



The Practical Patient

A tool box to equip, empower, engage, & enable patients

March 27, 2010

Monthly Newsletter

Volume 1, Issue 2

Wouldn't you want
them to know your
medical history?



New!

First Virtual Medical ID Home Party

You Don't Even
Have to Leave Home!

Log onto www.barkingzebra.net any party day between May 9-11, 2010. Click on the **Lifesavers** page. As our guest you will receive a 10% discount on any order placed during our virtual home party. After you place your order in the shopping cart, there will be a write in field "Coupon Code/Promotional Code". Just type in **barkingzebra** and your discount will be automatically applied. Your 10% discount is only valid when you type in the code **barkingzebra**.

If you lead a support group, or are a clinic administrator, head nurse, or office manager, please email or call us info@barkingzebra.net & 610 779 1055 about the opportunity to host a virtual party. Just collect your group's email addresses and we'll do the rest. And, as our way of thanking you, we'll have a special hostess gift for you!

It is a proven fact that any medical condition can be potentially dangerous. The peace of mind and security that comes with wearing medical ID jewelry is priceless should there be a situation when you cannot speak for yourself. More than 95% of EMTs look for a medical ID during emergencies. More than 75% look for one immediately after assessing a patient.

The awareness and medical ID specialty jewelry and gift store, www.barkingzebra.net, has announced that May 9 to May 11, 2010 it will host a virtual home party. Owner Suzi Garber, a support group leader, patient advocate, and a cancer patient herself, says she will be available via phone or email during the event to help you choose which bracelet or necklace would suit your personal life-

style or even what message to engrave on your jewelry.

The selection of awesomely stylish jewelry includes necklaces and bracelets for men, women, and children, sports bands and disease-specific alerts—**Diabetes, Asthma, Alzheimer's and Epilepsy**, or engrave whatever medical message you'd like.

Spring and summer are approaching — children will be in camp, adult outdoor sports in full swing and summer vacation trips are on everyone's radar. Take the initiative and buy an ID now.

Tip: for Alzheimer's patients, engrave the cell phone number of the caregiver and the patient's home phone number & address.

The New World of Participatory Medicine and the "e-patient"

The late Tom Ferguson coined the term e-patient to describe individuals who are **equipped, enabled, empowered and engaged** in their health and health care decisions. He envisioned health care as an equal partnership between e-patients and health professionals and the systems that support them. Participatory Medicine is the movement in which networked patients shift from being mere passengers to responsible drivers of their health, and in which providers encourage and value them as full partners. <http://participatorymedicine.org>. The explosion of information on the Internet has helped the e-patient by providing easily accessed research sites and the opportunity to network with

other patients. Understanding and accepting a chronic medical condition can unlock the door to coping and living with it regardless whether your disease is curable or not. There is lots of incorrect and substandard medical information out there that can lead patients astray. My advice for the educated patient is to use reputable research sources—government sites such as the National Institutes of Health (www.nih.gov) and www.cancer.gov. Disease-specific national associations and listserves are also terrific resources. Then, as an informed and empowered patient, discuss your findings with your doctor or your "second opinion" specialist.

