



The most dependable  
emergency support network™  
Spring 2014



MedicAlert®  
FOUNDATION news

## EMPOWERING YOU TO Live Life to Its Fullest

As a member of MedicAlert Foundation, we want you to be fully educated about the service protecting you (and/or your loved ones). MedicAlert membership has so much to offer and we want to ensure you are utilizing your membership to its fullest capacity.

So, are you aware of all the ways MedicAlert Foundation can empower your health? Are you utilizing all of the tools we provide? Maybe you are. However, in the event you are not, we have outlined several ways you can (and should) further extend your membership benefits:

### Unlimited Health Updates

Consistently updating your health information is critical to saving your life during an emergency. Medication/dosage updates, surgical history, and more are important items to keep updated – plus MedicAlert’s online platform is an easy way for you to keep track of all your health information in one, secure location.

### Downloadable EMIR®

You can download a portable version of your health record which is great for taking to doctor appointments, or having in your purse or wallet, as a companion to your medical ID and wallet card.



### Downloadable Wallet Card

You may download an updated wallet card at any time through your online member portal. This is a simple way to ensure your wallet card is up-to-date with your latest health information and is an accurate reflection of your EMIR.

### Medical Document Storage

The MedicAlert online portal also provides space for you to store medical documents. Medical documents may include advance directives, DNR orders, xrays, physician reports, etc. While we offer this free storage capability, please note that only documents that are critical to your treatment will be made available to hospital personnel during an emergency.



### NEW! MARKETPLACE & PET CAREGIVER SERVICE

New shopping and services options are available



### STAYING CONNECTED

Challenges of wireless-only homes



### CHALLENGE. PROMISE. IMPACT.

Help MedicAlert with a tax-deductible gift



## THE PRESIDENT'S Corner

### Benefits of MedicAlert: Always more than just a medical ID

As a member of MedicAlert Foundation, you benefit from the ultimate peace of mind by having the most trusted and intelligent emergency support network protecting you. MedicAlert has always been more than a medical ID - we bring peace of mind for you or your loved ones, and provide you with the opportunity to live life to its fullest.

As we've made significant investments in technology over the past few years, we've been able to expand our services and protection with more advanced features not found with traditional medical IDs. When you make a purchase from MedicAlert, you're not just receiving a medical ID; you're receiving a highly advanced and extensive support network.

We've worked hard to continue enhancing the many features included with our medical IDs; that's why it's important to us that you take advantage of each and every feature available to you. I encourage you to log-in to your online MedicAlert account to continually access (and update) your EMIR, view our add-on services to customize your membership, download a free wallet card, and find partner discounts.

Additionally, we want to be sure you are receiving our electronic newsletters to stay informed and engaged with us. Please ensure you are subscribed today by visiting [www.medicalert.org/newsletter](http://www.medicalert.org/newsletter).

As a charitable organization, our sole focus is to safeguard the health and well-being of our members and to continue expanding our services to others in need. I hope you take advantage of all we have to offer, because unlike a general medical ID provider, we are your full-service, around-the-clock support network. We appreciate the opportunity to serve you and are always grateful for your support.

Warm regards,

Andrew B. Wigglesworth  
President & CEO ([ceo@medicalert.org](mailto:ceo@medicalert.org))



### NEW SHOPPING! The Marketplace

[www.medicalert.org/marketplace](http://www.medicalert.org/marketplace)

As a MedicAlert member, you now have additional shopping options available to you. On the MedicAlert website, we have created "The Marketplace" - a shopping portal where you will find health related products and accessories. This is just another way we have been working to further enhance your membership experience. By partnering with other organizations that have health related products, we hope that you are able to eliminate the need for multiple shopping outlets and can find your desires are met through our trusted platform.

**This is all designed for you.  
Please give us your input.**

We are continuing our pursuit of additional products and gladly seek your feedback and suggestions. Have a favorite health related accessory? Wish you could purchase additional items from the MedicAlert website? Please share these with us.

Email today - [marketplace@medicalert.org](mailto:marketplace@medicalert.org).



