

THE IMPORTANCE OF SCREENING

early detection and prevention

September 2009

The power of prevention

Source: www.familydoctor.org

Why should I have my cholesterol checked and what are my additional risks for heart disease?

- Having already had a heart attack
- Being a man 45 years of age or older
- Being a woman 55 years of age or older
- Being a woman who is going through menopause or has completed menopause
- Having an immediate family member (parent or sibling) who had heart disease
- Smoking cigarettes
- Having high blood pressure or diabetes
- Being overweight or obese
- Being inactive



Early Disease Detection Overview

Source: <http://www.cigna.com/healthingo/tc4037.html>

What is early disease detection?

Early disease detection is the use of:

- Screening tests to find health problems before symptoms appear.
- Diagnostic tests, medical exams, and self-exams to find a disease or other health problem early in its course.

Why should you think about early disease detection?

Often, the earlier a disease is diagnosed, the more likely it is that it can be cured or successfully managed. Managing a disease, especially early in its course, may lower its impact on your life or prevent or delay serious complications.

What tests should you have?

The tests you need depend on your age, health, gender, and your risk factors. Risk factors might include family history, such as having a close relative with cancer, and lifestyle issues, such as smoking. Cholesterol screening, for example, is recommended for people who have a family history of early coronary artery disease.

When should you be tested?

If you are at risk for a disease, you and your doctor will decide whether you should be tested for it. Discuss the testing, the disease, the risks and benefits of the testing, and what action you are willing to take if you have the condition.

In some cases, testing is done as part of a routine checkup.



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National Health Observances for September

National Cholesterol Education Month
September 1-30, 2009
National Heart, Lung, and Blood Institute Health Information Center
nhlbiinfo@nhlbi.nih.gov
www.nhlbi.nih.gov
Materials available
Contact: Information Specialist

National Sickle Cell Month
September 1-30, 2009
Sickle Cell Disease Association of America, Inc.
scdaa@sicklecelldisease.org
www.sicklecelldisease.org
Materials available

Swine flu could hospitalize 2 million in U.S. this winter

By Thomas h. Maugh II
REPORTING FROM ATLANTA

Source: *The Los Angeles Times*

Nearly 2 million Americans could be hospitalized during this winter's novel H1N1 influenza pandemic, with as many as 300,000 clogging intensive care units in heavily affected regions, according to a report released Monday by the President's Council of Advisors on Science and Technology.

Overall, 20% to 40% of the population could develop symptoms of the strain commonly known as swine flu, and 30,000 to 90,000 could die, according to the report. During a normal flu season, the virus kills about 35,000 Americans.

The difference this year is that pandemic H1N1 is killing middle-aged, adults and adolescents, whereas seasonal flu kills primarily the elderly.

The numbers confirm those previously released by the Centers for Disease Control and Prevention, said CDC director Dr. Thomas R. Frieden, but he emphasized the great unpredictability of flu outbreaks and cautioned that this winter's could be much milder.

The figures are not a prediction but a possibility, said epidemiologist Marc Lipsitch of the Harvard School of Public Health, who helped prepare the 86-page report that is available on the White House website.

Researchers expect the high incidence of infections because the new flu is dramatically different from strains that have been circulating in recent years, so that the bulk of the population has no residual immunity.

"This isn't the flu that we are used to," said Kathleen Sebelius, secretary of the Department of Health and Human Services, at a news conference at the CDC headquarters in Atlanta. "We won't know until we are in the middle of the flu season how serious the threat will be."

The report also made several recommendations, including:

- A senior member of the White House staff should be responsible for coordination of all decision-making about the pandemic. The most likely candidate would be the president's homeland security advisor.
- The CDC's surveillance systems should be expanded to improve the chances of detecting new variants of the virus.
- The government should accelerate production of vaccines to have them become available in the middle of September rather than the middle of October, as currently planned. That would allow an initial immunization of 40 million of the most vulnerable people, including pregnant

women, health workers and children.

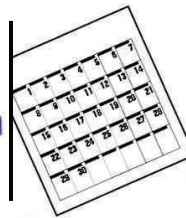
To achieve that goal, vaccine manufacturers should be allowed to fill vaccine vials and prepare them for shipping while they await results from the clinical trials, a process known as "fill and finish." The process normally takes a month, and waiting for results from clinical trials before beginning it would significantly delay distribution. Sebelius said that manufacturers have been given such permission.

She also noted that no final decision had been made about using the vaccine. But, she said "we are anticipating moving ahead with vaccination" if the clinical trials show that it works and does not raise any questions about safety.

Experts still think that two doses will be necessary to stimulate immunity because of the lack of previous exposure to the strain.

"By Thanksgiving we should have a large group of people immunized," she said.

