

# ACHA 2009 ANNUAL MEETING SPONSORS & EXHIBITORS



Building Bridges by the Bay

ACHA 2009 ANNUAL MEETING  
SAN FRANCISCO, CA • MAY 26-30



**Our sponsors** have made generous contributions to help enhance the services we are able to provide to you at this annual meeting. Representatives from these organizations are identified by an “Annual Meeting Sponsor” ribbon on their name badges.

**Our exhibitors** will provide you with an opportunity to explore the latest products and services for the college health field. A complete listing is inside.

*Please join us in thanking these organizations for their commitment to you and to the college health field.*

## DISTINGUISHED SPONSORS

**Merck & Co., Inc.** is a global research-driven pharmaceutical company dedicated to putting patients first.



Established in 1891, Merck discovers, develops, manufactures, and markets vaccines and medicines to address unmet medical needs. For more information, visit [www.merck.com](http://www.merck.com) and booths 413/415 in the ACHA Exhibit Hall.

*Thank you to Merck & Co., Inc. for its generous support of ACHA's 2009 Annual Meeting.*

**United HealthCare StudentResources** has mastered the implemen-



tation and administration of student health insurance, supporting schools and students every step of the way. In addition to student health insurance, we offer fully insured dental and vision, emergency medical services, and insurance for risk groups like study abroad. Learn more at [www.uhcsr.com](http://www.uhcsr.com). Visit booths 703/705 in the ACHA Exhibit Hall.

*Thank you to UnitedHealthcare StudentResources for sponsoring the Opening General Session on Wednesday at 10:00 AM and for sponsoring the seated chair massage in the ACHA Exhibit Hall on Thursday from 12:30 PM to 4:00 PM and Friday from 7:00 AM to 1:00 PM.*

**Aetna Student Health** is a nationwide leader in health insurance coverage for college students. Its streamlined service model includes the award-winning Aetna Navigator® interactive member tool; customized medical plans including pharmacy benefits; an expansive network of local and national providers; travel assistance services;



discounts programs; and dental and vision services. Visit booths 206/208 in the ACHA Exhibit Hall.

*Thank you to Aetna Student Health for sponsorship of the Opening Breakfast with Exhibitors on Thursday at 7:00 AM and for sponsoring name badge holders for all meeting attendees.*

**Nationwide Specialty Health,**

along with our industry-leading partners, helps you protect one of your school's most valuable assets – the health and well-being of your students. We offer student health plans and other complementary products that provide what you've told us you want for your students: affordable premiums, benefits that provide value, and outstanding customer service. Smart health choices start with Nationwide Specialty Health! Visit booth 710 in the ACHA Exhibit Hall.



**Nationwide®**  
*On Your Side*

Nationwide Specialty Health®

*Thank you to Nationwide Specialty Health for sponsoring tote bags for all meeting attendees.*

**The Maksin Group** is one of the largest providers of college student medical plans in the country. Maksin is dedicated to protecting college and university students' physical and mental well-being. We are the only student health insurance administrator currently ISO/IEC 27001:2005 certified. Our students have access to a monthly interactive online newsletter as well as discount programs for vitamins, alternative medicine, chiropractic, dental, and vision services. Visit booth 713 in the ACHA Exhibit Hall to learn more.



*Thank you to The Maksin Group for sponsoring notepads for all meeting attendees.*

# ACHA 2009 ANNUAL MEETING

## OUR SPONSORS & EXHIBITORS

### DISTINGUISHED SPONSORS (CONT.)

The mission of the **American College Health Foundation (ACHF)** is to provide



**American College Health Foundation**

long-term financial support for ACHA by building endowments through charitable gifts and contributions. The Foundation supports projects and activities that would not otherwise be funded through traditional revenue sources.

Visit the Foundation Table in the Yerba Buena Foyer and find out more at [www.acha.org/ACHF](http://www.acha.org/ACHF).

