

TEL-MED

Tel Med - A tentative budget for installing the Tel-Med program based in Detroit. Two options are presented. One contains Watts lines (Option 2) the other doesn't (Option I).

OPTION I

- Audience: Designed for all Detroit (Local) callers; available to Metro Detroit and outstate callers who absorb the cost of zone charges assessed by the telephone company.
- Design: Use Teletronix 15 15 system featuring fifteen telephone lines connected to fifteen high quality cartridge players.

BUDGET:

I. Personnel:

A. Telephone Operator	40 hours	\$ 7,000.00
B. Fringe Benefits	20%	1,400.00
		<u>8,400.00</u>

II. Equipment:

1. 15 Channel Unit	15,575.00
2. Operator Headset	35.00
3. Installation Checkout & Operator Training	400.00
4. Travel for Installation Engineer Det/L.A.	600.00
	<u>16,610.00</u>

III. Tape Library:

1. Renovation of tapes to apply to local needs	700.00
2. Night time or after hours tape	20.00
3. Replacement of tapes due to medical updates	200.00
4. Replacement of tapes due to malfunction	200.00
5. Multiple copies of regular tapes	300.00
6. Service on equipment	500.00
7. Master Library (220 x \$15.00)	3,375.00
	<u>5,295.00</u>

IV. Telephone Expense:

1. Installation (Michigan Bell) - 15 lines - one line cost ..	360.00
2. Maintenance and Monthly charges	1,980.00
	<u>2,340.00</u>

V.	<u>Publicity:</u>	
A.	Flyers, etc.	\$ 8,000.00
VI.	<u>Postage</u>	400.00
VII.	Office Equipment	300.00
VIII.	Supplies	150.00
IX.	Malpractice Insurance	200.00
X.	Travel	200.00
XI.	Space (10'x 10')	600.00
	Grand Total	<u>42,495.00</u>

Note: In this set-up when all the lines are busy, the caller receives a regular busy signal.

OPTION II

Audience: Designed for all Detroit (Local) callers; also designed to absorb the cost of Detroit Metro calls identified by such cities as Port Huron and the Thumb area, Pontiac, Fling and Ann Arbor.

Design: Use Teletronix 15 15 system (15 lines) as in Option I.

Equipment Cost:

Same as in Option I except that the Michigan Bell monthly charges and installation costs are higher due to the use of Watts lines to cover long distance calls in the 313 zone. Other calls from 616, 517 & 906 areas will be charged to the caller.

Approximate Cost:

Option I	\$42,495.00	
Less Monthly Charges	<u>1,980.00</u>	
	40,515.00	
Add 3 Watts Lines	4,484.00	(measured watts service of 15 hours per month)
Add maintenance of 3 Watts	180.00	
Add maintenance of 12 regular lines	<u>1,584.00</u>	
Grand Total	45,763.00	

THE TEL-MED STORY . . .

Introduction

Despite an annual U. S. expenditure of \$80 billion for health care delivery, the average person does not know how to take care of his health. Tel-Med, a bold and innovative program, was created to alleviate a portion of this deficiency. This program, developed by the 650 physician-members of the San Bernardino County Medical Society in California, provides telephone access to an excellent library of concise, accurate, physician-approved 5-minute tape recordings on many health care topics.

How Does Tel-Med Operate?

To obtain information, the concerned person dials a toll-free number and asks to have a given tape played. The young man concerned about venereal disease, the mother concerned about rheumatic fever, the middle-aged person concerned about cancer and diabetes, the person who finds himself in immediate need of first aid information--each can obtain relevant health information easily, instantly, and at no cost to himself.

Program Growth

Tel-Med was installed initially in the San Bernardino-Riverside, California greater metropolitan area in April of 1972. It has since expanded to thirty-four cities in the United States, with an additional ten programs scheduled for implementation during the first six months of 1975.