2009
National Health Observances



Health observances are days, weeks, or months devoted to promoting particular health concerns.

Please find references listed above from health organizations where you can find information on the different concerns you may have about certain health issues. There are materials available pertaining to the specific illness, that you can order from the organizations listed above.

Source: 2009 National Health Observances, National Health Center, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services, Washington DC

Ovarian Cancer Awareness Month

September 1-30, 2009

National Ovarian Cancer Coalition

nocc@ovarian.org

www.ovarian.org

Materials available

Prostate Cancer Awareness Month

September 1-30, 2009

National Prostate Cancer Coalition

info@fightprostatecancer.org

www.fightprostatecancer.org

Materials available

World Heart Day

September 30, 2009

World Heart Federation

admin@worldheart.org

www.worldheart.org

Materials available

Contact: Jane Park

What is cancer screening?

Cancer screening refers to tests that can be done to look for signs of cancer or to see if you are likely to develop cancer. Screening tests that look for cancer are called early detection tests. Screening tests that show cancer is likely to develop are called preventive screening.

An example of an early detection test is a mammogram, which can show cancerous breast tumors when they are still tiny. An example of a test that can be used for preventive screening is a Pap test. The Pap test can show cell changes likely to turn into cancer before the actual cancer has developed.

Why is cancer screening important?

Screening tests that have been shown to have benefit are:

- breast mammograms to check for breast cancer in women
- Pap tests for precancer or cancer of the cervix (the opening of the uterus)
- fecal occult blood testing (FOBT) for cancerous or precancerous changes in the colon or rectum
- sigmoidoscopy or colonoscopy for colorectal cancer
- digital rectal exams (DRE) for prostate cancer in men

Mammograms

Most women should have a baseline mammogram between the ages of 35 and 40. They should then have a mammogram to look for changes in the breast every 1 to 2 years until age 50. After age 50 mammograms should be yearly. Women who have personal or family history of breast cancer may need mammograms at a younger age.

Pap tests

Young women should have their first Pap test to screen for cervical cancer when they become 21.

All women should have a Pap test once a year unless, after 3 Pap tests with normal results, their health care provider recommends having the test every 3 years.

Fecal occult blood testing (FOBT)

At age 50 men and women should start having fecal occult blood testing to screen for colon and rectal cancer. The samples will be tested for blood. If there is blood in the samples, you will need more tests.

Sigmoidoscopy and colonoscopy

Sigmoidoscopy and colonoscopy are procedures for looking for precancerous or cancerous changes in your colon and rectum. A slim, flexible, lighted tube is inserted into your rectum to view the inside of these organs. These tests are usually begun at age 50. Depending on your personal and family history, they may need to be repeated every 5 to 10 years.

Digital Rectal Exam

For this test, the health care provider puts a gloved finger in a man's rectum to feel the prostate gland. Prostate cancers feel very hard compared to normal prostate tissue. If something abnormal is felt, then you



have other tests to see if there is a tumor and whether it is a type of cancer that will spread.

Are there other screening tests?

If breast cancer occurs often and at younger ages in your family, you may choose to have a **BRCA gene test**. This test can show if you have inherited a changed form of the gene that may increase your risk of breast cancer. Some women who have this changed form of the gene choose to have their breasts removed to keep from getting breast cancer.

It is not yet clear if other tests are helpful. One such test is the **prostate specific antigen test (PSA)**. The PSA level in the blood usually rises when a man has cancer of the prostate. However, it also rises if the prostate is infected or enlarged. (Prostate enlargement is common in middle age and later.) The test often gives misleading results and can cause undue anxiety, expense, and unnecessary medical procedures. For this reason, the PSA test is not recommended as a general screening test. However, because African American men have the highest rate of prostate cancer in the US, PSA may be used to screen them. Also, men who have a history of prostate cancer in their families may be screened. Research is ongoing to see when and how PSA might be helpful as a screening test for prostate cancer.

How can I know when I should have screening tests?

Which tests you have and the timing of these tests depends on your personal and family history. For example, if someone in your family had colon cancer before age 50, you may need to start tests for this type of cancer at an earlier age. Ask your health care provider which cancer screening tests you need and how often.



Planning your company's Health Fair?

In today's climate with communicable diseases sweeping through the news, and understanding of benefits offerings being more important than ever, planning a successful Health Fair can be one of the biggest tasks you tackle all season! With so much work going into planning the event, it is important to find a capable partner to assist you in getting the event off the ground. Typically, your insurance broker is a good resource to turn to for assistance with making sure your Health Fair is a rousing success! You should be able to lean on your broker to pay for the booths you chose to include, lots of food throughout the day as well as fun raffles and prize give-aways. Beyond the normal Health Fair, some fun suggestions are to do a themed Health Fair, being sure to include booths for flu shots, blood pressure screening, chair massages for all of the employees, cholesterol screening, stroke risk

screening, and more...be creative!