*Thank you to the following ACHF funds:*

**Ayers/Battle/Thomas Diversity Fund** for partial sponsorship of  
**76** Culturally Competent Patient-Centered Care

**Health Promotion in Higher Education Fund** for partial sponsorship of  
**48** Creating a Blueprint for Culturally Competent Health Promotion Programs in Higher Education

**Josh Kaplan Fund for Clinical Medicine** for full sponsorship of  
**64** Parasitic Infections in the Returning Traveler

**Murray DeArmond Student Activity Fund** for full sponsorship of  
**135** Presidential Session: The Amethyst Initiative: Would Lowering the Minimum Legal Drinking Age Help Decrease Dangerous Drinking on College Campuses?

**52** Can I Take a Pill for the Sadness? Normative and Pathological Experiences of Loss in the College Student: Diagnostic and Therapeutic Challenges for Clinicians

**Professional Nursing Fund** for partial sponsorship of  
**128** Interpersonal Skills in College Health

**UnitedHealthcare StudentResources Fund** for partial sponsorship of  
**1** Leadership Day 2009: Developing a Strategic Plan for Leadership Development

**Medicat, LLC** – the leading provider of information solutions for college health centers, with more EMR/PM clients than any other vendor. Medicat offers a bundled solution including the most robust EMR/PM suites available and much, much more. From the smallest college to the largest university, Medicat is passionate about our mission: Best product. Superb execution. Unsurpassed support. Ask our clients. They will tell you that Medicat is the preferred partner in college health. Visit booths 504/506/508 in the ACHA Exhibit Hall.



*Thank you to Medicat, LLC, for sponsoring the luncheon for Leadership Day on Tuesday, 12:15 PM - 1:15 PM (ticket required).*

**Associated Insurance Plans International, Inc.** is a family owned and operated business, established in



**ASSOCIATED INSURANCE PLANS INTERNATIONAL, INC.**

1971, incorporated under the laws of Illinois. We are centrally located in the northwest suburbs of Chicago. We are certified by WBE and SCTRCA as a woman-owned business. AIP International specializes exclusively in the sale and administration of student insurance policies. Our systems are flexible and our services are state-of-the-art. Dedicated customer service teams are available to personally answer questions 12 hours each day. We are the student insurance company with the personal touch. We care about students! Please give us a call at (800) 452-5772 or email us at [www.aipinternational.com](http://www.aipinternational.com) to see how we may be able to assist you, your school, and your students.

*Thank you to AIP International, Inc. for sponsoring the Diversity Reception on Wednesday at 6:30 PM and the Thursday Refreshment break.*

### MUSIC AND WELLNESS SPONSORS

*Thank you to the following affiliates for their contribution toward musical entertainment and wellness events for this meeting:*

**Central College Health Association**  
**Mid-America College Health Association**  
**Mid-Atlantic College Health Association**  
**New England College Health Association**  
**New York State College Health Association**  
**North Central College Health Association**  
**Ohio College Health Association**  
**Pacific Coast College Health Association**  
**Rocky Mountain College Health Association**  
**Southern College Health Association**  
**Southwest College Health Association**

### SPEAKER SPONSOR

**Nuesoft Express** is a division of Nuesoft Technologies. Established in 1993, Nuesoft created the original software program for college health centers. Currently the company has an established U.S. customer base of more than 15,000 users in 49 states – including 7,000 medical providers from nearly 100 specialties. Nuesoft also houses and maintains more than 1.5 million student records. Visit booths 308/310/312/314 in the ACHA Exhibit Hall.

**Nuesoft™**

*Thank you to Nuesoft Technologies for sponsoring session*  
**25** “Building Opportunities for Your Nurse-Directed Health Center”  
on Wednesday, 3:45 PM - 5:15 PM

# Building Bridges by the Bay

## OUR SPONSORS & EXHIBITORS

### EXHIBITORS

Take time to visit our busy Exhibit Hall on May 28 and May 29! More than 90 exhibitors will display their health-related products and services. The ACHA Exhibit Hall is located in the Golden Gate Hall.