Public Response to Program

Response to Tel-Med has been overwhelming. The staggering sum of over 1,600,000 telephone calls has been received during the first thirty-two months of program operation. Present monthly utilization on a national basis is between 125,000 and 150,000 phone calls. The numerous unsolicited comments of appreciation for the medical information provided give positive indication of wide-spread acceptance. There is a growing awareness of the medical society's role of sponsorship and of the significant contributions that physicians have made to bring this concept to fruition.

Specifics:

- There have been many requests for additional tapes. Based upon these requests, it has been possible to continuously update the library to reflect consumer needs and interests accurately.

- A number of individual callers have listened to multiple (10 or more) tapes in the library.

-- The aged have expressed particular appreciation for the service because of their high interest in health matters, their reduced mobility, and limited economic resources.

-- Translation of portions of the library into Spanish has elicited considerable interest in heavily populated Mexican-American communities throughout the United States.

-- Ever increasing numbers of children have responded, leading us to consider a separate set of mini-health tapes geared to their comprehension.

-- Numerous high school teachers have assigned entire health classes to listen to the tapes on syphilis and gonorrhea.

-- Requests for brochures listing the available tapes have begun to pour in not only from individuals, but also from factories, department stores, health care service agencies, welfare agencies, etc.

-- One of the more encouraging aspects, to-date, is that increasing numbers of callers have been introduced to the program upon the recommendation of friends or neighbors.

Physician Response

Evaluation by physicians of program concept and informational content has also been favorable. Numerous physicians are referring their patients to the program, particularly to the birth control series. An orthopedic group has referred a large number of patients to the tape on backaches. Doctors have requested brochures on the program to distribute to their patients. Every major hospital in the area has expressed encouragement and has requested tape listings to distribute to its patients.

Numerous inquiries have been received from health care service organizations expressing strong interest in the concept. The regional society of the American Dental Association has submitted twenty scripts on dental care and is preparing five more scripts for the library. Special interest groups, i.e., nutritional/dietary groups, ophthalmological groups, emergency first aid care committees, muscular dystrophy, diabetic, alcoholic and anti-smoking agencies, family planning groups, etc., have requested permission to submit scripts relevant to their special areas of interest.

The importance of this aspect lies in the fact that organized medicine, in concert with public and private health care agencies, is willing to donate hundreds of thousands of dollars of knowledge, experience, and effort to create

a truly comprehensive and meaningful library of tapes . Once the library is created, its duplication and distribution to any urban area in the nation is simply and economically accomplished.

Conclusion:

The potential Tel-Med offers for a totally new health care communication media . . . the promise this media holds for reaching and helping vast numbers of peoples . . . the opportunity it provides to apply the one-time contribution of a single doctor's knowledge and experience to the needs of countless numbers of people countless numbers of times staggers the imagination.

This program crosses virtually every socio-economic strata in today's society--ranging from the needs of the disadvantaged person facing a medical crisis to those of the wealthy parent whose child is involved in drug abuse. Not only has it uncovered a vast area of interest and concern for basic health information, but it appears to have demonstrated a channel of communication of extraordinarily effective, inexpensive, and acceptable dimensions.

Tel-Med stands at the threshold of national awareness and acceptance.

AGENCIES IN FULL OPERATION BY FEBRUARY 1, 1975

1. San Bernardino County Medical Society, San Bernardino, California
2. Indiana State Medical Association, Indianapolis, Indiana (Indianapolis Only)
3. San Diego County Medical Society, San Diego, California
4. Orange County Medical Association, Santa Ana, California
5. Kern County Medical Society, Bakersfield, California
6. Mid-West Health Education Center, Wichita, Kansas
7. Memorial Hospital Medical Center, Long Beach, California
8. Centre Area Health Council, Inc., State College, Pennsylvania
9. Fresno County Medical Society, Fresno, California
10. Sonoma County Medical Association, Santa Rosa, California
11. Multnomah County Medical Association, Portland, Oregon
12. Medical Society of the County of Erie, Buffalo, New York
13. King County Medical Society, Seattle, Washington
14. Indiana State Medical Association, Indianapolis, Indiana, Wats (State of Indiana)
15. Dekalb County Medical Society, Decatur (Atlanta) Georgia
16. The Albany Medical College of Union University, Albany, New York
17. West Oakland Health Center, Oakland, California
18. Family Services Association of Hemet-San Jacinto, Inc., Hemet, California
19. United Fund Health Foundation, Canton, Ohio
20. Walter Reed Army Hospital, Washington, DC
21. West Texas Health Systems, Lubbock, Texas
22. Santa Barbara County Medical Society, Santa Barbara, California
23. St. Paul Ramsey Hospital, St. Paul, Minnesota