Another fun idea is to announce the Health Fair with creative flyers. One idea is to announce the Health Fair with a little quiz, and have the attendees turn in the quiz upon attendance for a chance to win a raffle prize—this way you boost participation, share important knowledge, and get to announce the big event in a unique way. Some sample questions might be:

- Does it matter when you apply sunscreen (yes! 30 minutes before you enter the sun)
- What are 2 ways to control diabetes? (through good diet and exercise)
- Is a person at greater risk for diabetes if it runs in his or her family? (yes)
- Are smokers more likely to report poor sleeping patterns? (yes...4 times more likely!)
- Is a food diary really a useful tool? (yes! studies have shown it can make weight loss efforts up to twice as effective)

For more tips on your health fair contact DSI at (818) 676-0044...just ask about our newsletters!

Up Coming Events

Today's Challenges Facing the C-Suite

Interconnected: Insurance, Banking, Loss Control, Financial Solutions

October 15, 2009



CALIFORNIA HEALTH
&
LONGEVITY INSTITUTE

Time: 7:30 AM - 12:00 PM
Where: The Four Seasons Hotel Westlake Village
Two Dole Drive
Westlake Village, CA 91362



Dynamic speakers and a panel discussion on cost-saving techniques.

- Michael-Anne Browne, MD, Medical Director, Blue Shield of California: *The Future of Healthcare*
- Cora Tellez, President, Sterling H.S.A.: *Financial Solutions for Healthcare*
- Michael Nicholas, WSO, CSSD, CHMS, RSSP, REA, President, California Loss Control: *Workers' Compensation Today*
- Jim Salin, Executive Vice President, Pacific Western Bank: *Business Banking 2010*
- Howard Nellor, Integrated Consulting: *Management Strategies for the C-Suite*
- Thomas Gurtner, Regional Vice President & General Manager, Four Seasons Hotel Westlake Village: *Executive Wellness*
- Rob Hagelbert, General Manager, Four Seasons Hotel Westlake Village: *Executive Wellness*
- This event will be filmed by: Heartbeat of America, a William Shatner Production



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For more information on our seminar please call Andrea at (818) 676-0044. You may also send in your registration by emailing her: andrea@dsinsuranceservices.com. This is a Complimentary Seminar that CEO's, CFO's, and HR executives may attend.

Client Corner



Valerie Antillon and Toby
Kennedy of DSI at the
Make-A-Wish event



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was a sponsor at the



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Silent Auction

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- Boat
- Condo
- Renters



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Wellness Newsletter: Employee Edition September 2009

National Health Observances for September

National Cholesterol Education Month

September 1-30, 2009

National Heart, Lung, and Blood Institute

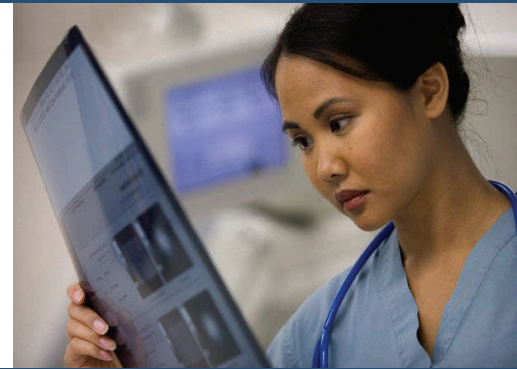
Health Information Center

nhlbiinfo@nhlbi.nih.gov

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Materials available

Contact: Information Specialist



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TAKE CONTROL!

Tips to help you control your cholesterol

Source: about.com

- Take control of your health! Know your cholesterol numbers—be an active partner with your healthcare professional in getting and keeping them in control.
- Take control of your grocery shopping! Read food labels and choose foods low in saturated fat and cholesterol.
- Take control of your portion sizes! Learn what one serving or portion looks like.
- Take control of your weight! Aim for a healthy weight and work to stay there.
- Take control of your refrigerator! Stock it with fresh fruits, vegetables, and low-fat or fat-free dairy foods.
- Take control of your activity levels! Do at least moderate physical activity—like taking a brisk walk, for at least 30 minutes a day on most, preferably every day of the week. No time? Do three 10 minute segments as many days as you can.

For more on living a healthy life style, or for more information on some great tasting, but good for you healthy recipes, go to websites like: www.eatingwell.com. There you'll find everything from kid's recipes to deserts that will satisfy any appetite—and keep your doctor happy too!