#### EXHIBIT HALL HOURS

##### **Thursday, May 28**

7:00 AM - 11:00 AM  
12:30 PM - 4:00 PM

##### **Friday, May 29**

7:00 AM - 1:00 PM

#### **Academic HealthPlans, Inc.**

Booth # 203

Academic HealthPlans (AHP) expertise is in providing student health care coverage for colleges and universities around the country. With more than 15 years experience in student health plan management we understand the strength of building relationships. AHP offers online access for students and administrators and a secure website for students. Our products include accident and health insurance for domestic and international students, intercollegiate sports coverage, study abroad programs, emergency travel assistance, short-term plans, prescription drug discount plans, dental coverage, and vision plans.

#### **Accreditation Association for Ambulatory Health Care (AAAHC)**

Booth # 514

The Accreditation Association for Ambulatory Health Care (AAAHC/Accreditation Association), founded in 1979, is celebrating its 30th anniversary as the leader in ambulatory health care accreditation with more than 4,000 organizations accredited nationwide. The AAAHC accredits a variety of ambulatory health care organizations including endoscopy centers, ambulatory surgery centers, office-based surgery centers, student health centers, and large medical and dental group practices.

#### **ACMSI/GM Southwest**

Booth # 518

When Sustainability is a Prerequisite – You may turn to ACMSI for your Student Health Insurance Solution across a global platform. Please come by our booth to learn more about our innovative global approach to student health. Our collaborative approach is committed to a set of Sustainability Principles and tailors each and every program to the specific needs of your students at home, on campus and as citizens of a global environment. As your collaborative partner, ACMSI (a wholly owned division of GM-Southwest, Inc.) is where campus based health care professionals turn for best, smart and economically viable practices related to student health insurance, wellness & disease management, continuity in care across a global network, clinical reporting packages, online health plan management tools and patented consumer driven applications.

#### **Aetna Student Health**

Booth # 206/208

Aetna Student Health is a nationwide leader in health insurance coverage for college students. Its streamlined service model includes the award-winning Aetna Navigator® interactive member tool; customized medical plans including pharmacy benefits; an expansive network of local and national providers; travel assistance services; discounts programs; and dental and vision services.

#### **Alcoholics Anonymous**

Booth # 205

Alcoholics Anonymous is a worldwide fellowship of sober alcoholics, whose recovery is based on Twelve Steps. There are no dues or fees; A.A. is self-supporting through voluntary, small contributions

from members and accepts no outside funds. A.A. is not affiliated with any other organization. Our primary purpose is to carry the A.A. message to alcoholics who still suffer.

#### **American Institute for Preventive Medicine**

Booth # 604

American Institute for Preventive Medicine is an award winning developer and provider of self-care guides and seminars, wellness programs, and self-help kits. Two of our products are the HealthyLife Student Self-Care Guide, which focuses on issues unique to students and helps them make health care decisions, and Minding Your Mental Health, which addresses common mental health issues. The Institute works with over 12,000 corporations, Taft Hartley Funds, hospitals, HMOs, Colleges, and third party administrators to improve health, reduce health care costs, lower absenteeism, and improve morale. Thirteen studies on our HealthyLife Self Care Guide have demonstrated an average savings of \$71.42 per employee in nine months due to reduced doctor and emergency room visits. URAC accredited for Comprehensive Wellness.

#### **Anda, Inc.**

Booth # 609

Anda/VIP is the largest U.S. generic specialty products wholesaler, based on its broad-based distribution of generic prescription products, injectables, C-II's, including select brands, as well as over the counter and vitamin products. We provide electronic ordering capabilities, including andanet.com and vippharm.com, hand held ordering devices, and our controlled substance electronic ordering system (CSOS). Additionally, Anda/VIP's two distri-

#### EXHIBIT HALL EVENTS

##### **Thursday, May 28**

7:00 AM Opening Breakfast  
3:15 PM Refreshment Break  
12:30 PM - 4:00 PM Seated Massage

##### **Friday, May 29**

7:00 AM Continental Breakfast  
11:45 AM ACHA Raffle Drawing  
7:00 AM - 1:00 PM Seated Massage

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bution centers, located in Florida and Ohio, provide national next-day delivery to all customers.

