



The most dependable
emergency support network™
Winter 2014



MedicAlert®
FOUNDATION news

TIPS FOR KEEPING KIDS' MINDS & BODIES

Active Through Cooler Months

The sunny days of summer may seem like a distant memory, but as tempting as it is to let the kids curl up on the couch when they're home, it's important to keep them active throughout the cooler months. Even as days get shorter, you can still use those free hours to stay energetic and fuel their curiosity.

Whether your child is a bookworm, an artist or an athlete, here are some tips for keeping kids' minds and bodies active during fall and winter.



1. Fuel their bodies and minds

The hours between lunch and dinner can give way to an afternoon energy slump. Give kids the fuel they need for afternoon activities by providing a sensible snack that's low in sugar and a source of protein for steady energy.



2. Befriend Mother Nature

Young minds love to explore, and Mother Nature provides the perfect backdrop for

discovery any time of year. Bundle up and head to a local park or conservation area. You can even plan a scavenger hunt featuring local flora and fauna like acorns, fallen tree leaves, feathers, etc. For younger kids, focus the hunt on items of different colors - so they can easily find a green, yellow or brown item. Older kids might like to try their hand at geocaching - learning to navigate GPS coordinates to reach a buried "treasure."



3. Grow something green

Dirty hands are a good thing when kids are learning to care for plants. Let your young ones plant an herb garden in a warm windowsill. First, go to the library and collect some basic gardening books. Kids can read and choose their favorite plants. Give kids different responsibilities for planting and watering to demonstrate the importance of teamwork. Even throughout the winter you can reap the rewards of fresh herbs for the dinner table.

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NEW MEDICALERT
CREDIT CARD



EVERY GIFT MAKES
A DIFFERENCE



WINTER
MEMBERSHIP SPECIAL



THE PRESIDENT'S Corner

“Although no one can go back and make a brand new start, anyone can start from now and make a brand new ending” – Carl Bard

Happy 2014....and cheers to the brand new endings you plan to bring about. As we welcome this new year, I cannot help but reflect on 2013 and all that we accomplished together. Equally important, I'm truly excited to be looking forward to the promising things that lie ahead. Just as Mr. Bard references, we plan to use 2014 to start another year of transformation for the Foundation in an effort to give you the best possible service and membership experience.

During the past year, we worked hard to improve our member services by making updates to our online platform, offering new membership benefit/discount programs, and upgrading our technology. We thank you for your patience throughout the year as we implemented these changes. With this focus on serving you, I'm pleased to announce that we were able to execute on a **new member homepage** before the year-end. With this update, we've made it easier for you to renew your membership and navigate the online member portal.

Another new feature launched just before year-end is our new **Refer-a-Friend program**. I want to thank our members who have so graciously referred family and friends to MedicAlert – we can't thank you enough for your support. However, now we also will be able to reward you! This new referral program is a win-win for everyone as members will receive \$5 off any product for each person referred and the person referred will have the opportunity to join MedicAlert with a discount offer.

In addition, there are many more programs and partnerships on the horizon. With this newsletter, we are excited to introduce the new **MedicAlert Credit Card**, available to all members through NASA Federal Credit Union. We also are highlighting the new products that are available to you as a result of our partnership with Hope Paige.

There is no question, we are filled with tremendous excitement about the New Year. Now, here's to wishing you and your family a safe and healthy New Year that is filled with joy, good health, and opportunities. On behalf of everyone here at the Foundation, thank you for your continued support; we are grateful for the opportunity to serve as your partner in health.

Happy New Year,

Andrew B. Wigglesworth
President & CEO (ceo@medicalert.org)

NEW Member Homepage

When logging onto your online MedicAlert account, you will be directed to a new homepage which features a new design to better assist you in managing your account.

Online enhancements include:

- Sidebar link to update/print your EMIR
- Sidebar link to download/print your wallet card
- Sidebar link to product catalog for simplified shopping
- Additional links to learn about add-on services, change your password, update your web account, and connect with our member support team

NEW MedicAlert Credit Card

MedicAlert Foundation is committed to the well-being of all people, especially our members. With the help of donors, we are able to provide our services to less fortunate children and adults. And now, with the new MedicAlert Credit Card, we can provide even more support. Each time the card is used, the bank, **at no cost to you**, will make a contribution to support our sponsored membership program.

Along with helping others, the MedicAlert Platinum Advantage Rewards Credit Card helps you save money.

