

## **LISA BELL RODEN**

### Blog Post example (BlueStar Telehealth)

#### **SENIORS AND DISASTER PREPAREDNESS**

Unfortunately, bad things happen. Disasters, natural and man-made, usually occur unexpectedly and affect communities across the country. Seniors can be especially hard hit. But making plans for “what-if” scenarios in advance can make a huge difference in getting through something challenging safely and with less stress. It’s all about communication, research, and organization in advance. Here are some tips to get you started.

#### **COMMUNICATE AND RESEARCH NOW**

Make a plan in advance. Talk with family and friends (your support network) about who can check on you and help you if something happens.

Discuss how you will contact your support network if phones are down.

Agree that everyone in your network will be notified if someone goes out of town.

Learn the procedures for turning off utilities, like gas, into your home as well as the location of your fuse box. Be aware of warning signs that may require utility shut-offs. Share the information with your support network.

Pick a person who lives outside your area that you and the support network can call if local phone networks are over-taxed.

Make sure you have up to date contact information for your loved ones and support network in your wallet/purse.

Have an up-to-date list of your medications and your doctors. Share it with your team, so they can help you stay healthy.

If you have professional caregivers that come to your house, discuss their processes for handling emergencies.

Find out what your community does for emergencies. There may be alert systems in place to let you know what’s going on. Find out phone numbers to call for status updates and assistance.

Find out the safe places in your home where you should go during bad weather.

Put emergency phone numbers up in your home, near your phones (e.g. the kitchen and next to your bed).

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Volunteer to help friends and neighbors who might need assistance.

If you have a monitoring service, like Blue Star, contact the Monitoring Center to alert them to an expected emergency in your area.

### **ORGANIZE NOW**

Get copies of keys made and give them to the person(s) who will be checking on you. Get a key for a place you can go in case of an emergency.

Figure out escape routes. If there are ambulatory issues, consider solutions for getting out of the house and moving to a new location. Plan transport away from your home, if it's needed.

If you have any pets or service animals, plan for their care in an emergency. Only service animals are allowed in public shelters, so other animals may need to be housed with your support network or a pet-friendly location.

If you use a hearing aid, glasses or other assistive devices, like a cane, make sure that they are secure near you at night. In the event of a fire or an earthquake, you need to be able to reach them and they aren't likely to fall. Velcro can be useful.

Change your batteries regularly. This includes smoke alarms and batteries for any medical aids you may have.

Make an emergency preparedness kit. The American Red Cross provides a comprehensive list of items you should compile here:

<http://www.redcross.org/prepare/location/home-family/get-kit>

Once you have communicated, researched, and organized to prepare for emergencies, remember to keep information updated and supplies refreshed. Everyone wants to make sure you are healthy and safe.

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Blog Post Writing Sample for BLUE STAR SENIOR TECH WEBSITE (keywords bold)

### 7 Benefits of **Telehealth**

Are you familiar with **telehealth** yet? Many of us still recall the days when physicians still made house calls. But in the latter half of the 20<sup>th</sup> Century, the ease and low cost of transportation, along with patient demands on a doctor's time to see as many patients as possible, transformed healthcare into a service that was delivered in offices and hospitals rather than living rooms.

Today, with access to affordable, secure technologies, more people can experience the advantages of the house call again through **telemedicine** and **remote patient monitoring (RPM)**.

If you have not experienced **telemedicine** or **telehealth** practices yet, here are 7 benefits that may compel you to contact your health care provider to see what options they offer.