#### **Ansell Healthcare Products**

Booth # 505

Ansell is a global leader specializing in barrier protection products. In 1979, Ansell became the first condom company to establish a division to meet the needs of the public health community. This division, known as Ansell Sexual Health, enjoys a leading market share of this channel. In addition to LifeStyles condoms, Ansell offers lubricants, sex ed kits, and other educational materials. Stop by our booth and meet Christine Abel, public sector manager. For more information about Lifestyles condoms, visit [www.lifestyles.com/sexualhealth](http://www.lifestyles.com/sexualhealth).

#### **Association of Professional Piercers**

Booth # 517

The Association of Professional Piercers is a non-profit health, safety, and education organization. Our mission is to disseminate vital information about body piercing to piercers, health care professionals, legislators, and the general public. Samples of our educational materials will be available free of charge, including aftercare and troubleshooting pamphlets; posters; our procedure manual, and our journal, *The Point*.

#### **Berna Products**

Booth # 512

For your students who travel internationally, visit Berna Products at Booth number 512 to learn about the needle free typhoid vaccine – VIVOTIF® (Typhoid Vaccine Live Oral Ty21a) and pick up complimentary educational literature your patients will utilize.

#### **Bollinger, Inc.**

Booth # 901

Bollinger is a trusted source for student health insurance at colleges and universities across the United States. We have provided student insurance programs since 1946 and have built our success on our commitment to customer service,

competitive pricing, and leading edge technical support. Thank you to all our current customers! Bollinger's student insurance programs can be tailored to meet the needs of each college and university. We also welcome the opportunity to provide you a competitive quote for your intercollegiate athletic injury insurance. Please visit with us at our booth to learn how we may serve you! We welcome the opportunity to discuss student health insurance questions with you any time. Call to us soon at 1-800-350-8005, ext. 4607, or send us an email at [CollegeMedical@BollingerInsurance.com](mailto:CollegeMedical@BollingerInsurance.com). Enjoy the ACHA Annual Meeting!

#### **California Family Health Council**

Booth # 406

The Family Planning Cooperative Purchasing Program has been assisting Title-X funded agencies since 1992 and is 2,300 strong. The Cooperative Purchasing Network began in 2001 and has also spread nationwide. This cooperative is available to all nonprofit, license locations for an annual fee. The Information and Education Division of CFHC is a leader in the development of innovative health education programs and resources for health care providers nationwide.

#### **Cellestis, Inc.**

Booth # 606

Cellestis offers QuantiFERON®-TB Gold In-Tube (QFT™), a novel breakthrough blood test for tuberculosis. Approved by the FDA and recommended by the CDC, QFT is the modern alternative to the 100 year old tuberculin skin test. More accurate, reliable, and effective than the tuberculin skin test, QFT has the ability to screen and detect tuberculosis infection with higher specificity than previously possible, providing significant medical and economic benefits.

#### **COLLEGE HEALTH @SSOCIATES, a BLUE Eagle Company**

Booth # 418

COLLEGE HEALTH @SSOCIATES, a BLUE Eagle company, LLC is a boutique communication and education

organization providing customized solutions that deliver healthcare information, education and treatment solutions to college health provider professionals, including specialties of Primary Care, Women's Health, Preventive Health/ Immunizations and Mental Health. CH@ publishes the digital journal, *College Health @dvisor*, *The Premier Resource for Today's College Health Provider* ([www.collegehealthadvisor.com](http://www.collegehealthadvisor.com)) and the student specific health information resource, *WI@ (Where's it's at)*, [www.wi@now.com](http://www.wi@now.com). Contact Information: John Finan, President, 609-771-8440, [jfinan@blueeagle-us.com](mailto:jfinan@blueeagle-us.com), [www.blueeagle-us.com](http://www.blueeagle-us.com).

