



MEDIA CONTACT:

Lenore Howe
[Contact Us](#)
(800) 840-9301

Company Information

SeekWellness.com is a website owned by a group of professional health care providers and consumers. Our mission is very simple: Through SeekWellness.com, we will encourage, empower, and support health care consumers to improve their level of wellness by providing information, services and products, all chosen with the consumer's best interests in mind.

Funds to maintain SeekWellness.com are provided by private investors, advertisements, sponsorships and consulting arrangements with various companies, all of which are displayed within the website pages.

Seekwellness.com is a property of Wellness Partners, LLC. Wellness Partners, LLC was formed in 2001 by a group of healthcare professionals who want to put the "heart" back into healthcare. They hope to empower consumers and form partnerships with them to change the health care system through education, interaction and support. Most importantly, they want the consumer to seek wellness always.

SeekWellness.com is comprised of twenty centers and other features including:

- Diane Newman's Incontinence Center with Ask an OAB Nurse
- Cancer Control Center with Dr. Donna Douglas
- Don Ardell's Wellness Center and Blog—Wellness Perspectives on Sex, Politics & Religion
- Fall Prevention Center with Dr. Rein Tideiksaar
- Wellness Store with relevant product categories:
 - Incontinence products
 - Diabetic supplies
 - Fall prevention products
 - Men's and women's sexual health products
 - Books, CDs & other resources

CONTENT

SeekWellness.com provides information and a wellness perspective on a variety of topics in three categories:

Wellness

- Cancer control
- Fall prevention
- Health consumerism
- Mental fitness
- Mental health
- Nutrition
- Physical fitness
- Weight control
- Wellness

Pelvic Health

- Andropause
- Incontinence
- Men's sexuality
- Prostate health
- Women's sexuality

Other Conditions

- Diabetes center
- Eating disorders
- Gout center

Diane K. Newman**Director of SeekWellness Incontinence Center**

Diane K. Newman is a well-known incontinence nurse practitioner. She is a guest faculty member at the Wound, Ostomy, and Continence Nurse Education Program at the University of Texas MD Anderson Cancer Center and was recently appointed to the planning committee of the State-of-the-Science Conference on Fecal and Urinary Incontinence, National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), Office of Medical Applications of Research (OMAR) of the National Institutes of Health (NIH). She is a member of the Patient Education Council of the American Urological Association Foundation (AUAF). She was also the Co-chair of the 1996 Agency for Healthcare Research and Quality Clinical Practice Guideline on Urinary Incontinence: Acute and Chronic Management.

Ms. Newman has written and presented more than 100 scientific papers, chapters, and articles on the assessment, treatment, and management of incontinence with an emphasis on the nurse's role. Her work has appeared in many journals including *Urologic Nursing*, *Journal of Enterostomal Nursing*, *RN*, *Obstetrics and Gynecology*, and the *American Journal of Nursing (AJN)*. She is the author of *The Urinary Incontinence Sourcebook* and *Managing and Treating Urinary Incontinence*, and is the recipient of the American Journal of Nursing 2002 Gerontologic Nursing Book Award for *Managing and Treating Urinary Incontinence*.

Diane provides content for the Incontinence Center at SeekWellness.com and answers many of the questions posed by visitors in our [Ask an Incontinence Nurse](#) feature.

Don Ardell, PhD**Director of the Wellness Center at SeekWellness.com**

Don has a bachelor's degree from George Washington University, where he majored in sociology, varsity basketball and Janice Larkins, the prom queen who became his first wife and mother of his children Jeanne and Jon. He then studied at the University of North Carolina at Chapel Hill, NC, earning a master's degree in urban planning. Years later, Don won a Bush Fellowship in Minnesota, which he used to enroll in the Stanford University Business School's Senior Executive Program. Soon thereafter, he pursued a doctorate in health and public policy, which was awarded in 1979 (Union Institute and University, Cincinnati, OH).

SeekWellness.com is the largest repository of wellness essays in the world. Don has been writing articles for his Wellness Center for nearly a decade on the physical, mental, and meaning and purpose dimensions of the wellness philosophy, with topics further organized into 16 skill areas. Don publishes a weekly newsletter called the *Electronic Ardell Wellness Report* and has written fifteen books on various aspects of wellness. His most recent, [Aging Beyond Belief](#), offers his 69 recommendations for a more healthful, enjoyable and meaningful existence at every stage of life.

A member of the board of trustees of the National Wellness Institute for over a decade, Don is one of ten Americans given the Healthy America Fitness Leaders Award in 1991 by the President's Council on Physical Fitness and Sports, Allstate Insurance Company and the U.S. Jaycees.

Don is one of the fastest runners in the world in his age class. He is an All-American triathlete and duathlete and has won two world championships.