1. It's easy. If you have a smartphone, a tablet, or a computer with a camera, you have what you need to interact with a medical professional via the internet. You may need to download an app or create a log in for a secure web connection prior to a **telemedicine** meeting, but you probably already have the technology you need to connect to a medical professional.
2. It happens in your home. Who wants to leave the house when they are feeling bad? Arranging transportation for an appointment can add a lot of stress when you aren't at your best. **Telemedicine** assures that you get medical attention without having to take off your comfy slippers. Whether you have a head cold or are managing a **chronic condition**, having the opportunity to see someone in your own space is a comfort.
3. **Telemedicine** visits are very familiar. The medical professional focuses on you and your care, asks questions, listens to your answers, makes observations, determines a diagnosis and then recommends a course of treatment. The physician will also determine appropriate medication for you.
4. You can feel safe. So can the doctor. Many patients have concerns about going out and feel some extra anxiety around health care environments. Rather than putting off important check-ups and evaluations for your medications, consider **telemedicine** options that may be completed at home, depending on your individual conditions. Healthcare pros also appreciate working in a safe, efficient environment.
5. Medicare Part B covers certain **telehealth** services. For example, in some cases billing is very similar to an in-person doctor visit. Check out the information on <https://www.medicare.gov/coverage/telehealth>.

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6. Your time is valuable. Even if you are retired, your day is probably full of projects and commitments. A **telemedicine** appointment at home saves you the time spent in transit to the doctor's office and waiting outside for your turn.
7. There is more to **telehealth** than medical appointments. **Remote patient monitoring** of serious conditions like **high blood pressure** is now possible and a very effective as a way of reducing **hypertension risk**. **LifeLinx** (<https://www.lifelinx.health/>) is one such **hypertension solution**. Imagine using a wireless **blood pressure** cuff and tablet that sends daily readings to a team of health experts (along with your doctor and even your loved ones, if you like) to track your numbers, identify concerns and make adjustments to your medication and wellness efforts. In some states, **remote patient monitoring of blood pressure** is even covered by original Medicare. You can find out more about remote patient monitoring here (<https://lifelinx.health/remote-patient-monitoring/>)

Healthcare is constantly evolving and bringing new tools, practices and solutions to address the needs of patients. **Telemedicine** is just the latest, but perhaps one of the most exciting advancements. If you would like to learn more about **telehealth** and remote **patient monitoring**, here is a collection of relevant links mentioned in the article as well as some other resources and articles you might enjoy:

LifeLinx	<a href="https://www.lifelinx.health/">https://www.lifelinx.health/</a>
Telehealth at Medicare.gov	<a href="https://www.medicare.gov/coverage/telehealth">https://www.medicare.gov/coverage/telehealth</a>
What is Telemedicine	<a href="https://www.goodrx.com/blog/what-is-telemedicine/">https://www.goodrx.com/blog/what-is-telemedicine/</a>
Telemedicine or in person? The pros and cons of doctor visit options during the COVID-19 pandemic	<a href="https://www.seattletimes.com/seattle-news/health/telemedicine-or-in-person-the-pros-and-cons-of-doctor-visit-options-during-the-covid-19-pandemic/">https://www.seattletimes.com/seattle-news/health/telemedicine-or-in-person-the-pros-and-cons-of-doctor-visit-options-during-the-covid-19-pandemic/</a>

## LISA BELL RODEN

### Skybitz Competitive Difference

Traditional GPS and cellular approaches, vs. SkyBitz's GLS based platform and solution

Position identification by means of traditional GPS-based calculation is complex and processor-intensive and can sometimes require several minutes to execute. The calculation occurs on a local GPS chipset in the field unit itself, requiring significant power consumption. The position data then must be communicated from the remote asset to the fleet customer, often by means of cellular networks which may not provide full coverage on all routes and in all areas serviced by your fleet's trailers. Urban coverage by cellular networks is also susceptible to dropped calls due to localized spikes in call volume during the business day. The result is a time- and power-consuming GPS calculation, combined with the potential for latency in the communication process due to dead zones.

With SkyBitz's patented Global Locating System (GLS) platform, the two-way radio in our Mobile Terminal (MT) transmits GPS data by means of a geosynchronous, L-band communications satellite to the SkyBitz Operations Center (SOC). All GLS positioning calculations are performed centrally in the SOC, rather than by a GPS chipset in the Mobile Terminal. The GLS position results are then delivered from the SOC to our customers via the Internet. The result is that the SkyBitz GLS solution is able to pinpoint a trailer's position accurately (to within 12 meters) and requires a duty cycle of just 10 seconds, dramatically reducing the power consumption of the tracking hardware and resulting in multiyear battery life in normal tracking applications.