#### **College Optical Express**

Booth # 318

College Optical Express (COE) is a unique and proven franchise program that brings convenient access to low-cost, time-saving optical services directly to students, faculty, staff, and alumni on college/university campuses nationwide. Are you looking for innovative solutions to expand your school's health services? A College Optical Express on your campus is the answer.

#### **Combined Insurance Company**

Booth # 313

Combined Insurance Company of America offers a wide range of insurance products, including student accident and health insurance. The underwriting and administration of student accident and health insurance is performed and coordinated by Combined Select Programs (CSP), a business unit of Combined Insurance Company of America. CSP currently covers over 120,000 students nationwide. In addition to student accident and health insurance, CSP provides a diverse portfolio of niche group insurance products and programs, including employer medical stop loss, employer group vision, and other related accident and health products which are sold through a network of carefully chosen independent producers and/or managing general agents nationwide. CSP is currently approved to write student accident and health insurance in 49 states for Combined

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Insurance Company of America, and for New York businesses, plans are underwritten by Combined Life Insurance Company of New York.

#### **Consolidated Health Plans**

Booth # 700

Consolidated Health Plans, or CHP is a third party administrator (TPA) and preferred provider organization (PPO) located in Springfield, Massachusetts. We have 15 years of experience as a leading provider of student health and accident insurance along with offering sports and camp accident insurance. We serve over 85 colleges and universities nationwide. It is our goal to provide "service that exceeds your expectations." Visit us at [www.chpstudent.com](http://www.chpstudent.com).

#### **Cooks Kitchen**

Booth # 617

Cooks Kitchen portable demonstration kitchens are ideally suited for businesses desiring to offer cooking classes, demos, and tastings either in-house or off-site. Beautiful professional look with everything needed to prepare an endless variety of fabulous recipes. Can be easily set up in 20 minutes without the need for tools. The lighted adjustable mirror illuminates the instructor and their creations. Includes a fully self contained plumbing system. Our kitchens are easy, efficient and functional.

#### **CooperRiis**

Booth # 610

CooperRiis is a mental health recovery program centered on a healing farm in the foothills of the Blue Ridge Mountains near Asheville, North Carolina. In August 2009, CooperRiis is adding an urban-based campus near the University of North Carolina-Asheville. Step-down programs available from each campus to assist with community re-integration. Program elements: psychiatry, psychotherapy, substance abuse counseling, nutritional counseling, complementary modalities, and life skills and employment training. Typical diagnoses: schizophrenia, schizo-affective disorder, and all mood disorders. Some borderline

personality disorder and/or history of substance abuse and addiction. Recovery outcomes are documented through rigorous measurement. Generous scholarships are available.

#### **Core Institute**

Booth # 903

The surveys offered by the Core Institute quantify and document college students' attitudes, perceptions, and opinions about alcohol and drugs; the surveys also measure use and consequences of use. The target audiences of the products and services offered by the Core project are college presidents, administrators, and others involved in student life and quality of the college campus environment. The primary focus of our organization is measurement. We assist clients with all aspects of data collection. We typically begin the process with survey design, IRB approval, and methodology. The next step is data compilation which can be paper-based or web-based. Finally, the results of the clients' research efforts are provided in various formats depending on the individual institution's level of expertise or grant/contract requirements.

#### **CSL Biotherapies**

Booth # 317

CSL Biotherapies is a subsidiary of CSL Limited which operates one of the world's largest flu vaccine manufacturing facilities for supply to global markets. CSL Limited has more than 80 years of experience in the development and manufacture of vaccines, with 40 years in flu vaccines. The company's focus on products for the prevention and treatment of serious diseases allowed us to play a key role in the collaborative work that delivered the world's first vaccine against cervical cancer. In 2008, CSL Limited received approval by the Australian Therapeutic Goods Administration for the first pandemic flu vaccine in Australia.