Agencies in Full Operation by February 1, 1975

Continued

24. Student Health Center - U.C. Irvine, Irvine, California
25. Victor Valley Community Services, Victorville, California
26. Lutheran Deaconess Hospital, Minneapolis, Minnesota
27. Sparks Regional Medical Center, Fort Smith, Arkansas
28. Knoxville Academy of Medicine, Knoxville, Tennessee
29. Nashville Academy of Medicine, Nashville, Tennessee
30. AT & T, New York City, New York
31. Department of Health and Hospitals, Boston, Massachusetts
32. Mendocino - Lake County, Ukiah, California
33. Jackson County Medical Society, Kansas City, Missouri
34. Pacific Hospital Association, Eugene, Oregon

CUMULATIVE NUMBER OF HEALTH MESSAGES PLAYED

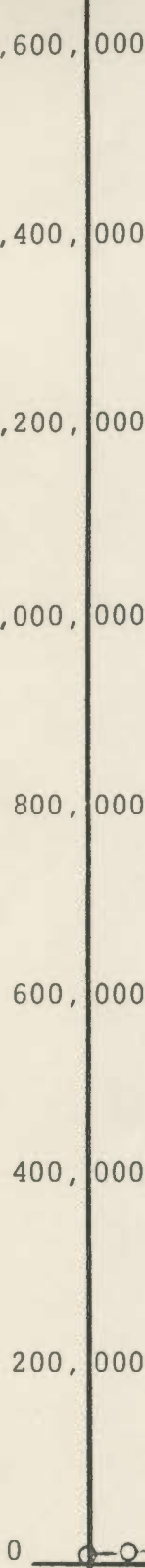
1,800,000
1,600,000
1,400,000
1,200,000
1,000,000
800,000
600,000
400,000
200,000
0

Total Messages
Played Through
December 1974
- 1,636,000 -

M J J A S O N D J F M A M J J A S O N D J F M A M J J A S O N D

April
1972
(Program
Start)

TEL-MED
PROGRAM UTILIZATION
(Figure 1)



What Tel-Med Is

Tel-Med is a collection of tape-recorded health messages which have been carefully selected:

- help you remain healthy by giving preventive health information
- help you recognize early signs of illness
- help you adjust to a serious illness

What Tel-Med Is Not

The Tel-Med tapes are not to be used:

- in any emergency,
- to find out what your illness is
- to replace your family doctor.

How Does Tel-Med Work?

It's easy! Just call 521-7120 and give the operator the number of the tape you wish to hear. (This brochure has a list of tapes.) The operator will discuss the illness or problem you are interested in and will give the steps you can take to recognize and prevent it. If you wish to hear the same tape again, or any other tape, just call back and the operator will be happy to play it for you.

The Tapes Are

- 3 to 7 minutes long
- narrated in easy-to-understand language
- carefully screened by a panel of physicians

Tel-Med 521-7120

HOURS

Monday - Friday	10AM - 8PM
Saturday	9AM - 3PM
Sunday & Holidays	Closed

A PUBLIC SERVICE OF:

The Rhode Island Department of Health

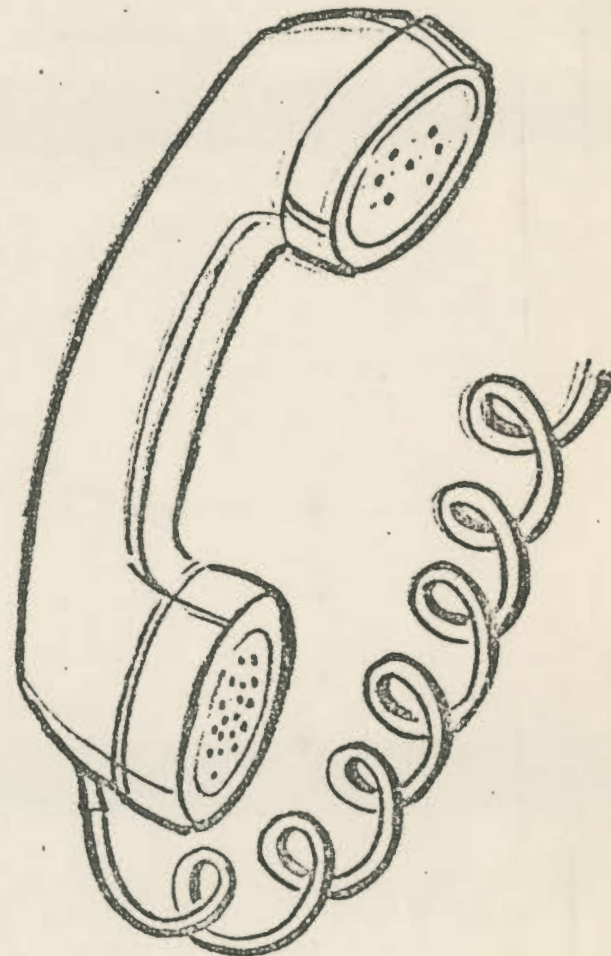
The Rhode Island Medical Society

Blue Cross and Blue Shield of Rhode Island

Your local physicians have prepared a library of taped telephone messages about your health. You can listen to them in the privacy of your own home. The service is free of charge.

For your comments, write or call:

Tel-Med
Council for Community Service, Inc.
229 Waterman Street
Providence, RI 02906
351-6500



Tel-Med 521-7120

A PUBLIC SERVICE HEALTH AND
MEDICAL INFORMATION LIBRARY
AS CLOSE AS YOUR TELEPHONE

Medicines in the home poison your child?	3
Measles	18
Measles-mumps	20
Measles—what does it mean to the toddler?	49
Measles—age of rebellion	50
Measles for children	71
Measles in children	73
Mouth-to-mouth resuscitation (small children and babies)	102
Mumps	225
Should I keep my child home from school?	226
Measles in children	233
Measles of the newborn	261
Measles infant death	262
Measles	263
Measles hygiene for a child	401
Measles for parents of teenagers	133
Measles tips for youngsters	1082
	6
	182
	39
	889
	74
	173
	14
	53
	54
	55
	56
	1
	12
	882
	32
	8
	15
	16
	134
	136
	137
	138
	942
	943
	944
	945
	946

How smoking affects your health	696
Do you want to quit smoking?	697
What do you get out of smoking?	698
Gimmicks to help you quit smoking	699
Effects of cigarette smoke on non-smokers	700
Home care for the bedridden patient	165
Medical supplies for the home	166
How to take temperature, pulse and respiration	168
Tension	33
Emotional experiences of the dying	144
Upset emotionally? Help is available	432
When should I see a psychiatrist?	728
Why the mystery about psoriasis?	82
Rehabilitation of the breast cancer patient	178
Lung cancer	179
Cancer of the colon and rectum	180
Cancer—the curable disease	181
Cancer—seven warning signals	183
Cigarettes and heart disease	21
Diet and heart disease	23
Hypertension and blood pressure	25
Stroke and apoplexy	26
How to decrease risk of heart attack	28
Early warning of heart attack	63
Heart failure	72
Varicose veins	191
Sickle cell anemia	566
You may have diabetes and not know it	11
Understanding headaches	35
Hiccups	36
Backaches	37
What are viruses?	40
Are you ready for the skiing season?	41
I'm just tired, Doctor	42
Lumps and bumps of arms and legs	46
Leg cramps and aches	47
Power lawn mower—dangerous tool	60
The meaning of fever	61
Chest pains	65
Dizziness	84
Epilepsy	125
Hypnosis	159
Hepatitis	162
What happens when a disc slips?	194
Hiatal hernia	198
Cystic fibrosis	236
The flu—1975	300

