

brought to you by

STANDREW
DEVELOPMENT
INC

Touching lives through knowledge delivery systems®



Wellness Link

Wellness Link Digest

Spring 2002

Literacy and Health

Frank McKee, President

More than 90 million consumers are limited in their ability to receive quality medical treatment due to their own illiteracy. A study conducted by the Center for Health Care Strategies in Princeton, New Jersey concluded that this portion of the American population reads at or below a 5th grade level.

Using data from a national representative sample of the U.S. adult population age 16 and older, the National Academy on Aging Society examined the impact of literacy on the use of health care services. The study found that, in 1998 dollars, additional health care expenditures due to low health literacy are about \$73 billion. Employers may be financing as much as 17 percent of additional health care expenditures with Medicare and Medicaid. Patients and health care providers shoulder the rest.

To combat this problem, health care providers and employers are developing various strategies for creating a "shame-free environment" where low-literate persons can seek help without feeling stigmatized.

In a trial conducted by Wellspan Health (formerly York Health System) to inform members of the minority community about cancer detection and prevention measures, participation of the targeted community was rated as low. St. Andrew Development was enlisted to determine why this was the case. The results of our research showed that commonly circulated material used to inform the public about cancer-detection methods, lifestyle risks, and treatment modalities was written at a mean grade level of 11.9, well beyond the normal reading level of its intended audience.

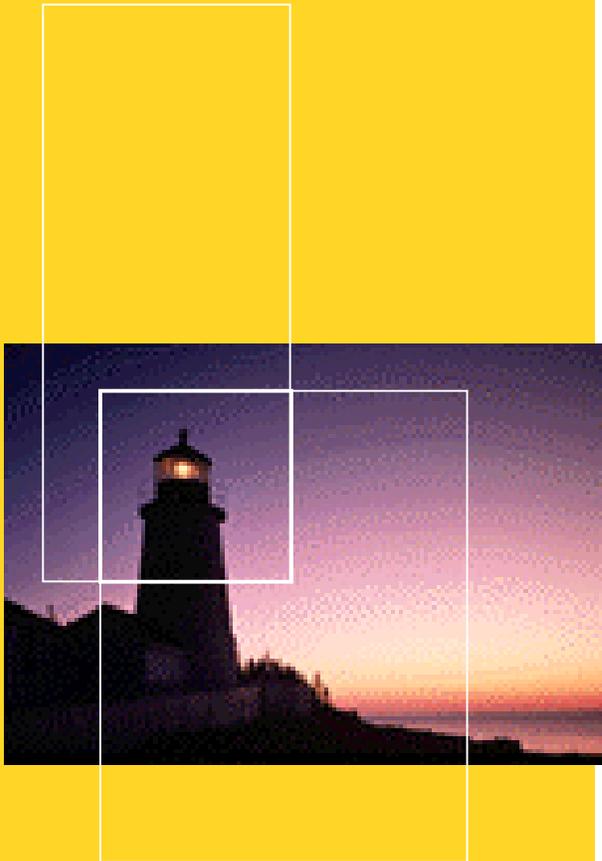
In an effort to eliminate this literacy disparity, St. Andrew Development has developed, in conjunction with the American Cancer Society (ACS), a self-contained cancer information kiosk called the Wellness Link program. Wellness Link, an ACS product emerging from pilot stage, was designed to address the low-literacy issue, which burdens many people. The material in Wellness Link is presented in a non-threatening and easy-to-use manner. Text, graphics, narration and video content are available throughout. Users learn at their own pace and focus on the topic(s) that interest them most.

During the course of the pilot program, Wellness Link units were placed (and remain) in various locations such as shopping malls, hospital lobbies, workplace settings and public libraries.

The Wellness Link program currently presents information on 20 cancers in both English and Spanish. An additional 20 cancers are to be added in the second quarter of this year.