### NEW SERVICE! Pet Caregiver Notification

Now Available for \$15/Year

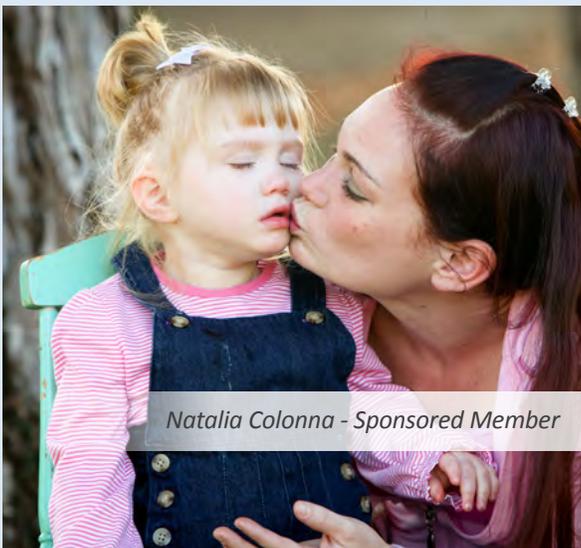
MedicAlert now offers Pet Caregiver Notification, a supplemental service that ensures a caregiver for your family pet is alerted in case you have an accident or medical emergency.

Your health is our greatest priority; however, as a pet owner, we understand your concerns about your pet and understand the importance of ensuring your pet's safety while you may be recovering from your medical emergency.

You may add the Pet Caregiver Notification service to your membership today: Log-in to your online MedicAlert account and click on the "Add On Services" tab located under the "Account Management" section.



Ashley Maderr - Member



Natalia Colonna - Sponsored Member

## THE MEDICALERT Challenge, Promise, Impact

### Challenge

Every day MedicAlert is challenged with ensuring we are up-to-date with our training, services, and technology. We take pride in our medical knowledge to ensure our staff and emergency team provide the best possible service in your time of need.

In addition to common conditions, many of our members suffer from one or more of the nearly 7,000 rare diseases listed by the National Institute of Health (NIH), diseases that many emergency personnel rarely, if ever, encounter. MedicAlert Foundation is committed to educating and training our nation's first responders to look for and read the MedicAlert member ID, react appropriately to the information provided by calling our 24/7 emergency line, and respond by providing the right emergent care and treatment to save your life. Just like we saved 21 year-old Ashley Maderr when her hypoparathyroidism left her unable to speak and respond to paramedics.

### Promise

Our promise to our members is to use charitable gifts to continue our free training program which educates emergency responders about the tools and information MedicAlert provides during an emergency. This training is critical as it could be you, or someone you love, that first responder was trained to save.

### Impact

Donations to the Foundation impact so many lives each and every day. Not only are we prepared to help every one of our members during an emergency, but donations allow us to provide thousands of needy children and families with our life saving services, regardless of their ability to pay. Sponsored membership protects children like little Natalia who was born with Septo-optic Dysplasia (SOD) leaving her blind. In addition to being legally blind, Natalia has Diabetes insipidus (DI), an uncommon condition that occurs when the kidneys are unable to conserve water while filtering blood. Natalia can't see her mother's face but knows her touch instinctively. With MedicAlert, Natalia's mother can rest easier knowing that because her daughter can't speak, we'll be there to speak on her behalf. 24 hours a day, 7 days a week. Always there for you.

Help us Meet Our Challenge,  
Fulfill our Promise, and  
Make an Impact

Your tax-deductible gift is appreciated

 Call: 1.888.525.5174

 Web: [www.medicalert.org/donate/now](http://www.medicalert.org/donate/now)



## Staying Connected with the Growing Number of Wireless-Only Homes

Nearly two in every five American homes (39%) had only wireless telephones during the first half of 2013. This was an increase of 3% compared to the same period in 2012 (36%). This information was released in a December 2013 report from the National Center for Health Statistics covering the period from January to June 2013. Based on the report data, the trend does not appear to be slowing down.

For adults age 65 and over, more than one in every 8 (13%) lived in wireless-only households. This is 2% higher than the same period in 2012 and is more than double the percentage of wireless-only households at the beginning of 2009. The percentage of adults age 45–64 living in wireless-only households (30%) was more than double the percentage for adults 65 and over.

A potential challenge for seniors and caregivers in wireless-only homes is staying connected. Unplanned events ranging from long power outages to simply forgetting to charge a wireless telephone could make it more difficult to check in and get help when needed. Planning and preparation can help ease the challenge and empower seniors and caregivers with confidence to stay living independently at home.

### Planning and preparation thoughts to consider:

- Having extra charged batteries for wireless telephones could be helpful during extended power outages.
- Having a list of nearby friends, neighbors, and family members who are willing to check in could be helpful when a senior cannot be contacted.
- Having a MedicAlert Foundation membership is helpful in times when seniors need medical help and caregivers cannot be contacted.
- Having a wireless monitored medical alarm service could be helpful when seniors need help and cannot use their wireless telephones.

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*MedicAlert members are eligible for savings of up to \$70 on medical alarm services.*

Learn more:  
[www.medicalert.org/philips](http://www.medicalert.org/philips)

Contact Us: **1.888.253.7845** or **www.medicalert.org**

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