#### **DRx Medication Dispensing**

Booth # 301

For nearly 20 years, DRx has been a trusted supplier of prepackaged prescrip-

tion medications to medical offices throughout the United States. Our professional labeling and integrated logging system enables office staff to easily dispense prescription medications to patients as part of their office visit. In addition to our professional labeling and dispensing system, DRx has earned a national reputation for providing the most personal and attentive service. DRx is consistently rated among our clients as their most reliable vendor. Nearly 100% of orders ship same day with 0% backorders. DRx makes getting started easy. We help our clients start small and grow their dispensary slowly over time. For nearly 20 years DRx has served thousands of medical professionals. We welcome an opportunity to serve your practice.

#### **Duramed Pharmaceuticals, Inc.**

Booth # 616

Duramed Pharmaceuticals, Inc., an innovator in women's healthcare, focuses its research, development, and marketing activities on products for women.

#### **eClinicalWorks**

Booth # 707

eClinicalWorks is a privately-held leader in the unified EMR and PM market. Its solutions are deployed by physician offices of all sizes and specialties, hospital networks, independent physician associations and DOHs. Using eClinicalWorks, providers are able to better manage care for patients and promote patient safety while reducing costs.

#### **EHS**

Booth # 513

EHS' CareRevolution is a CCHIT Certified Practice Management/EMR solution which provides the highest level of medical practice achievement. To achieve this, doctors must surround themselves with the most comprehensive set of clinical, administrative, and intelligence tools. EHS is positioned to help physicians establish, build, and solidify a patient-centered practice of excellence.

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#### RAFFLE DRAWINGS!

Join us Friday at 11:45 AM in the Exhibit Hall to see if you've won! ACHA will draw its raffle winners and many exhibitors also choose to announce their booth raffle winners at this time. Come on by!

#### ETR Associates

Booth # 502

ETR Associates, a non-profit organization, offers a wide range of authoritative, dynamic health promotion resources for college students. Topics include drinking, drugs, smoking, HIV and STD prevention, safer sex and birth control, relationships, nutrition/ weight management, behavioral health, and more. ETR has been publishing health promotion resources since 1981 and has been serving the college market since 1996.

#### FDA Office of Women's Health

Booth # 412

The U.S. Food and Drug Administration Office of Women's Health addresses the health issues of the nation's women by funding scientific research, collaborating with national organizations to sponsor outreach initiatives, and disseminating free publications on a variety of health topics including HIV, smoking cessation, contraception, allergies, and depression.

#### Feminist Majority Foundation

Booth # 303

The Feminist Majority Foundation's Choices Campus Leadership Program works with college students across the country to create positive change for reproductive health and rights at the grassroots and national levels and to increase access to comprehensive sexual health education and reproductive health care on their campus. Our program provides students with opportunities to learn about reproductive rights and health issues, develop leadership and organizing skills, and connect with the larger pro-choice and feminist movements. Our program frequently works with student health centers. The Feminist Majority Foundation will be displaying various fact sheets about our student program and our current national campaigns.

#### Focus Diagnostics

Booth # 220

Focus Diagnostics' HerpeSelect® has been proven over nearly 10 years to be the most trusted HSV serology test available. HerpeSelect accurately differentiates herpes type 1 and type 2 antibodies, and can detect herpes infections even in the absence of symptoms. Focus Diagnostics' reference laboratory offers comprehensive testing for herpes and other infectious diseases, and the company also manufactures test kits for West Nile Virus, vector-borne and other diseases. Visit [www.focusdx.com](http://www.focusdx.com) or [www.herpeselect.com](http://www.herpeselect.com).

#### Healthy Monday Campaign

Booth # 417

Healthy Monday – a project of the Mailman School of Public Health at Columbia University, in association with Johns Hopkins Bloomberg School of Public Health and Syracuse University Newhouse School of Public Communications – is a national movement to help Americans start and sustain the behaviors that will end chronic preventable disease in the U.S. Find out how you can leverage the power of Monday on campus to promote wellness services and/or drive behavior change programs.

#### HeartMath, Institute of

Booth # 511

For nearly two decades, the Institute of HeartMath has conducted innovative research on heart/brain interactions and its effect on cognition, health, and performance. This scientifically validated system, used in thousands of K-12 and college institutions includes state of the art technology, faculty training, health professional certification, and supplemental learning programs designed to improve academic performance, retention, and emotional well-being.

