

# talk about stress.com



## We Appreciate Your Interest in Reducing Stress!

You're not alone! Recently, you and your peers in HR from around the country and across all industries, began to **Focus on Stress**.

**TalkAboutStress.com**, the Focus developer, is excited by the response to the one area we believe requires great attention and change...stress management.

We're writing to ensure you know as much about our **Revolution in Stress Management** as possible! If you're willing to focus on stress and are motivated to make 2002 *the Year of the Resilient Employee* in your organization, then our services may be the key.

## Online Stress Management designed for Employers and Health Plans

TalkAboutStress.com was developed by veteran EAP professionals to leverage the Internet in stress-reduction efforts. **The result is your organization's most efficient opportunity to deliver stress relief, reduction and training to your people.** Finally, you can provide and promote revolutionary stress management — *liberating people, performance and profitability at the same time.*

## Your Company Talks About Stress!

By contracting with Talk About Stress, a division of Business Psychology Associates, your company can provide its people all of the assessment, education, training and tools they need to manage the impact of stress on life, health, and work. Co-Branded and hosted by Talk About Stress, the online package can be delivered via your company Intranet or the Internet. We will work with you to determine your preferred installation and implementation approach.

## Make Stress Management an Integral Part of your HR, Benefits and Online Wellness Strategies

In this era of automating and making HR, Benefits and Wellness programs available online, ours is uniquely designed to teach, relieve and co-exist with other online employee self-service tools. Your co-branded Talk About Stress site can be a great way to promote other benefits like your EAP!

## A Great Benefit & Value

Large employers and Health Plans can address the root of so many other expensive concerns — illness, pharmacy costs, disability, substance abuse, workplace violence, absenteeism, accidents — and depending upon the number of people you want to include, **all at pennies per member per month!** Call today or register for a tour and a quote.

**Join the Revolution in Stress Management — Talk About Stress!**

Call 1-800-211-9477 toll free or contact me directly at 208-947-1314

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**Patrick Gauthier / Director, Business Development / TalkAboutStress.com**

## a message from the president of Talk About Stress

Our mission, which led to the creation of the Talk About Stress program, is to revolutionize behavioral healthcare in the workplace.

Our goal in the development of Talk About Stress has been to empower individuals to reduce their stress response and related illnesses at the lowest possible cost.

— Whit Jones, Ph.D.

“Effectively managing stress is a result of effectively managing our thinking and behavior.”

— Marty Seidenfeld, Ph.D.

# the complete package

### On-Site Presentations

Experts in the field of stress reduction and human behavior can provide an assortment of stress management training and education to the workplace.

