

CUFeeds offers a prescription for hope. As a physician, I know that patients with better stress management skills get better medical results. This content delivers great tips created by someone who knows his stuff delivered in a way that patients can receive them.

Vicki Rackner, MD
Former Surgeon
Expert in Doctor-Patient Relationships
Speaker, Author, and Founder of
www.PainStompers.com

Stress-Reduction Content for Your Website

High perceived value to your patients and community

CUFeeds content offers your visitors highly valued, practical education that will improve their quality of life by helping them reduce and avoid stress. Offering our content also dramatically illustrates your commitment to integrated, comprehensive care.

Your website stays fresh, engaging, and "sticky"

CUFeeds content changes every day, keeping your site fresh and engaging with no effort or expense on your part. Your site becomes "stickier," meaning that visitors will stay longer and come back often to consume our latest content.

Increased compliance and better medical outcomes

When stress-relief is complex it becomes a "project" and overwhelm and procrastination are inevitable. The result: little or no stress-relief.

CUFeeds is the "anti-project:" we deliver coping techniques and skills in short, fun, easy-to-consume segments. Our small daily doses are practical and doable resulting in patients that are less stressed, leading to increased compliance and better medical outcomes.

About...



CopingUniversity.com is an online library of unique audio, video, and text from world-class experts who share their wisdom to help people cope with their challenges.

A Fortune 100 health insurer has invested in over 20,000 of our CDs.

www.CUFeeds.com

**Call us today for more information:
1-800-366-2347**

Our founder, Dave Balch



Dave Balch was caregiver for his wife through four bouts with breast cancer. As a result, he is committed to helping others through difficult times. His qualifications include:

- Profiled in the *Wall Street Journal*
- Sponsored by a major pharmaceutical that
 - Purchased 35,000 copies of his book, *Cancer for Two*
 - Sponsored him to speak over 60 times in 23 states
- Contributing author, *Coping with Cancer Magazine*
- Contributing author, *Chicken Soup for the Soul: The Cancer Book*

Our content...

- **Changes every day** to keep your site fresh and engaging.
- **Presents short, fun, easy-to-implement ideas and techniques** to reduce and avoid the stress of serious illness.
- **Will actually be consumed** and appreciated because it is absorbed so quickly and easily with no overwhelm or procrastination.



CopeCasts™
Podcasts from CopingUniversity.com™

Today's podcast: Resources and Summary of Things You Can Do

An excerpt from...

How to Find Humor During Challenging Times
with Karyn Buxman and Dave Balch
L. one of the "Dialogs with Dave" on CoppingUniversity.com

About this podcast
This is the final portion of the program where Karyn shares some resources and summarizes the specific things you can do to use humor. (3:20)

About this program
Humor is arguably one of the most crucial coping mechanisms when dealing with difficult medical challenges. But how do we find things to laugh about when we are worried, stressed, and feeling lousy? In this entertaining program, Karyn shares practical easy-to-do exercises and techniques to help you find things to laugh about even when you don't feel like laughing.

About Karyn Buxman
Karyn is a speaker, nurse and freaking funny lady who delivers insights cleverly disguised as humor. She shares with folks from the world of healthcare how to think with an amazed & amused mind, how to live with an amazed & amused heart, and how to live with an amazed & amused spirit. She's seriously funny when she talks about success and significance and she's committed to humor for health and profitability.

About Dave Balch
Dave Balch was caregiver for his wife through four bouts with breast cancer. As a result, he founded The Patient/Partner Program and CoppingUniversity.com to help others through their own life challenges.

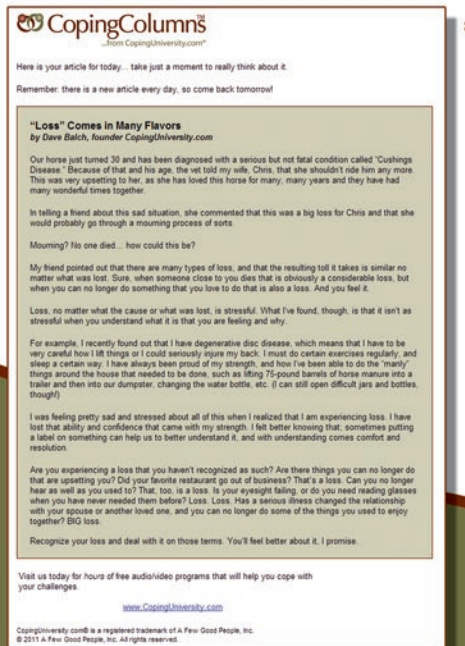
Listen to a different podcast tomorrow on this very same page, so come back then!

