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## Pathways to *SmartCare* HealthMart<sup>®</sup>

### Introduction

Pathways to *SmartCare*<sup>®</sup> is a health and wellness program that provides educational tools and resources for individuals and employees who are pro-active about the future of their health and well-being; financially, physically and mentally. HealthMart<sup>®</sup> is a network of health and wellness providers who offer discounts to the members of Pathways to *SmartCare*<sup>®</sup>.

We are forming strategic partnerships with our corporate clients and community groups to roll out the HealthMart<sup>®</sup> Guide to **over 50,000 individuals** in Western Pennsylvania. These individuals will have access to YOU, the HealthMart<sup>®</sup> network members. The HealthMart Guide will be published on March 31, 2007.

Additionally, we are coordinating **over 160 corporate, community and senior wellness events** in 2007. The HealthMart<sup>®</sup> network members will be the wellness providers of choice to ensure quality programming, education and information.

### Benefits for Health & Wellness Providers

1. **HealthMart<sup>®</sup> Guide - Print & Web based.** The print directory is distributed at the Pathways to *SmartCare*<sup>®</sup> corporate, community and senior events. The directory will also be published in other media outlets. Initial circulation will be 50,000. The online directory will be accessible to the general public via a free online registration.
2. **Wellness Events.** HealthMart<sup>®</sup> providers are invited to participate at select corporate, community and senior events at no additional charge.
3. **Wellness Programming.** HealthMart<sup>®</sup> providers are invited to present workshops, lunch & learns and demonstrations at Pathways to *SmartCare*<sup>®</sup> corporate, community and senior events.
4. **Advertising.** HealthMart<sup>®</sup> providers can contribute content and/or advertisements to the Pathways<sup>®</sup> Wellness Program newsletter sent to over 500 employers. HealthMart<sup>®</sup> provider membership includes a business card ad in the printed HealthMart<sup>®</sup> Guide.
5. **Networking.** HealthMart<sup>®</sup> Providers will be invited to monthly HealthMart<sup>®</sup> networking events held throughout Western PA.
6. **Consulting.** Free health insurance benefit analysis for all HealthMart<sup>®</sup> providers and their employees.

7. **Pathways to SmartCare.** HealthMart<sup>®</sup> providers can offer their clients/patients a discounted membership in Pathways to SmartCare<sup>®</sup>.
8. **Publicity in the HealthMart network.** Members of Pathways to SmartCare<sup>®</sup> seek advice, information and services from HealthMart<sup>®</sup> health and wellness providers.
9. **Recognition in the community.** HealthMart<sup>®</sup> is the region's only credentialed Integrated Medicine Wellness Network.
10. **Exposure.** Over 200,000 individuals attend Pathways to SmartCare<sup>®</sup> events, programs and clinics annually.
11. **Preferred choice.** HealthMart<sup>®</sup> providers will be the exclusive health and wellness providers for both American HealthCare Group and Pathways to SmartCare<sup>®</sup> events and other Health and Wellness initiatives.

### **How do you join?**

Interested providers must complete a HealthMart<sup>®</sup> Provider Credentialing Application and submit payment to American Health Fairs. If a provider is not accepted into the network, the application fee will be refunded.

### **Types of Providers in the Network (if you don't see your specialty, please call!)**

- |                               |                                |                     |
|-------------------------------|--------------------------------|---------------------|
| • Acupressure Therapy         | • Guided Imagery/Visualization | • Plastic Surgery   |
| • Acupuncture                 | • Gyms/Exercise Clubs          | • Podiatrists       |
| • Aromatherapy                | • Health Screenings            | • Psychotherapy     |
| • Athletic Trainers           | • Holistic Counseling          | • Public Health     |
| • Audiologists/Hearing Aids   | • Homeopathic Medicine         | • Reflexology       |
| • Behavioral Health           | • Hospitals                    | • Rehabilitation    |
| • Career Training Center      | • Hypnotherapy                 | • Reiki             |
| • Chiropractors               | • Iridology                    | • Restaurant        |
| • Clinical Research Companies | • Lasik Surgery                | • Retail Pharmacies |
| • Coaching                    | • Massage Therapy              | • Shiatsu Massage   |
| • Cosmetic Surgeons/Cosmetics | • Meditation                   | • Self Defense      |
| • Counseling Services         | • Myofascial Release           | • Senior Services   |
| • Dentists                    | • Neuromuscular Therapy        | • Smoking Cessation |
| • Dermatology                 | • Non Profits                  | • Sound Healing     |
| • Durable Medical Equipment   | • Nursing Homes                | • Stress Management |
| • Essential Oils              | • Nutrition                    | • Tai Chi           |
| • Exercise Equipment          | • Ob/Gyn                       | • Team Building     |
| • Feng Shui                   | • Oncology                     | • Vision Services   |
| • First Aid/Safety Products   | • Ophthalmologists             | • Weight Management |
| • Flu Shots                   | • Organic Food Stores          | • Wellness Centers  |
|                               | • Pediatricians                | • Women's Health    |
|                               | • Physical Therapists          |                     |
|                               | • Pilates                      | • Yoga              |

**Please contact us for more information:**

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