

Meet Sam Martin

Sam developed diabetes five years ago. His family history of diabetes, coupled with a significant long-term weight gain, has presented a challenge in managing his condition.

His friends and family don't seem to understand how hard it can be to eat right and stay on top of his treatment plan. Because of his increasing weight problem, it's hard for Sam to get motivated to exercise. On top of that, he's overwhelmed with managing his medications, monitoring his blood sugars and communicating with his doctor.

Despite these obstacles, Sam wants to take better care of himself and get a handle on diabetes. His health is important to him and now's the time to clean up his act.

A friend of Sam's told him about HealthMedia® Care™ for Diabetes, a convenient, private and easy-to-use online diabetes management program. Since he was committed to doing everything he could to improve his health, he completed and submitted the questionnaire. When he received his Personal Plan for Caring for Your Diabetes, he couldn't believe how tailored it was to his specific wants and needs. It addressed issues such as getting the support needed from family and friends, sticking with treatment plans, improving adherence to medication and overall treatment, learning how to better communicate with doctors to get the quality of care you deserve—the list goes on and on! It also provided an in-depth education on diabetes, giving him a greater understanding of his health and much-needed information on the disease.

Sam felt a surge of confidence. He knew he wanted to live the best life possible. "With this kind of support, I know I can take control of diabetes and improve my overall health."

Through the program, Sam realized he needed more open lines of communication with his family and friends. He shared with them his past struggles and educated them about the information he learned from Care for Diabetes. In addition he began going to the gym regularly. Sam lost 20 pounds and isn't stopping there.



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His newfound understanding also allowed him to see the importance of identifying with others in a similar situation. He joined a support group for people with diabetes and formed several meaningful friendships. The group has allowed him to listen to others' experiences and share in highs and lows—this camaraderie has made living with diabetes easier for Sam.



About HealthMedia's Healthy Lifestyle Programs

In addition to the Care for Diabetes program, HealthMedia offers programs for nutrition, weight management, stress management, smoking cessation, back pain management and prevention and care, depression and insomnia. These programs start by learning about you, and creating a personalized plan for you that is as unique as your fingerprint. When you decide to take the step to control your health, HealthMedia's programs can give you the tools you need to achieve your goals.

GET STARTED ON THE PATH TO SUCCESS.

- Go to www.highmarkbcbs.com.
- Complete the login process, entering your user name and password.
- If you do not have a user name and password, create one as instructed.
- Click "Your Health."
- Click "Improve Your Health."
- Choose HealthMedia Care for Diabetes.