#### Heldref Publications

Booth # 316

Heldref Publications is a nonprofit publisher of diverse publications devoted to research and practice in arts, humanities, and popular culture; education; psychology, and medicine; public affairs and history; and science. Heldref's publications are spirited, thoughtful forums for reporting and discussing the latest developments in research and scholarship. We are guided by our mission to provide new ideas, information, and means to communicate for scholars, teachers, students, and interested readers. We will have samples of some of our 40 publications along with discount subscription flyers and catalogs.

#### Helmer

Booth # 709

Helmer is a manufacturer of high quality laboratory equipment. Visit Helmer to see our NEW Undercounter Laboratory/ Pharmacy and Blood Bank Refrigerators. i.Series® and Horizon Series™ models can be used under a counter, free-standing, or stacked with another unit. These models offer superior temperature uniformity and feature a self-closing door with a magnetic latch. The door is field-reversible and comes with a key lock. Custom storage options are available which includes drawers, shelves, and roll-out baskets.

#### HERO House/Collegiate Treatment Center

Booth # 210

The HERO House is a recovery house program for men and women in early recovery from addictions that want to go back to college while living in a safe and sober environment. The Collegiate Treatment Center is a 30-60 day inpatient substance abuse treatment program that works exclusively with college students. We not only teach recovery skills, but also the skills necessary to be successful when returning to campus.

#### Highland Campus Health Group

Booth # 608

Highland Campus Health Group helps college health centers generate significant incremental revenue and reduces the cost

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of health care for students. Our zero-upfront-cost turnkey solution includes insurance billing and collections, physician and nurse practitioner credentialing, managed care contract negotiation, coding and compliance training, student and parent marketing, IT interfacing, and more.

#### **Kaiser Permanente**

Booth # 302

Kaiser Permanente is America's leading integrated health plan. Founded in 1945, it is a not-for-profit group practice program headquartered in Oakland, California. Kaiser Permanente serves 8.7 million members in nine states and the District of Columbia. Today it encompasses the not-for-profit Kaiser Foundation Health Plan, Inc., Kaiser Foundation Hospitals and their subsidiaries, and the for-profit Permanente Medical Groups. Nationwide, Kaiser Permanente includes approximately 156,000 technical, administrative, and clerical employees and caregivers and 13,000 physicians representing all specialties. For more information, go to [kp.org](http://kp.org).

#### **Kalos, Inc.**

Booth # 305

Kalos is the developer and distributor of "Pro-Pharm One," a full-featured pharmacy software program tailored to the special needs of university health clinic pharmacies. It has been integrated with the leading medical records software and provides electronic prescription orders from the providers in the clinic.

#### **The Lewer Agency**

Booth # 509

Through the LewerMark™ Student Insurance Plans, the Lewer Agency provides comprehensive medical and dental insurance benefits designed specifically for domestic and international students. With a focus on exemplary customer service, Lewer fully administers the plan and processes claims to ensure accuracy, consistent service, and timely, personalized communication. Since 1956, Lewer has provided unique, innovative insurance programs and services.

#### **Macori, Inc.**

Booth # 715

Macori, Inc. specializes exclusively in student health insurance and health related products. Macori, Inc. provides clients/schools with long-term working relationships, customer service excellence, and vast insurance experience and product knowledge. Macori, Inc.'s product line includes: domestic and international student/scholar health insurance; travel health insurance (in/out of US); intercollegiate sports; camps/clubs/sports; dental/vision; daycare and special events; needle-stick/body fluid contamination coverage for medical students; and income disability for medical students. Contact us at 1-800-285-8133 or visit [www.macori.com](http://www.macori.com).

#### **The Maksin Group**

Booth # 713

The Maksin Group is one of the largest providers of college student medical plans in the country. Maksin is dedicated to protecting college and university students' physical and mental well being. We are the only student health insurance administrator currently ISO/IEC 27001:2005 certified. Our students have access to a monthly interactive online newsletter as well as discount programs for vitamins, alternative medicine, chiropractic, dental, and vision services. Visit us at Booth #713 to learn more.