At SeekWellness.com, Don writes a bi-weekly column called "Wellness in the Headlines" and often posts on his new blog, "Wellness Perspectives on Politics, Sex And Religion".

Dr. Donna Douglas**Director of the SeekWellness Cancer Control Center**

Dr. Donna Douglas is a nationally recognized medical scientist, author and speaker. Her research has been cited by such international journals as the *Journal of Clinical Investigation*, *Journal of Nutrition* and the *American Journal of Pathology*. A Johns Hopkins trained oncologist, her work has been the foundation of a cancer vaccine that is now in clinical trials. Dr. Douglas' independent research into non-toxic and minimally invasive treatments for cancer, diabetes and hypertension continues to empower individuals to live healthier lives.

Dr. Douglas is founder and Director of the Douglas Cancer Institute (DCI), a health care consulting and referral firm in N. Palm Beach, Florida. Dr Douglas knows the science of balanced, healthy living on both an academic and personal level. Her 'real world' experience has provided an ample arsenal of information that is valued by her clients. She brings her message of hope and healing to corporations, conferences, hospitals, churches, media and civic settings and her private practice.

Dr. Douglas is the author of [Hope on the Horizon](#), providing new solutions for America's health challenges.

Chris Steidle, MD**Director of the SeekWellness Sexuality Centers**

Christopher Steidle, M.D., attended Tulane University and graduated Magna Cum Laude with a B.S. degree in Parasitology. He received his M.D. degree in 1983 from the University of Virginia School of Medicine where he gained extensive research experience, including studies conducted through the National Institutes of Health. In 1989, he completed his general surgical training in urology at Indiana University Hospital where he had become chief resident. He has served as a visiting scientist at Eli Lilly in Indianapolis, Indiana, where his work centered on the pharmacologic receptor identification in the genitourinary tissues of various species, with special emphasis on the identification of serotonin receptor sub-types.

Currently, Chris works in his own practice in Fort Wayne, Indiana and is a Clinical Associate Professor of Urology at the Indiana University School of Medicine. He has been actively involved in clinical research since 1989 specializing in male and female sexual dysfunction as well as urinary incontinence, prostate cancer and infectious diseases. He is the author of three books, [The Impotence Sourcebook](#), [Testosterone: a user's manual](#), and his newest book, [Sex and the Heart](#).

Dr. Rein Tideiksaar**Director of the SeekWellness Fall Prevention Center**

Rein Tideiksaar, Ph.D. is the president of fallPREVENT and has been active in the area of fall prevention for over fifteen years. He has directed numerous research projects on falls and has developed fall prevention programs in the community, assisted living, home care, acute care hospital, and nursing facility setting.

Dr. Tideiksaar has written numerous articles and book chapters on falls and related topics. He is the author of [Falls in Older People: Prevention & Management](#), 3rd edition (Health Professions Press, 2002).

Lenore Howe

President/CEO



Lenore has a M.S. in Internet Strategy Management from the Graduate Center at Marlboro College and a B.S. in public health from the University of Massachusetts with an emphasis in Medical Technology. She has worked in government research and run her own consulting firm specializing in human services planning and rural development. In 1994, she founded Health Search, a service that provides medical information to those who need it. "The main goal of Health Search was to empower people at a time

when they feel the least powerful - when they or someone they love has a serious illness."

In 1995, Lenore became a regular columnist for WellnessWeb. In 1996, she was appointed Editor of Alternative/Complementary Medicine and later that year, she became Executive Editor. In December 2001, Lenore started her own company, Wellness Partners LLC, in order to continue working on behalf of health consumers around the globe. Her articles on health topics and patients' use of the Internet have appeared in a variety of magazines and journals.

Dermot Begley

Director of New Business Development



On obtaining his BS at Trinity College, Dublin, Begley entered the Pharmaceutical Industry where he spent 11 years, the last four of which he was Sales Manager of a division of a major pharmaceutical company. Under his management, the division's sales increased from \$2 million to \$5+ million.

In the '70s he began his career in the Information Industry as a Sales Representative for one of the original mainframe manufacturers, Univac. He moved to the burgeoning Mini-Computer sector and after a successful sales career with MAI Canada Ltd., he founded and managed a successful, turnkey mini-computer systems house, SIM Western Inc. In the '80s as CEO of Genamation Inc., he was instrumental in introducing Toshiba Laptops and SCO Xenix as well as NCR and Motorola UNIX systems to Canada.

Spurred by his interest in recycling, in the '90s he designed, financed and built an enterprise to convert the "urban forest" (urban waste wood) into high value commercial and industrial products. In his career to date, Begley has been personally responsible for product sales in excess of \$100 million in a variety of industries.

Begley is currently senior partner of Begley & Associates, offering management, marketing and financial coaching to emerging hi-tech enterprises. Begley & Associates is part of a network of private investor and venture capitalists interested in financing successful businesses.