The following benefit summaries provide more detail on each of SkyBitz's competitive advantages:

**Longer battery life.** Unlike the high power consumption and high maintenance demands of GPS-based systems, the SkyBitz GLS-based Mobile Terminal can operate for years on a single, inexpensive "AA" lithium battery pack. No connection to a vehicle or other external power source is necessary. Changing the battery is a fast, 5-minute operation, and is the only periodic maintenance required once units are fielded. The SkyBitz SOC also provides regularly updated battery life estimates based on a Mobile Terminal's use of the network, so that battery replacement can be planned with minimal disruption to trailer utilization.

**Faster position calculations.** A typical SkyBitz GLS calculation is up to 30 times faster than one using GPS technology, greatly extending battery life.

**Full coverage, maximum visibility.** No matter where your trailer travels throughout North America, it's always going to be within your line of sight. There are no "dead zones" (as with cellular networks) in the ubiquitous continental coverage provided by the SkyBitz GLS satellite-based network. The geosynchronous, L-band satellite signal is not susceptible to rain-fade, nor is its reception impeded by snow covering the Mobile Terminal.

**Two-way satellite communication, remote programmability.** Profile Management, described in detail in the previous section, allows fleet managers and dispatch personnel to enable increased reporting and wake ups on any Mobile Terminal for a temporary period. This is possible due to the two-way communication capability of the Mobile Terminal and the flexibility in network capacity allocation on the SkyBitz satellite frequencies. There is no need to physically link to the Mobile Terminal on the trailer to change its reporting and wake up schedules, and the unit will resume its normal schedules automatically after any temporary profiles expire.

Puzzle Zoo Ad (concepts and copy)

# THE TOYBOX THAT FITS IN YOUR POCKET.



## Puzzle Zoo's new gift card is coming...

It's the perfect present for kids of all ages. Available in a range of denominations, it can be used just like cash at any of our four Puzzle Zoo locations. Imagine the fun to be had on a shopping spree with the Puzzle Zoo Gift Card – so many games, dolls, stuffed animals and puzzles to choose from! Look for the new card exclusively at Puzzle Zoo, where you'll find thousands of wonderful toys...and a toybox that slips easily into your wallet.



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(310) 393-9201

**SOUTH COAST PLAZA**  
IN COSTA MESA  
(714) 662-1600

**WESTFIELD SHOPPING TOWN**  
IN CENTURY CITY  
(310) 284-8268

**THE VILLAGE**  
IN PACIFIC PALISADES  
(310) 454-8648

VISIT OUR FOUR STORE LOCATIONS OR ONLINE: [WWW.PUZZLEZOO.COM](http://WWW.PUZZLEZOO.COM)

Puzzle Zoo Ad (concepts and copy)

**PEACE ON EARTH**

At **Puzzle Zoo** you'll find thousands of spectacular toys for the holidays all in one place. With so many delights under one roof, we make it easy to please everyone from your faithful sidekick to your arch-nemesis.  
*Puzzle Zoo to the rescue!*

**PUZZLE ZOO**  
 A UNIQUE TOY STORE

<b>PUZZLE ZOO</b> on the PROMENADE   SANTA MONICA <b>(310) 393-9201</b>	<b>PALISADES PLAYTHINGS</b> on SWARTHMORE   PACIFIC PALISADES <b>(310) 454-8648</b>	<b>PUZZLE ZOO</b> at CENTURY CITY MALL   CENTURY CITY <b>(310) 284-8268</b>	<b>PUZZLE ZOO</b> at SOUTH COAST PLAZA   COSTA MESA <b>(714) 662-1600</b>
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VISIT OUR FOUR STORE LOCATIONS OR ONLINE: [WWW.PUZZLEZOO.COM](http://WWW.PUZZLEZOO.COM)



## Tynies catalog introduction letter for catalogue (distributors and customers)

Dear Friends,

I would like to welcome you to the wonderful World of Tynies – an exciting new line of unique, glass figurines that are fun to collect and display.