Would you like this entire program on CD? This program and many others are available from the CoppingUniversity.com store.

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How it works:

- **A few simple lines of code** are added to your website: there are no additional or ongoing requirements.
- **We insert our content** when your pages are loaded in a browser.
- **An opt-in series** delivers content by email to those who request it. Each email can include your logo for maximum impact on your patients and exposure for your practice.



CopingColumnn™
...from CoppingUniversity.com™

Here is your article for today... take just a moment to really think about it.
Remember: there is a new article every day, so come back tomorrow!

"Loss" Comes in Many Flavors
by Dave Balch, founder CoppingUniversity.com

Our horse just turned 30 and has been diagnosed with a serious but not fatal condition called "Cushings Disease." Because of that and his age, the vet told my wife, Chris, that she shouldn't ride him any more. This was very upsetting to her, as she has loved this horse for many, many years and they have had many wonderful times together.

In telling a friend about this sad situation, she commented that this was a big loss for Chris and that she would probably go through a mourning process of sorts.

Mourning? No one died... how could this be?

My friend pointed out that there are many types of loss, and that the resulting toll it takes is similar no matter what was lost. Sure, when someone close to you dies that is obviously a considerable loss, but when you can no longer do something that you love to do that is also a loss. And you feel it.

Loss, no matter what the cause or what was lost, is stressful. What I've found, though, is that it isn't as stressful when you understand what it is that you are feeling and why.

For example, I recently found out that I have degenerative disc disease, which means that I have to be very careful how I lift things or I could seriously injure my back. I must do certain exercises regularly, and sleep a certain way. I have always been proud of my strength, and how I've been able to do the "manly" things around the house that needed to be done, such as taking 75-pound barrels of horse manure into a trailer and then into our dumpster, changing the water bottle, etc. (I can still open difficult jars and bottles, though!)

I was feeling pretty sad and stressed about all of this when I realized that I am experiencing loss. I have lost that ability and confidence that came with my strength. I felt better knowing that, sometimes putting a label on something can help us to better understand it, and with understanding comes comfort and resolution.

Are you experiencing a loss that you haven't recognized as such? Are there things you can no longer do that are upsetting to you? Did your favorite restaurant go out of business? That's a loss. Can you no longer hear as well as you used to? That, too, is a loss. Is your eyesight failing, or do you need reading glasses when you have never needed them before? Loss. Loss. Has a serious illness changed the relationship with your spouse or another loved one, and you can no longer do some of the things you used to enjoy together? BIG loss.

Recognize your loss and deal with it on those terms. You'll feel better about it. I promise.

Visit us today for hours of free audio/video programs that will help you cope with your challenges.
www.CoppingUniversity.com

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Our five formats:

CopingQuickies™

Short, pithy ideas that can be absorbed in seconds.

CopeCasts™

Podcasts (2- to 10-minute audio clips) with world-class experts who share their wisdom to help people cope.

CopingColumnn™

Short articles (300-600 words) on topics related to stress reduction and avoidance.

CopingClips™

1- to 3-minute entertaining videos that explain a coping idea or technique.

CopingQuotes™

Inspiring quotations from famous people pertaining to stress, stress reduction, and coping.



CopingQuickies™
...from CoppingUniversity.com™

Here is your "quickie" for the day... take just a moment to really think about it.

#38 Laugh as much as you can: even a fake or forced laugh will turn into a real laugh.

This is similar in concept to the old saying, "Act enthusiastic and you'll BE enthusiastic."

Force a laugh and it will turn into a real one. Try it!

Visit us today for hours of free audio/video programs and more CopingQuickies that will help you cope with your challenges.
www.CoppingUniversity.com

Receive your own series of CopingQuickies by email. It's free, of course! LearnMore...

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...stress-relief that's fun, easy, and doable!