NEWS RELEASE

For Immediate Release

CONTACT: Lenore Howe
lhowe@seekwellness.com
800 840-9301

October 12, Concord, NH – Seek Wellness LLC, a leading publisher of health information for consumers, is pleased to announce the launch of a new design for its website, www.seekwellness.com.

Founded by its parent company in 2001, SeekWellness.com has continued to expand its content, services and products to the point where a more modern and versatile framework will benefit its visitors and staff members. The new design and format will allow it to expand into the future with versions for mobile phones, greater access to social networks, and greater ease when adding new content.

“It was time to update the website and all of its systems in order to take advantage of the rapidly changing technology on the web today. We’re excited to make this move now so our website will be able to adapt to future developments more quickly, says Lenore Howe, Executive Editor. Besides, it’s a great way to celebrate our tenth year on the Internet.”

Many of the website’s most popular features have been updated to work with the new format. For example, visitors can still leave questions about incontinence to be answered by Diane K. Newman, DNP, FAAN, BCB-PMD at <http://www.seekwellness.com/askanurse/>. Two popular blogs are still available on the website, Don Ardell’s Wellness Perspectives at <http://www.seekwellness.com/blogs/blog2.php> and Dr. Rein Tideiksaar’s Essential Falls Management at <http://www.seekwellness.com/blogs/blog1.php>. And visitors can still find relevant, high quality products for purchase at <http://www.seekwellness.com/mystore/>.

The website’s solid health and wellness content is backed up and peer-reviewed by its editorial board listed at <http://www.seekwellness.com/info/wellness-partners-editorial-board.htm>.

Seek Wellness plans to keep developing the website with versions for various media types including mobile phones, new content on key topics and a greater range of specialty products in its store. Recently, it posted a series of articles on [quality of life after prostate cancer treatment](#), written by board member, Donna Canada, a nurse and wife of a survivor. The information is down-to-earth, current and patient-tested—exactly what has helped the website grow and prosper these last ten years.

About Seek Wellness, LLC

Seek Wellness, LLC is owned by a group of professional health care providers and consumers with a simple mission. Through SeekWellness.com and its related websites, it encourages, empowers, and supports health care consumers to improve their level of wellness by providing current, high-quality information, services, and products to them and to their health care providers.

Visit:

- www.SeekWellness.com
- www.ContinenceNurse.net
- www.SEPHIAsChoice.com
- www.WellnessWeb.com

For more information, contact Lenore Howe at 800 840-9301.

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SeekWellness Statistics

Last 12 months:

Visitors - 1,145,489

Page Views - 1,937,583

Page views per visit: 1.7

Top Centers/page views in last 30 days

Andropause / 26,680

Incontinence / 29,759

Nutrition / 14,236

Men's Sexuality / 12,978

Wellness / 12,745

Women's Sexuality / 10,329

Indexed Data (as of June 2008): Alexa Rank - 93,868 Quantcast Rank—36,874

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DesChutes Medical Products
International Council of Toy Industries
Northeast Indiana Research and Northeast Indiana Urology
Coloplast Corporation
SCA Personal Care
Watson Pharma

If you would like to receive more information about ways we might partner with you or your organization, please [send us an email](#) and tell us what you have in mind.

Seekwellness.com Editorial & Advertising Policy

SeekWellness' mission, to help healthcare consumers take charge of their health by giving them unbiased information and support, forms the basis for our editorial and advertising policy.

On our website and in our promotional materials, SeekWellness makes every attempt to provide unbiased information and a variety of perspectives on treatments, philosophies, and products. Our editorial position is one that encompasses various points of view, from health care providers to patients, while maintaining strict standards of accuracy, quality, honesty, and disclosure of all information and funding sources.

Advertisements and products considered for promotion on SeekWellness.com are screened carefully for quality, appropriateness for our audience, and reputation of the source. Wherever possible, products under consideration are tested and approved by our health experts or a panel of consumers. Advertisements are evaluated in terms of their accuracy, quality, and honesty as well as their possible negative effects on visitors, especially their potential to annoy people seeking health and medical information.

Sponsorships are designed to provide SeekWellness complete editorial control over content. Exclusive relationships with companies, except in very limited situations, are considered inappropriate to our mission.

Companies with appropriate products will find SeekWellness' concern for and involvement in health consumerism to be an asset to their marketing programs. Since SeekWellness has long been considered a trusted source of quality health and wellness information, companies with a presence on the website will be included in this positive reputation by association. The combination of its highly targeted audiences and trusted relationship with consumers makes SeekWellness an extremely attractive promotional opportunity.

SeekWellness is currently seeking and evaluating advertising, sponsorship, and other relationships with various companies. If you are comfortable with our policy, please ask how we can work with your company to further our common goals.