



MEDIA CONTACT:

Josee Archer
jarcher@seekwellness.com
(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

- Addison's disease
- Diabetes center
- Eating disorders
- Gout center
- Heart disease
- Arthritis

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 and answers questions at her [Ask an Oncologist](#) feature on SeekWellness.com.

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 [Falling in Old Age: Prevention and Management](#), 2nd edition (Springer Publishing Company, 1997) and [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.

Josee Archer
Marketing Assistant/Media Contact

Josee has an AS in Small Business Management with courses toward a BS in Marketing and PR. With over 7 years marketing experience, Josee has many responsibilities at Wellness Partners, LLC, including acting as the Media Contact for the company and its websites.

Josee would be happy to further assist you with any questions you may have regarding the content within this media kit or inquiries regarding SeekWellness.com.

NEWS RELEASE

For Immediate Release

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Don Ardell Introduces New Blog on SeekWellness.com

September 20, 2007, Concord NH – Don Ardell, PhD and internationally known wellness writer and speaker, has created a new blog on www.seekwellness.com. Entitled, *Wellness Perspectives on Politics, Sex and Religion*, the blog will highlight Ardell's view that "Wellness is hugely affected by all three areas."

"No less an astute observer of human conduct as Anthony Trollope regarded politics, sex and religion as the stuff of high comedy, and I feel the same way", says Ardell. "In a sensible, rational world where people were truly free, sex would be delightful and always an unbounded pleasure, politics would be a vehicle for expanding human freedoms and religion would not, as Christopher Hitchens suggests in his book *God Is Not Great*, poison everything."

Ardell, the author of fourteen books on wellness, has just published his fifteenth called, *"Aging Beyond Belief, 69 recommendations for a more healthful, enjoyable and meaningful existence at every stage of life."* He also publishes the *Ardell Wellness Report* every Friday and writes a regular column at the website called, *"Wellness in the Headlines."*

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).

"I personally enjoy talking and writing about the three areas of sex, politics and religion because all three are usually the source of so much human grief," responds Ardell. "I hope my blog inspires readers to learn more about REAL Wellness as presented in my Wellness Center at www.seekwellness.com/wellness."

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Access their web sites at:
www.seekwellness.com
www.sephiaschoice.com
www.ContinenceNurse.net

For more information, contact Josee Archer at 800 840-9301.

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Ask an OAB Nurse Now Available on SeekWellness.com

September 27, 2007, Concord NH – A free service that allows visitors to ask questions about incontinence and related topics and receive answers from experts is now available on SeekWellness.com at www.seekwellness.com/askanoabnurse/. The questions are submitted anonymously and are answered by a panel of nurse specialists in pelvic health.

Diane K. Newman, RNC MSN, CRNP FAAN, a certified nurse practitioner and internationally-known authority on incontinence is in charge of the program. According to Newman, “Urinary Incontinence (UI) is the unwanted leakage or loss of urine. Overactive bladder (OAB) is the uncontrollable urinary urgency and frequency usually experienced with UI”. These two conditions are very common in the United States and are estimated to afflict 33 million Americans. More than two thirds of the persons with UI and OAB are women. The total annual cost of providing care for persons with UI is estimated to be \$28 billion.

“The inability to control urine is one of the most unpleasant and distressing problems from which a person can suffer, often causing isolation, depression and physiological problems,” continues Newman. “In addition to the drain on the patient, UI is also a burden for family caregivers and the community, and the major reason aging parents are put into nursing homes. Unfortunately, many people with incontinence are too embarrassed to talk about it or don’t think it can be successfully treated.”

“For example,” Newman says, “patients with overactive bladder (OAB) tend not to tell their health care providers about their symptoms and ‘episodes’. Additionally, many health care providers do not ask about urinary control problems, at least as a matter of routine or as part of an overall health assessment. OAB is quite common but, according to a recent study, only one out of four women with symptoms of OAB with urinary incontinence (UI) seeks clinical help. OAB is both misdiagnosed and under-treated, partly due to the ‘stigma’ attached to bladder control problems and partly due to the rampant misconceptions that exist among patients that inhibit them from seeking care.”

“The Ask an OAB Nurse feature is our attempt to address these issues with patients,” explains Newman. “Our visitors can search other people’s questions and our answers to them without learning anyone’s identity and, if they can’t find a relevant answer, they can ask us their own question easily. The visitor receives a reply by email and his identity is stripped from the question and answer, which are then compiled into the database for other people to use. We answer all questions and try to help our visitors find the information, support or products they need to solve their incontinence problems.”

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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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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.