It has a **low rate, no annual fee, and no balance transfer fee**. Unlike other rewards cards, the MedicAlert Visa Credit Card not only **provides rewards points with every purchase**, it **doubles the rewards**



points for all medical purchases, including: drugstore purchases, doctor visits, prescriptions, medical services, supplies, and your MedicAlert membership. The card **can also be used to pay for your own membership**.

See the enclosed credit card application for more details.

Every Gift Makes A Difference

Since our founding, we have provided:



Over **150,000 free memberships and MedicAlert IDs** to less fortunate children and adults

Free education to over **250,000 first responders**



24/7 Emergency Response services to more than **275,000 emergency calls**

“Cancer is scary. Thank you for making me safer.”

- Andrew Van Atta, age 7



When you give to MedicAlert Foundation, you are offering the peace of mind and safety net of services to all members. We receive a lot of questions from our members about the Foundation’s charitable activities and would like to address those.

Q: Is MedicAlert a charitable nonprofit organization?

A: Yes. We survive and thrive on the generosity of our members who support the Foundation through charitable giving. Without donations, we wouldn’t be able to help children like Andrew Van Atta who suffered through years of intense chemotherapy and painful treatments for his leukemia. He survived, and at age seven, his cancer finally went into remission but not without leaving young Andrew with a suppressed immune system. In the event of an emergency, first responders need to know his treatment limitations. Because of donations received by members like you, Andrew is a sponsored member and his parents have peace in knowing that his emblem will help protect and keep him safe.

Q: How are my charitable gifts used by the Foundation?

A: Sponsored membership is just one of the ways MedicAlert uses charitable gifts. Your donations also help fund and expand the training of over 250,000 first responders to read, react and respond to your emblem. Please know that there are thousands of new paramedics, firefighters, police officers, emergency personnel that begin their careers in the medical field each and every year. Our goal is to reach as many of them as possible with the training needed to protect and save your life.

Q: What additional giving options are available?

A: Many of our members have preferred to make a planned gift to the Foundation. A planned or legacy gift is another way our members have chosen to contribute. Typically a member will add MedicAlert Foundation to their living will leaving a legacy gift that will protect and save lives for years to come. Some have taken advantage of our matching gift program allowing their monetary donation to have twice the impact by submitting that donation request through their employer’s charitable giving program.

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With your help, we can continue to train first responders, provide sponsored memberships to adults and children like young Andrew who desperately need it and ensure that in your moment of need, we’ll be there to speak for you if you can’t. Please help make a difference in the lives of others. Your tax-deductible gift to MedicAlert Foundation will directly help advance our mission. Please contact us at **1.888.525.5174** or visit **www.medicalert.org/giving** to make a gift today.



4. Keep moving all year round

Research has found that the winter months often result in a decrease in kids' physical activity levels. Don't let cooler temperatures keep your family from staying active. Lots of team sports, such as football or even baseball, can be fun year-round with the right clothing. If you're in a part of the country that gets a lot of snow, you can choose from winter sports, such as skiing, ice skating or snowshoeing to keep active. Don't forget the best part after an active day in the cold - warming up over a hot mug of cocoa.



5. Get artsy with DIY puppets

With some paper bags, socks, glue, beads, buttons and other materials found around the house, kids can create their own puppets. Have them make favorite animals or popular characters from a beloved book. Don't stop after the glue has dried - inspire creative play by having them enact their own puppet show.

Article courtesy of Brandpoint®

Winter Membership Special

We are celebrating the New Year with a membership special you can't pass up! Save money on your MedicAlert membership - offers are available for both 1 and 3 year memberships (renewals and new enrollments). Take advantage of the offer for yourself and tell your loved ones about this great deal.

Visit www.medicalert.org/winterspecial or use the enclosed mail order form in your newsletter to secure these savings.

Special offer is valid through March 17, 2014 on Kid Smart and Advantage Memberships only.



\$5 OFF 1-YR RENEWALS & NEW MEMBERSHIPS

ONE YEAR FREE WITH 3-YR RENEWALS & NEW MEMBERSHIPS



EARN REWARDS: Refer A Friend Program

Share your love of MedicAlert with friends and receive \$5 off your next medical ID purchase. Plus, your friend will also receive a special offer!

Please visit www.medicalert.org/refer today to participate. Once you refer your friend, you'll receive an email from us with a special coupon you can use on your very next order. We will also email your friend with a special enrollment offer.

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

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