Extra small in size, these charming characters make a big impact. Maybe it's their whimsical design. Or the way they glisten in the light. Their clever, 1-inch cube-style packaging. Whether you want a single figurine or decide you must have them all, Tynies are little treasures that are affordable for everyone.

There are currently 60 figurines in the World of Tynies and this first group is a real glass menagerie. Many of our fanciful animals, like Bob the Penguin and Sid the Hedgehog are offered in several different colors, enabling you to choose one or all three to complete the series. Tynies are meant to appeal to collectors of all sizes.

This convenient catalog has been designed to help you keep track of the Tynies you already have and the ones you may need. Tynies are featured in eye-catching display cases in selected toy stores throughout the country.

In closing, I hope that you will enjoy the World of Tynies, where everything is small, except your imagination.

Sincerely,

Jay

P.S. In the future, we will be adding more exciting characters to the collection. Please visit [www.tynies.com](http://www.tynies.com) for more information.





# A Media Sales Toolkit Focused On The Way “YOU” Do Business.



Designed to make the job of selling and presenting multi-product marketing solutions easier, more efficient and more successful.

Custom-designed to fit into the way individual newspapers go to market, using all the rules, strategies and products unique to each of our newspaper clients.

At its core is the premise that newspaper account executives should be able to spend their time selling while ASK-CRM seamlessly runs in the background, providing:

- proposal and presentation capabilities
- contact and task management functionality
- presentation calendars
- goal tracking
- media analysis
- And even call and mileage reports

And...it does all this without adding to an AE's already-crowded To-Do List.

Our focus is entirely on helping newspaper media companies generate new, incremental revenue by dramatically simplifying and streamlining the sales process.

The proof is always in the level of satisfaction our clients see with ASK-CRM.

**Damien Malone, Account Executive**  
**The Charlotte Observer**

*“Also, proposals are easy to build in ASK-CRM and allow for a more efficient management of the sales process. Two thumbs up for this CRM tool.”*

**Susan Duchin, Executive Director, Advertising**  
**Baltimore Sun Media Group**

*“In addition to a great tool that has allowed our sales staff to easily build multi-product solutions, the attention to detail and personalized service are exceptional.”*

**Andrew Olsen, Publisher**  
**TimesReview NewsGroup**

*“ASK-CRM is my new favorite thing. I love it and have just scratched the surface with what it can do. We have an amazing team here and they are going to love using this software. Knowledge is power and this is really going to help us.”*

Put more than 60 years of newspaper sales and management experience to work for you. Call or email for an ASK-CRM demonstration today.



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301.800.2ASK(275)  
[robin@ask-crm.com](mailto:robin@ask-crm.com)



**John Kimball**  
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[john@johnkimballgroup.com](mailto:john@johnkimballgroup.com)

**ASK-CRM**  
tools to streamline media selling

## Climate Change and Sustainability Challenges & Opportunities

Company
Problems
Solutions
Customers
Experience

Our changing world requires an evolution in business thought and practice. Companies in various sectors are adopting positive solutions to improve their Triple Bottom Line:

- ⦿ Influential companies that have already adopted "green" practices are choosing to do business with other like-minded companies
- ⦿ Financial institutions are requiring that new investments meet social and environmental risk benchmarks
- ⦿ Many organizations are calculating their Carbon Footprint and taking measures such as increasing their energy efficiency, participating in Carbon trading and consuming more energy from renewable sources
- ⦿ Corporate Social Responsibility (CSR) initiatives demand that corporations consider all stakeholders when making business decisions
- ⦿ Effective energy management, reduction strategies and cost-effective alternative fuel choice decisions are needed from one source
- ⦿ Navigation of changing policies, regulatory requirements and voluntary actions
- ⦿ Financial opportunities (e.g. tax incentives, grants, etc.) related to energy efficient programs





One Source, Innovative Solutions
SAIC Proprietary Information
3


## Climate Change Solutions

Company
Problems
Solutions
Customers
Experience

Companies recognize that climate change is a compelling business issue that requires a systems approach to minimize risk and maximize benefit.