Workplace Wellness Link is an offshoot of the original pilot permitting employers to place kiosks in common employee gathering areas and share with their employees potentially life-saving or life-prolonging information. Wellness Link affords the employer the ability to measure usage tracking and obtain a discrete analysis.

The American Cancer Society is devoting substantial resources to reach across the literacy divide by developing content for presentation to users in non-threatening and easily understood ways. St. Andrew Development is committed to help in that effort.



A Message from Our President



Polyp Man (left) and St. Andrew's President, Frank McKee (right), recently met during a meeting held in Atlanta, GA.

We're frequently asked how we got into the kiosk business. Several reasons come to mind, but they all come back to the human element of people that my partners, their predecessors and I knew and loved who suffered from a disease which today enjoys a 67% cure rate.

Permit me to digress for a moment to a time when I sat on a state board of the American Cancer Society in the Pennsylvania Division. Our board meetings were always well organized. We sat in a rectangular table configuration alphabetically arranged. Being a McKee, it was only logical that I should sit next to another "Mc".

Carol McCool was my neighbor, and what a wonderful neighbor she was. Blessed with Irish beauty, a keen wit and profound knowledge and intelligence, Carol and I would occasionally engage in a sidebar when things tended to run on. I recall one time when, after a rather talkative fellow board member ran on and on, she politely leaned over to me and whispered something to the effect "...What's this person talking about?"

Carol had a special way of communicating her point. Sadly, she contracted breast cancer and became very ill. I remember signing a get-well card

circulated at our board meeting and inscribed on it, "*Hurry back, we're down one 'Mc.'*" Tragically, Carol never returned; she died after a ferocious fight against cancer.

I recall my former partner, who lost both of his parents to lung cancer, describing to me with tears in his eyes how he visited his parents on their death-beds and witnessed them drowning as their lungs filled up with fluid. I also recall visiting my Aunt Mary in the hospital in her final hours succumbing to lung cancer. Walking into a room, I saw a living corpse with tubes and monitors hooked up as this dignified woman laid semi-conscious with her breasts exposed. I left the room in disbelief that this was my aunt and returned after confirming that it was indeed her room. I tidied her up, and she died that evening.

Almost everybody I know has a story to tell of this dreaded disease called cancer.

St. Andrew and the American Cancer Society tell a powerful story in our Wellness Link program. It is a story of prevention and early detection. It is a story which, when listened to, understood and acted upon, can potentially save lives, diminish human suffering and reduce unnecessary medical costs.

It's too late to help those who have moved on - well before their time - due to this disease, but we can honor their memory and lives by devoting our efforts to spread the word on cancer to all our friends and neighbors who can benefit the most.

To set the record straight, that's why we got into this business, and that's why we remain in it.

Kind regards,

Francis McKee
March 2002

Health Facts: Risk Factors for Colon Cancer



- *A family history of colon cancer doubles your chances*
- *A personal history of colon cancer, especially if it occurred when you were young*
- *A personal history of intestinal polyps*
- *A personal history of chronic inflammatory bowel disease*
- *Aging, about 90% of people found to have colon cancer are older than 50*
- *A diet mostly from animal sources*
- *Physical inactivity*
- *Obesity*
- *Smoking*

This cancer is highly curable when detected at an early stage.

**Get the Test. Get the Polyp.
Get the Cure!**

Technically Speaking

Jim Kruper, COO/CTO explains the upgrade to Wellness Link Web



*St. Andrew Development, Inc. has completed the development of a major upgrade to its kiosk system. It's now called **Wellness Link Web**.*

The changes are immediately apparent to the users of the kiosk. They will notice more colorful screens and a layout that more closely matches the look and feel of the American Cancer Society's web site. The intent was to make Wellness Link more aesthetically attractive and easy to use.

We have also made major improvements to the application program that runs the kiosk. First of all, the content is now rendered using HTML, the format used on the Internet. This is important because now we can easily integrate new content from existing web resources.

Secondly, the application program was rewritten in C++ to enhance security, store usage logging, connect external phone calls, upload usage statistics, download new content and manage the HTML code execution.

