Frequently Asked Questions

Q. Why should I provide a self-care book?

Self-care has become very popular both because of the “empowered health care consumer” movement and because it has been shown to yield a return on investment even within the first year. In providing a self-care book, you provide reliable information and guidance that can help people make better informed health care decisions.

Typically, these decisions result in more appropriate use of the health care system, fewer unnecessary emergency room and physician visits, and greater control over health care costs. For details on studies that show the return on investment of self-care initiatives, inquire about our Special Report, “Self-Care Payoff: When the Patient is a Partner.”

Q. What makes Mayo Clinic Guide to Self-Care better than other self-care books?

There are really two critical points of differentiation, source and content, but it starts with the source. Your population knows and trusts the Mayo Clinic name. Research shows people would turn to Mayo Clinic for health needs more than two to one over any other health source. Our reputation for reliable health information benefits your self-care initiative by providing a dependable source that your population can trust and turn to in times of confusion or concern.

Unlike other publishers, Mayo Clinic is first and foremost a health care organization. A not-for-profit foundation with more than a century of commitment to health and health education, and more than 2,000 physicians on staff, Mayo puts the full depth and breadth of its unique experience and expertise into the development, review and writing of the Guide to Self-Care. This unparalleled medical review ensures reliable information and guidance that you and your employees can trust.

As to content differences, when you page through the book you’ll discover sidebar articles throughout. Many of these contain exclusive information from Mayo experts not available elsewhere. The book is designed to cover the topics that address your greatest health care costs. Through research we’ve identified more than 150 of the top medical concerns that account for the majority of emergency room visits, urgent care visits, physician office visits, nurserline calls, absenteeism and workers’ compensation costs. The book also addresses high-cost, high-frequency chronic conditions. And unique sections provide information on workplace health issues, staying healthy and becoming a savvy health care consumer.

Finally, the book’s layout and design make it easy to use, ensuring that your readers find what they are looking for whether they use the table of contents, the index or thumb through the book by section. The book is also enhanced by over 100 medically accurate illustrations from Mayo illustrators.

Q. Why doesn’t the book use the flowchart approach?

Health care decisions are rarely as black and white as the flowchart approach. And we’ve found many readers consider the flowcharts and icons to be more confusing than helpful. When you review the Guide to Self-Care you’ll note that an emphasis has been placed on making it easy to use. Designed and written for the lay-person, the book uses simple, straightforward sections with easy-to-understand titles to guide people to information.

Another key difference of the Mayo Clinic Guide to Self-Care is our unique “self-care-first” approach. Whereas the flowchart design typically places emergency care at the top of the chart, our format guides readers to self-care tips first, then on to information on when to seek medical help.
Q: What is the reading level of the Mayo Clinic Guide to Self-Care?

To appeal to the widest reader population possible, the book is written at an 8th grade reading level.

Q: How often is this book updated?

The Mayo Clinic Guide to Self-Care is reviewed and updated every other year. This extensive process includes review of all content by a team of Mayo physicians, nurses and health editors.

Q: What are the customizing options?

Because we know that the Mayo Clinic Guide to Self-Care plays a central role in most health initiatives of an organization, we provide several customization options that allow you to incorporate either your corporate name and logo or that of your health program on the cover of the book. We can place your name and logo on the cover of the book, or you can provide a cover design that can carry over a look and feel important to your organization.

The simplest and most popular option is simply to add a phrase and your name and logo near the bottom of the white rectangular box on the cover. Typically, this is “Provided by ABC Company.” The preface page of the book also can be customized.

Q: Tell me about the custom preface page option.

Companies who customize the preface page typically use it to carry a message from a company leader on the importance of taking control of your health and the ways in which this book will be of value to the recipient and their family.

Q: What delivery options are available?

We can bulk ship books to your company address allowing you to distribute them. We can bulk ship books to multiple company sites for distribution. Or we can mail to home addresses with a letter from a company leader.

Q: Can you help me with implementation?

Absolutely. We recognize that effective implementation is critical to the success of your self-care program and its potential return on investment. Our approach is to work with clients to understand their objectives, strategize an effective launch, take advantage of opportunities to integrate self-care into other existing programs and reinforce the book over time with a number of proven promotion tools.

Q: Does Mayo Clinic offer a nurse line component that would round out my self-care initiative?

Yes. Inquire about Ask Mayo Clinic, Mayo Clinic’s premier nurse line service.

Q: Is the Mayo Clinic Guide to Self-Care also available online?

Yes. Inquire about the Mayo Clinic e-Health Package, which includes this book plus much, much more.

For more information on the Mayo Clinic Guide to Self-Care call us at 800-430-9699.