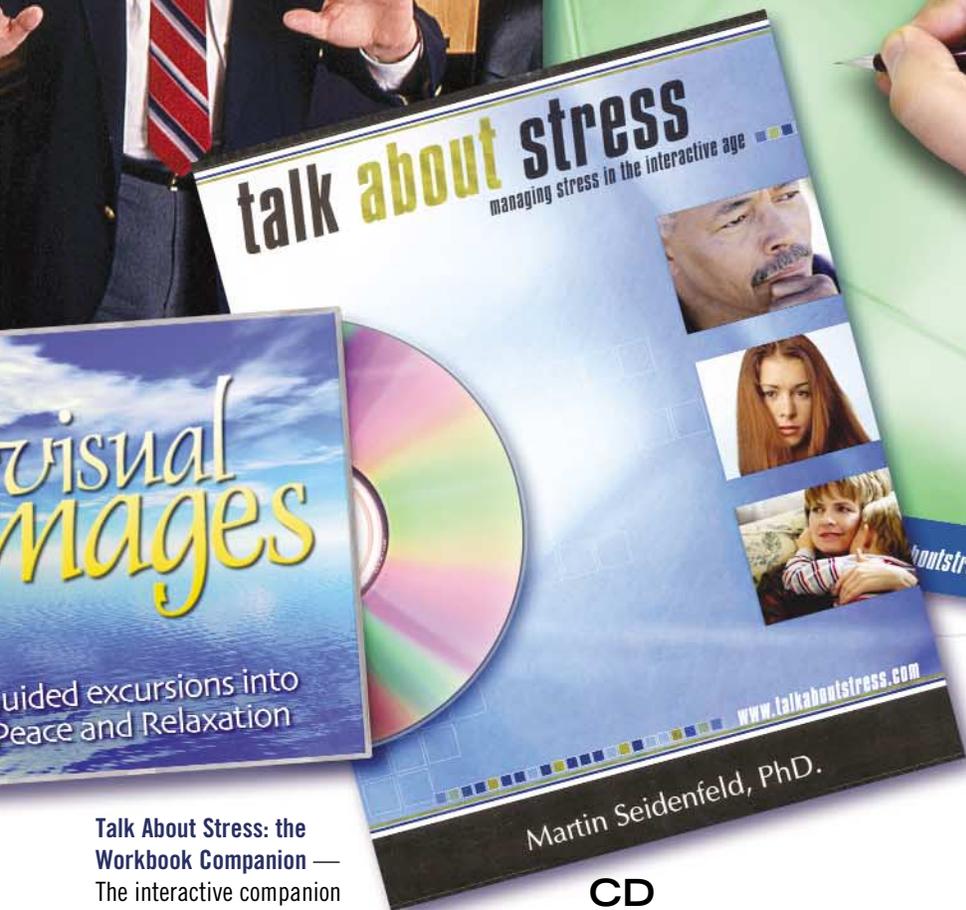
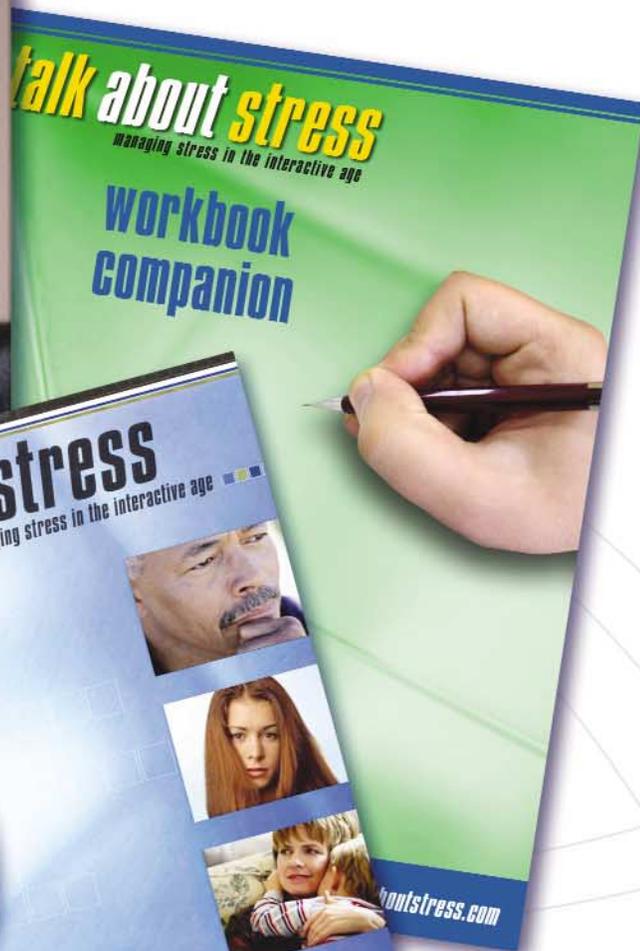
### In Print

**Talk About Stress** — this book is readable and loaded with practical illustrations and opportunities for self-assessment. Readers will find sensible explanations and encouragement to channel stress in more productive ways.

**STRESS:** the disease of the modern workplace

- One million U.S. workers a day are absent from their jobs because of stress-related complaints.





**Talk About Stress: the Workbook Companion** —

The interactive companion to both the textbook and the web site. The Workbook clearly maps the road to long-term, successful change in behavior. Complete with tips, journaling progress, and challenging inquiries into the value of old habits.

**CD**

**Visual Images** — Guided imagery exercises allow the listener to journey into states of calm and peace of mind. This CD contains 12 selections of between 3 and 5 minutes — the ideal break in a busy day!

Stress adds up to a \$200 billion problem — or \$1500 per employee per year.

- Pharmacy benefits costs increased an astounding 20% in the past year, now totaling \$132 billion annually. The top prescriptions treat depression, ulcers and high-blood pressure.



## put stress in its place

Talk About Stress gives organizations concerned about workplace stress the opportunity to stop treating the symptoms and start teaching people how to better cope with the world.

The program offers employers and health plan participants a comprehensive array of products and services designed to reduce the personal, organizational, and financial impact of stress.

## talk about stress delivers real change

Talk About Stress is a web-enabled user-friendly stress-reduction tool, complemented by an array of books, CDs, workbooks and on-site stress management training.

The foundation of Talk About Stress is a host of mental health experts (psychologists and psychiatrists) as

Talk About Stress gives your organization the rare opportunity to make stress management a reality for the people who need it most.

Employers have the option of co-branding the site with their company logo and colors, a reminder to employees that their company has invested in their well-being. In addition, the program can be customized to meet the unique needs of any organization.

well as professional trainers and writers with stress-reduction expertise.

Our role is to teach people lasting stress management techniques: new responses, new behaviors, and new coping strategies they can easily incorporate into their daily lives.

The Un-Stress Toolkit offers desktop gadgets that employees can download and turn to from time to time.

Tranquility, a collection of three minute guided imagery exercises, combines soothing music, images, and instructions.

### **STRESS:** the disease of the modern workplace

- 75%-90% of all visits to a primary care physician are related to stress.

Fun With Stress provides the opportunity to take a heart-healthy break with a smile and a laugh.

Users begin with a simple yet revealing 22 question assessment which generates an immediate and colorful personal profile.

Stress University offers persuasive, attention-grabbing information that literally speaks to problem areas.