What is Tel-Med?	429
Psychosomatic illness—it's not all in your head	726
Multiple sclerosis	825
Infectious mononucleosis	969
Health hints for campers	1081
Exercising—warm up slowly	1101
Homosexuality	1180
Masturbation	174
What about wisdom teeth?	306
Canker sores and fever blisters	309
What not to do for a toothache	311
Which toothpaste?	321
Effective toothbrushing	302
What you don't know about dentures can hurt you	313
Hemorrhoids	4
Ulcers	44
Indigestion	45
Kidney stones	77
Appendicitis	78
Gout	126
Peptic ulcers	196
Colitis and bowel disorders	199
Laxatives	219
Diverticulosis—Diverticulitis	662
Pulmonary emphysema	13
Hay fever	90
Bronchial asthma	576
Chronic cough	581
Severe bleeding	91
Head injuries	98
Sprains	99
Mouth-to-mouth resuscitation (adults)	103
Fainting	108
Epileptic convulsions	109
When you find someone unconscious	110
Choking	111
Bee stings	121
First aid for chemical burns	123
Poisoning by mouth	96
Vision and Hearing	
Glaucoma	9
Muscles and Joints	
Bursitis	129
Arthritis and quackery	131
Consumer Information	
Nine ways to cut your medical costs	19
Medicare	155
How to select a dentist	319
Medical insurance information	430

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TEL-MED tape library CALL Indianapolis Calling area 924-6301 Outside Indianapolis 1-800-382-5681

CHILDREN

- TAPE NO.
- 3 Can Medicines in the Home Poison Your Child?
 - 10 Poisons in the Home
 - 17 Lockjaw
 - 18 Tonsillectomy
 - 20 Rheumatic Fever
 - 43 Stuttering and Other Speech Defects
 - 48 Thumb Sucking
 - 49 No - No - What Does it Mean to the Toddler?
 - 71 Aspirin for Children—When, Why, How Much?
 - 73 Earache in Children
 - 75 Pinworms
 - 80 Ringworm
 - 81 Tics: A Child's Outlet for Anxiety
 - 83 Impetigo
 - 85 Pesky Pinkeye
 - 102 Mouth to Mouth Resuscitation (Small Child or Baby)
 - 200 Normal Feet in Children
 - 220 Limping and Children
 - 224 Mumps
 - 226 Should I Keep My Child Home From School?
 - 227 Measles
 - 229 Chickenpox
 - 230 Cleft Palate
 - 260 Supplies for the Newborn
 - 261 Care of the Newborn
 - 262 Sudden Infant Death
 - 263 Teething
 - 381 Muscular Dystrophy in Children
 - 400 Tommy Gets His Tonsils Out
 - 401 Personal Hygiene for a Child

PARENTS

- 50 Teen Years—The Age of Rebellion
- 51 When a New Baby Creates Jealousy
- 133 Advice for Parents of Teenagers
- 172 Acne

WOMEN

- 6 Breast Cancer
- 31 Vaginitis
- 39 Feminine Hygiene Products—Can They Harm Me?
- 42 I'm Just Tired, Doctor
- 74 Why a "D&C"
- 173 Menopause
- 182 What is a "Pap" Test?
- 694 Why a Woman Should Quit Smoking

BIRTH CONTROL

- Vasectomy
- 53 Tubal Ligation
- 54 Birth Control
- 55 The Pill
- 56 Intrauterine Devices
- 57 The Rhythm Method
- 58 Diaphragm, Foam and Condom

PREGNANCY

- 5 Early Prenatal Care
- 12 Am I Really Pregnant?
- 32 Unwanted Pregnancy
- 62 The Premature Baby
- 66 What Causes Miscarriages?
- 67 Warning Signals in Pregnancy