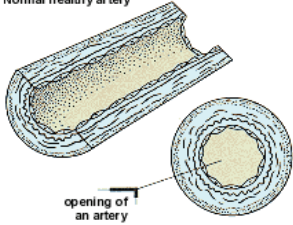


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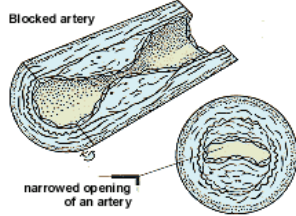
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Normal artery versus blocked artery

Normal healthy artery



Blocked artery



Cholesterol: What Your Level Means

Source: www.familydoctor.org

Why should I have my cholesterol checked and what are my additional risks for heart disease?

- Having already had a heart attack
- Being a man 45 years of age or older
- Being a woman 55 years of age or older
- Being a woman who is going through menopause or has completed menopause
- Having an immediate family member (parent or sibling) who had heart disease
- Smoking cigarettes
- Having high blood pressure or diabetes
- Being overweight or obese
- Being inactive

8 Ways You Can Stay Healthy at Work

You can protect yourself and others by following these key action steps.

1. Maintain a healthy lifestyle through rest, diet, exercise, and relaxation.

2. Wash your hands frequently with soap and water for 20 seconds or use an alcohol-based hand cleaner if soap and water are not available. Be sure to wash your hands after coughing, sneezing, or blowing your nose.

3. Avoid touching your nose, mouth, and eyes. Germs spread this way.

4. Cover your coughs and sneezes with a tissue, or cough and sneeze into your elbow. Dispose of tissues in no-touch trash receptacles.

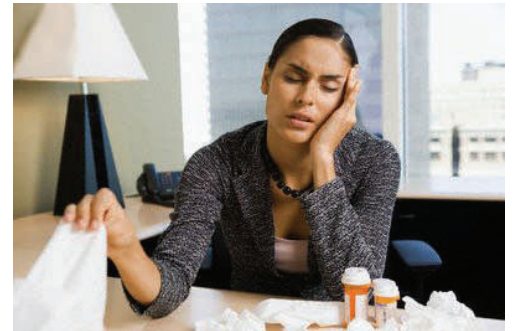
5. Keep frequently touched common surfaces clean, such as telephones, computer keyboards, doorknobs, etc..

6. Do not use other workers' phones, desks, offices, or other work tools and equipment. If you need to use a co-workers' phone, desk or other equipment, clean it first.

7. Don't spread the flu! If you are sick with flu-like illness, stay home. Symptoms of flu include fever (100 degrees Fahrenheit or 38 degrees Celsius) or chills *and* cough or sore throat. In addition, symptoms of flu can include runny nose, body aches, headache, tiredness, diarrhea, or vomiting. The CDC recommends that sick workers stay home if they are sick with flu-like illness until at least 24 hours after they are free of fever without the use of fever-reducing medicines.

8. Get vaccinated against seasonal flu, when a vaccine is available in your area. If you are at higher risk for 2009 H1N1 flu complications you should receive the 2009 H1N1 flu vaccine when it becomes available. People at higher risk for 2009 H1N1 flu complications include pregnant women and people with chronic medical conditions (such as asthma, heart disease, or diabetes).

Source: *Center for Disease Control and Prevention*



Don't spread the flu! If you are sick with flu like illness, stay home.

Flu Facts

Source: www.flufacts.com

Influenza, also known as the flu, is a contagious disease that is caused by the influenza virus. The flu attacks the respiratory tract system (nose, throat and lungs) and is usually transmitted from one person to another when an infected person coughs or sneezes propelling their respiratory droplets through the air and infecting a nearby person (generally up to 3 feet).

The flu can cause mild to severe illness, and at times can lead to death. It is important to note that most healthy people recover from the flu without complications; however older people, younger children and people with certain health conditions are at high risk for serious complications from the flu. So be sure to consult your physician about the importance of getting a flu shot each year.

Physicians are recommending that you get your regular flu vaccine this year, however, this will not be effective against the Swine flu (H1N1). Therefore, it is recommended that you also get the Swine flu (H1N1) vaccine, which will be available in October 2009.

Officials fear there will be a shortage of the H1N1 vaccine which will impact employers by causing absenteeism at work.

It is very important for you and your children to wash your hands often with soap and water, at home, work or at school. If soap and water are not available then use an alcohol-based hand sanitizer. If you or your children get the flu, drink lots of liquids, stay home from work or school and get plenty of rest. Take medication to relieve the symptoms of flu, and see your doctor as soon as possible.

Flu Symptoms

Think you have the flu? What are flu symptoms? Know your FACTS!

- F**ever
- A**ches
- C**hills
- T**iredness
- S**udden symptoms

