



The Patient/Partner Project

...helping the patients by helping the partners

The Patient/Partner Project offers information and resources to help people keep their lives and businesses on track during personal or family crisis.

Our cornerstone service is free online progress reporting, which allows patients and their partners to share their current status through the Internet, eliminating the stress of tedious, time-consuming phone calls. When an update is posted, registered friends and family members receive an e-mail with a link to that update. All pages and e-mails are branded for sponsors, resulting in repeated, multiple exposures that expand exponentially and automatically.

Other resources offer specific, practical tips and techniques for handling crisis including speaking programs, an award-winning book, and other written and electronic materials.

"Thank you for sharing your experience...in the hope of helping others faced with similar situations."

~Senator Hillary Rodham Clinton

Some comments about speaking programs...

"You were a big hit at High Desert Success... people are still talking about it!"

Dana Gordon, Event Organizer

"Your message of hope and humor lifted the spirits of all who attended. Many... have called or written to say how much they enjoyed your presentation and how helpful your book has been"

Karen Contreras, Breast Care Coordinator
Kaiser Permanente, Riverside, CA

"You were radiant, riveting, and remarkable!"

Kate Adamson, Author, Stroke Survivor

"Your video made me cry – very inspiring!"

Lori Beyer, Well Spouse Foundation

"Emotionally poignant but not emotionally draining."

Stacy Nelson, Reverse Mortgage Specialist

Sponsorship overview

EXPOSURE and VISIBILITY right where you want it

Get in front of your target market
in a big way, *and stay there...*

...by providing resources to keep their businesses and their lives on track during personal or family crisis.

This benefits you because:

- It is in your best interest to foster success in your marketplace.
 - Our practical content will reduce the business impact of personal challenges faced by owners, executives, and employees.
 - Less impact from personal challenges means higher profitability, which means they can buy more from you!
- You enjoy multiple, positive impressions not only from sponsored speaking programs and branded materials, but also from our electronic delivery of those materials long before and long after sponsored events.
- The community-service value of this information builds goodwill and demonstrates corporate responsibility.

Pick and choose from these exposure-rich resources:

- Your own branded version of The Patient/Partner Project website, offering free information, resources, and Internet services for the seriously ill. *(The very nature of these services gives you TREMENDOUS exposure and visibility in your market that expands exponentially. Very exciting stuff – let us show you how this concept can work for you!)*
- Speaking programs that inspire, motivate, and offer specific, practical ideas on handling challenges and reducing stress. *(Programs include branded handouts, booklets, and e-mail mini-courses that are available online long before and long after an event, even for those who do not attend.)*
- E-mail "mini-courses" consisting of multiple, scheduled, branded e-mails, each containing an article about effective coping skills. *(Multiple exposures for each participant. [NEVER sent without specific permission.]*
- Articles that you can brand and then provide for others' (or your own) websites, newsletters, etc. *(High exposure for you, high value for them.)*
- Award-winning book, "Cancer for Two: An Inspiring True Story and Guide for Cancer Patients and Their Partners" that can be branded in either printed or electronic form. *(A high-value premium with high pass-along potential.)*

**Let's put together a custom program
to meet your specific needs.**

Call us now: 1-800-366-2347

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Member:

National Quality Caregiving Coalition
of the Rosalynn Carter Institute