MEN

- TAPE NO.
- 1 Vasectomy
 - 58 Diaphragm, Foam and Condom
 - 175 Fear of the After-40 Man
 - 193 Baldness and Falling Hair
 - 1101 Exercising—Warm Up Slowly

VENEREAL DISEASE

- 8 Venereal Disease
- 15 Syphilis
- 16 Gonorrhoea

DRUG ABUSE

- 134 LSD
- 136 Amphetamines and Barbiturates (Up and Down Drugs)
- 137 Marijuana
- 138 Narcotics

HEART

- 21 Cigarettes and Heart Disease
- 23 Diet and Heart Disease
- 25 Hypertension and Blood Pressure
- 26 Stroke and Apoplexy
- 27 Health and Heart Check-up
- 28 How to Decrease Risk of Heart Attack
- 29 Atherosclerosis and High Blood Pressure
- 30 Angina Pectoris
- 63 Early Warning of a Heart Attack
- 65 Chest Pains
- 72 Heart Failure

CARE OF YOUR TEETH

- 311 What Not to Do for toothaches
- 312 Abscessed Teeth Can Be Saved
- 313 What You Don't Know (About Dentures) Can Hurt You!
- 314 We Know What Causes Bad Breath. Do You?
- 315 Dental X-Rays—Really Necessary?
- 318 Reducing Dental Costs
- 319 How to Select a Dentist
- 321 Which Toothpaste?
- 323 Are You Afraid of the Dentist?

FIRST AID

- 91 Severe Bleeding
- 93 Electrical Shock
- 94 Shack
- 96 Poisoning by Mouth
- 98 Head Injuries
- 99 Sprains
- 101 Thermal Burns
- 102 Mouth to Mouth Resuscitation (Small Children or Babies)
- 103 Mouth to Mouth Resuscitation (Adults)
- 108 Fainting
- 109 Epileptic Convulsions
- 110 When You Find Someone Unconscious
- 111 Choking
- 118 Animal Bites
- 121 Bee Stings
- 123 Chemical Burns

CARE OF THE PATIENT IN THE HOME

- TAPE NO.
- 164 Your Family Health
 - 165 Home Care for the Bedridden Patient
 - 166 Medical Supplies for the Home
 - 167 Exercise for the Bedridden Patient
 - 168 How to Take Temperature, Pulse, and Respiration

SAFETY

- 41 Are You Ready for the Skiing Season?
- 60 Power Lawn Mowers—Dangerous Tools
- 147 The Lady Living Alone
- 148 Muggings & Purse Snatching
- 150 Seat Belts for Safety

PUBLIC INFORMATION SERIES

- 19 Nine Ways to Cut Your Medical Costs
- 1040 Plastic Surgery

CANCER

- 6 Breast Cancer
- 179 Lung Cancer
- 180 Cancer of the Colon and Rectum
- 181 Cancer—The Curable Disease
- 183 Cancer's 7 Warning Signals

RESPIRATORY

- 7 What a Case of Pneumonia Means
- 13 Pulmonary Emphysema
- 38 Influenza
- 90 Hay Fever
- 179 Lung Cancer
- 576 Bronchial Asthma
- 577 Histoplasmosis
- 580 Dust Diseases
- 581 Chronic Cough
- 582 Shortness of Breath

SKIN DISORDERS

- 79 Dandruff
- 80 How to Check Ringworm
- 82 Why the Mystery About Psoriasis?
- 83 Impetigo
- 86 Are Old Age Freckles Dangerous?
- 172 Acne
- 193 Baldness and Falling Hair
- 518 Itching Skin

DIGESTIVE SYSTEM

- 2 What is a Normal Bowel?
- 4 Hemorrhoids
- 44 Ulcers
- 45 Indigestion
- 78 Appendicitis
- 180 Cancer of the Colon and Rectum
- 196 Peptic Ulcer
- 199 Colitis and Bowel Disorders
- 219 Laxatives—Use Them Rarely if at All
- 309 Canker Sores and Fever Blisters
- 662 Diverticulosis—Diverticulitis