- ⦿ For over a decade, SAIC's energy group has provided leadership in climate change consulting to government agencies and commercial clients.
- ⦿ Climate change is an evolving issue, demanding a thorough understanding of policy, and an ability to offer innovative solutions.
- ⦿ Clients worldwide benefit from our regulatory knowledge, strategic planning experience and project implementation capabilities.
- ⦿ Forward-thinking companies that adopt new energy approaches ahead of their peers will have business advantages.
- ⦿ There are opportunities to build value in offsets markets through hedging and other trading strategies.
- ⦿ Our systems-based approach to Climate Change services include:
  - Facility Assessment
  - Market and Policy Analysis
  - Project Evaluation
  - Energy and Emissions Modeling
  - Inventory Development
  - Strategic Planning and Risk Assessment
  - Mitigation Technology Evaluation
  - Developing and Operating GHG Registries
  - Offsets Design




One Source, Innovative Solutions
SAIC Proprietary Information
4

### ***Dwell Time***

Your asset is considered “dwelling” if there is less than 1 kilometer distance between at least 2 successive GLS positions from its SkyBitz Mobile Terminal. The Dwell Time report feature allows you to search the *SkyBitz InSight* database for assets that have been dwelling for a long duration. This report helps you maximize utilization and recover detention fees on assets that are kept at facilities for a long period.

Calculating dwell time takes into consideration that no two GLS positions are exactly alike, even from a Mobile Terminal installed on a trailer that remains absolutely stationary while several position reports are transmitted. There is a slight variation in every GLS solution, which is defined as the distance between the GLS position values and the Mobile Terminal’s exact location. This variation can be as little as 15 meters or as large as 150 meters, depending on the number of GPS satellites received, their spatial arrangement in the sky, and statistical variation inherent to GPS.

The 1-kilometer “dwell distance” compensates for the inherent variance in GLS solutions and provides a reasonable area around a customer pickup or delivery point. This will ensure that an asset moving to different locations at the same customer facility will still be regarded as “Idle.”

There are two “dwell status” values, Idle and Moving. If the dwell status of an asset is Idle, the *SkyBitz InSight* will track the idle duration (Dwell Time) and the maximum interval between successive positions (Dwell Gap). Dwell Time and Dwell Gap values are given in days.

The shorter the Dwell Gap interval for an asset, the greater is the “reliability” of its dwell status and dwell time calculation. A short Dwell Gap reduces the probability that the Mobile Terminal transmitted from one position, moved to another position further many kilometers away and then returned to the original position before transmitting again.

Access to the Dwell Time report is via the **Analyze Assets > Dwell Time** menu item. There are two types of Dwell Time reports. The first is a search of all idle assets to find those that have been idle for longer than a specified period. The second is a search of all assets to retrieve their dwell status. Assets whose dwell status is “Moving” have a Dwell Time value of 0 and a Dwell Gap value of 0.

The parameters in “Dwell Time Report for Idle Assets” are:

**Show All Assets Idle for more than** drop-down box – This allows you to retrieve a list of all assets idle for more than a selected period of time. The time period values range from “1 day” to “30 days,” with “7 days” being the default.

**Having the Latest Position Within** drop-down box - This parameter allows you to set a cut-off point for the most recent position time stamp of searched assets. Values in this drop-down list range from “12 hours” to “No Limit,” with “2 days” being the default.

**Report** button – After selection of search parameters, click on this button to launch a new web page within the current browser window showing all assets meeting the search criteria. The results are in tabular form, ordered alphanumerically by Asset ID.