Sound Advice blends sight, sound and words of wisdom to keep people coming back for more.

The Stress Management Plan lets people make a commitment to reduce their stress.

Training Modules guide users through comprehensive, self-directed stress-reduction programs.

E-Tips remind users of their stress-reduction commitment every two or four weeks.



- Insurance costs for stress-related claims are \$15,000, nearly twice the average for physical injuries.

# finally — a real so

## 1 measure

Begin with a short, simple individual assessment — tailored for people who don't have a lot of time to answer irrelevant or complicated questions.



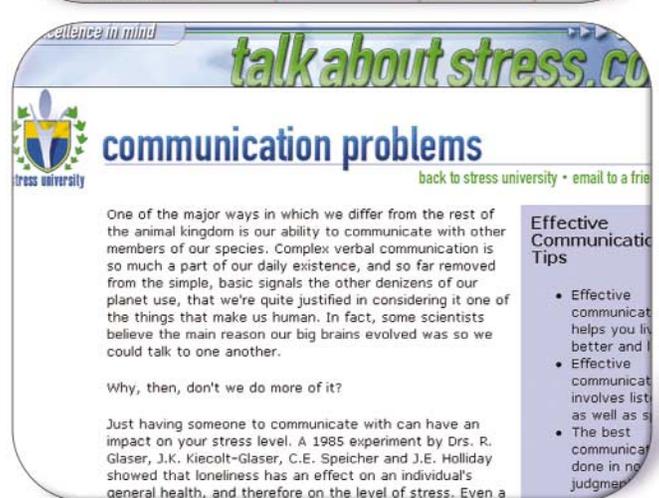
## 2 profile

A personal profile with individualized feedback. People who feel stressed already know it — what they need is insight. The profile clearly identifies those aspects of life which require a commitment to change.



## 3 educate

Based on the individual results of their profile and red-flag areas, users are instantly linked to education and information. Brief stories of real-life situations, tips and preventative education start people on their personal journey to real solutions.



### STRESS: the disease of the modern workplace

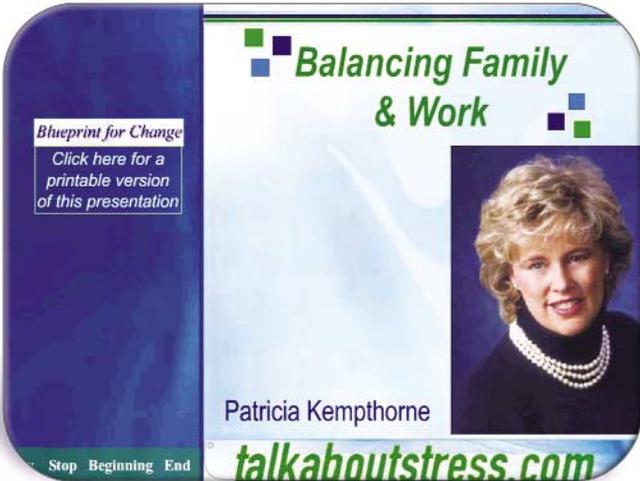
- Substance abuse accounts for 40% of all industrial fatalities and costs employers \$210 billion annually in loss, health, and worker's compensation claims.

# lution that works!



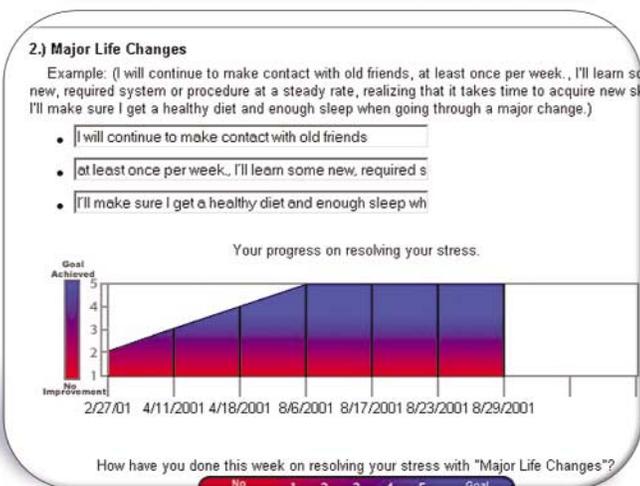
## 4 listen

Tranquility, a collection of guided imagery exercises, blends relaxing images with soothing music and practical advice to help people reduce their level of stress immediately. Five minutes to refresh and regenerate — and stop the endless cycle of stress.



## 5 practice

Make an individual commitment to practice the techniques learned here periodically. We offer practical ways to help incorporate what they've learned into their everyday life — at work and at home.



## 6 change

Discipline and commitment pay off with real change that can actually be measured. Continuing assessments and changes in behavior are the most important measure of success.

■ Violence in the workplace has become a \$4 billion per year problem.



**b p a**  
excellence in mind

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[www.talkaboutstress.com/demo](http://www.talkaboutstress.com/demo)