GENERAL

- TAPE NO.
- 7 What a Case of Pneumonia Means
 - 9 Glaucoma
 - 11 You May Have Diabetes and Not Know It
 - 13 Pulmonary Emphysema
 - 17 Lockjaw
 - 19 9 Ways to Cut Your Medical Costs
 - 33 Tension
 - 34 Anemia
 - 35 Understanding Headaches
 - 36 Hiccups
 - 37 Backaches
 - 38 Influenza
 - 40 What are Viruses?
 - 46 Lumps and Bumps of Arms and Legs
 - 47 Leg Cramps and Aches
 - 52 Lice—Pubic, Head and Body
 - 59 Blood Transfusion—Blood Bank
 - 61 The Meaning of Fever
 - 64 Flies: Dirty and Dangerous
 - 76 Otosclerosis: One Cause of Hearing Loss
 - 77 What Can Be Done About Kidney Stones?
 - 79 Dandruff
 - 80 How to Check Ringworm
 - 82 Why the Mystery About Psoriasis?
 - 84 Dizziness
 - 86 Are Old Age Freckles Dangerous?
 - 89 Treatment Using Cold
 - 90 Hay Fever
 - 122 Sleep is Kind
 - 125 Epilepsy
 - 144 Emotional Experiences of the Dying Person
 - 151 The Dangerous Driver
 - 159 Hypnosis
 - 160 Cockroaches: Menace or Nuisance?
 - 162 Hepatitis
 - 171 Prescription Medicines—Proper Use
 - 174 Masturbation
 - 175 Fear of the After-40 Man
 - 191 Varicose Veins
 - 193 Baldness and Falling Hair
 - 194 What Happens When A Disc Slips
 - 195 Bee Sting—It Can Cause Death
 - 198 Hiatal Hernia
 - 201 Neck Pains
 - 565 Hypoglycemia
 - 566 Sickle Cell Anemia
 - 693 Weight Control While Quitting Smoking
 - 695 Reducing the Risks of Smoking
 - 696 How Smoking Affects your Health
 - 697 Do You Want to Stop Smoking?
 - 698 What Do You Get Out of Smoking?
 - 725 Brain Damage
 - 945 So You Love An Alcohol?
 - 969 Infectious Mononucleosis
 - 1101 Exercising—Warm Up Slowly
 - 5000 Cystic Fibrosis

ARTHRITIS - RHEUMATISM

- 126 Gout
- 127 Arthritis-Rheumatism
- 128 Rheumatoid Arthritis
- 129 Bursitis
- 131 Arthritis and Quackery



THE TELETRONIX INFORMATION SYSTEM

More raw information has become available to society in the last twenty years than in the previous two thousand. Your profession or business has much to communicate and utilizes too much professional time doing so . . . and the demand for information keeps increasing.

TELETRONIX INFORMATION SYSTEMS has the answer to this modern problem.

The key is *the existing telephone system*, the greatest communications network in history, with outlets in every home, office, and institution. The TELETRONIX concept takes this incredibly complex 25 billion dollar communication system and combines it with a multi-channel tape play-back system.

The result is a simple, yet effective way to disseminate information to the public, to families, to students, to employees . . . a service as close as the telephone.

First, all of the information you would like to make available is prerecorded on numbered cartridges. A list of your tape library is then distributed, along with one telephone number, to the general public or to a specified group in the total population.

Now, when a person phones to request information, your operator selects the appropriate cartridge and inserts it into the play-back unit. Automatically, it plays, stops itself, disconnects the telephone line at the end of the message and signals the operator that the cartridge can be removed.

- Simple? Very.
- Effective? Yes.

One operator using a Teletronix Information System can fill up to 1800 different requests a day. One person can "speak" to more people in one day than fifteen people normally can in a week.

The system frees your key personnel from answering repetitive questions by using skillfully prepared, informative messages. You will save time, money, your staff's creative energies, and you will inform your public in a warm and effective manner. The TELETRONIX INFORMATION SYSTEM response is pleasant, professional, and to the point . . . everytime.