our *Best Practices Patient Guide*:

- better educates your patients to take part in their own care
- helps minimize errors and promotes better outcomes
- fulfills your regulatory responsibilities
- saves money in your budget for other initiatives

## HEALTHY ADVICE SERVICES

- **Patient Guide - Free or Purchase**  
*(Advertising model pays for free Guide or hospital may purchase the Guide)*
- **Custom Design - Free**
- **Educational Library - Free**  
*(Updated and new content added during the year)*
- **Digital Patient Guide - Free**
- **Quarterly Changes to your Guide - Free**
- **Design Services - Free**
- **Printing, Warehousing, Shipping - Free**
- **Editing Services - Fee Based**
- **Second Language Services - Fee Based**
- **Cover Photography - Free or Fee Based**  
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