More specifically, security is becoming an ever-increasing issue, and our choice of C++ and Windows 2000 operating system greatly enhances our ability to thwart hackers.

Kiosk sponsors are very interested in knowing who is using the kiosk and what pages are being viewed. These usage statistics are now automatically uploaded on a daily basis to our web server, and sponsors can log-on and check up-to-date usage at their convenience.

In addition to the toll-free information line for the National Cancer Information Center, many of our sponsors have local facilities that they would like kiosk users to be able to call, and Wellness Link Web can easily accommodate as many different calling locations as necessary.

To decrease the difficulty in changing material, Wellness Link Web is designed for seamless and constant updating of content. Every night when the kiosk uploads usage statistics to our web server, a database is queried to see what new content needs to be downloaded to that particular kiosk. After being downloaded, the new content automatically overwrites the old.

This feature will enable the syndicating of information directly off of the ACS website, so when new information becomes available from the ACS, it can quickly be disseminated to the kiosks.

All in all, Wellness Link Web significantly extends the functionality and utility of Wellness Link. These changes were made with one goal in mind: to provide pertinent health information in a manner that can be accessed by a large proportion of the population.

Wellness Link Users Share Their Experiences...

"One of the important attributes of the American Cancer Society's Wellness Link system has been ease of use for viewers of all ages... We have tested it with both eighty-year-old patients and eight-year-old students. Its menu-driven format makes the learning easy and enjoyable. This product has been a real asset to our goal of community outreach and education."

☛ *Director of Administration, Penn State University*

"The American Cancer Society's Wellness Link system, located at our York Cancer Center, has proven to be an effective way of providing cancer education to the increasingly large segment of the population who is drawn to computers. We've placed Wellness Link units on site at other agencies, organizations, and in our community in order to provide first hand information about specific cancers, as well as to increase public awareness of the York Cancer Center and all the services we offer. We've been pleased with the Wellness Link."

☛ *Director, York Cancer Center*

"My first year with The American Cancer Society opened my eyes to just how many people seek out cancer information from us on a daily basis. A few months later I learned about the Wellness Link System, and knew that the technology of this marvelous machine was going to help us reach even more diverse groups of people across the United States."

☛ *Andrea Jemmott, American Cancer Society (Dayton, OH)*



St. Andrew Development Welcomes Benjamin Kovacs



St. Andrew Development is pleased to announce the addition of Benjamin Kovacs to our marketing team. As our Account Executive, Ben's most important task will be to get the word out about Wellness Link. There are still many branches of the ACS that do not yet know about Wellness Link, not to mention the many cancer centers and public health organizations that have never heard of it.

Ben's job is to get information out to cancer centers, hospitals, public health organizations, and businesses about Wellness Link, and help them determine if Wellness Link would be a good fit for their organization. He will be spreading the word by mailing letters and brochures, meeting with public health officials, and attending conferences. We are sure you will have an opportunity to meet Ben in the future, and we happily welcome him to our staff.

140 ROOSEVELT AVENUE
SUITE 204
YORK, PA 17404

Wellness Link Digest

Spring 2002

the quarterly newsletter of
St. Andrew Development, Inc.
140 Roosevelt Avenue, Suite 204
York, PA 17404
717.848.5818
wellness@standrew.com
www.standrew.com

Inside this Issue...

- Literacy and Health
- A Message from Our President
- Health Facts
*Risks of Colorectal Cancer
(commonly known as Colon Cancer)*
- Technically Speaking
Upgrade to Wellness Link Web
- Wellness Link Users Share Their Experiences...
- Meet Ben Kovacs, St. Andrew Development's newest employee

Coming in our Next Issue...

- A suite of Electronic Knowledge Services that the ACS and St. Andrew can offer businesses. The three-pronged workplace initiative includes CD-ROM, Intranet and Wellness Link.
- Workplace Wellness Link
- Cancers added to Wellness Link

*There is so much hope
for the future*

