

December 12, 2008

FIRST LAST
ADDRESS
CITY, STATE ZIP

If you can't speak for yourself in a medical emergency, who will?

SUBJECT: Patient advisory memo

Dear NAME,

Automobile accidents, business travel, food poisoning, allergic reactions, natural disasters ... any of these things could happen to any one, at any time.

When you can't speak for yourself, rapid access to your medical records makes it easier for emergency personnel to provide life-saving diagnosis and treatment. In fact, medical mis-diagnosis due to lack of information is the 8th leading cause of death – greater than heart attacks, stroke or cancer.¹

That's why it is so important to have a trusted source that can quickly grant emergency personnel access to vital medical information such as allergies, prescriptions, medical conditions, emergency contacts, and insurance information.

I did the research, investigated the alternatives, and enrolled with Global MED-NET®. **Global MED-NET is a medical information storage service that gives authorized emergency staff immediate access to your medical profile when it's needed most...in an emergency.**

Emergency medical personnel simply call Global MED-NET's toll-free number and quickly retrieve the information they need to confidently provide accurate treatment:

- Medical records
- Immunization records
- Emergency contact information
- Treatment preferences
- Insurance information
- Legal directives
- Living Will
- Medical images such as baseline EKG's

! In 1999, the Institute of Medicine, part of the National Academy of Sciences, found that medical errors cause between 44,000 and 98,000 deaths in hospitals each year. Even when using the lower estimate, deaths due to medical errors exceed the number attributable to the 8th leading cause of death. More die in a given year as a result of medical errors than from motor vehicle accidents (43,458), breast cancer (42,297) or AIDS (16,516).

Following a secure verification process, within seconds of the phone call, your medical profile is faxed to the verified emergency medical personnel.

Global MED-NET's call center operates 24/7 and is staffed by certified emergency response operators. Round the clock protection makes sense for other family members, too. It's peace of mind for college students away from home, children at camp, seniors home alone, individuals with allergies, diabetics and people with heart conditions or known health risks.

I enrolled my family because Global MED-NET uses the power of information to protect the ones I love. Now you can leverage the same peace of mind, as well.

We're proud to offer Global MED-NET as the latest benefit from Woodmen of the World/Assured Life Association.

With Global MED-NET, your medical records, insurance and emergency contact info, legal directives, and even your living will are just a phone call away for emergency personnel worldwide.

Access is available 24-hours a day, world-wide and translation services are available for international travelers.

Global MED-NET is now available to your family at the exclusive Woodmen of the World member price of \$49.95 per year. That's a 50% savings over the retail price of \$99.99.

The Global MED-NET family membership includes five family members and you can add additional members for a small fee.

Don't delay. Call (800) 123-4567 and make sure you mention the Woodman exclusive sourcecode ***** to receive the Woodmen of the World special discount pricing.

Sincerely,

Jerry Christensen

Vice President Agency Services and Fraternal Affairs
Woodmen of the World/Assured Life Association

P.S. – If you join, you'll also receive the Global MED-NET Silver service at no additional charge, giving emergency staff quick access to advance directives, your living will, and healthcare power of attorney when needed.