#### **Maxim Health Systems**

Booth # 309

Maxim Health Systems, a division of Maxim Healthcare Services, is one of America's leading providers of immunization and wellness services. Since our inception in 1996, we've been providing new avenues of opportunity that positively impact the health and wellness of the communities we serve.

#### **McKinley Financial Services**

Booth # 320

McKinley Financial Services is a full service insurance agency. The Student and Sports Division specializes in insurance coverage for sports and student related risks. The following are areas where plans

are available: college athletics, college health, K-12 student and athletics, special events, and catastrophic. The corporate headquarters is located in Fort Lauderdale, Florida, with offices located in Orlando, Florida, and Dallas, Texas. Our website: [www.mckinleyinsurance.com](http://www.mckinleyinsurance.com)

#### **Medicat, LLC**

Booth # 504/506/508

Medicat – the leading provider of information solutions for college health centers, with more EMR/PM clients than any other vendor. Medicat offers a bundled solution including the most robust EMR/PM suites available and much, much more. From the smallest college to the largest university, Medicat is passionate about our mission: Best product. Superb execution. Unsurpassed support. Ask our clients. They will tell you that Medicat is the preferred partner in college health.

#### **Mercer Health & Benefits, LLC**

Booth # 902

Mercer Health & Benefits knows how important it is to understand its university clients' missions and their ramifications for students. We've found that our strength and expertise in consulting on employer-based plans translates effectively to consulting on student health insurance plans. We bring experienced, creative health care consultants to assist you in managing your plans. We offer local experts, who have deep knowledge of their marketplace, as well as national resources available to student health plans – including legal/regulatory consultants, claim consultants, actuaries, and communication consultants. Our multilayered service team approach allows us to use our resources in a highly personalized way. Your mission is our focus.

#### **Merck & Co., Inc.**

Booth # 413/415

Merck & Co., Inc. is a global research-driven pharmaceutical company dedicated to putting patients first. Established in 1891, Merck discovers, develops, manufactures, and markets vaccines and medicines to address unmet medical needs. For more information, visit: [www.merck.com](http://www.merck.com).

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#### **Modern Laboratory Services, Inc.**

Booth # 420

Modern Laboratory Services is a technologist owned and operated company that specializes in supplying quality equipment, reagents, diagnostic kits, and consumable products for the Physician's Office Lab and Student Health Centers. Knowledgeable support, excellent service, and competitive pricing have been the cornerstone of our success for 25 years! Please visit our booth and see what makes us special! [www.modernlab.com](http://www.modernlab.com); Karen Klem, (310) 995-3651, [kklem@modernlab.com](mailto:kklem@modernlab.com); Pam McDaniel, (800) 944-4062, ext. 213, [pmcdaniel@modernlab.com](mailto:pmcdaniel@modernlab.com).

#### **Moore Medical**

Booth # 216

Moore Medical is an Internet-enabled, multi-channel, specialty direct marketer and distributor of medical, surgical, and pharmaceutical products to nearly 100,000 healthcare practices and facilities in non-hospital settings nationwide, including: physicians, emergency medical technicians, schools, correctional institutions, municipalities, occupational healthcare professionals, and other specialty practice communities. We market to and serve our customers through direct mail, industry-specialized telephone support staff, field sales representatives and the Internet.

#### **MyStudentBody/Inflexion, Inc.**

Booth # 416

MyStudentBody, an innovative online college health program, is geared to a dual audience. MyStudentBody addresses both the health risks facing college students and the administrative concerns of campus professionals. MyStudentBody contains interactive features such as an integrated risk and behavior assessment and tailored content customized by the student.

#### **National Athletic Trainers Association**

Booth # 612

Athletic training is practiced by athletic trainers, health care professionals who collaborate with physicians to optimize activity and participation of patients and

clients. Athletic training encompasses the prevention, diagnosis, and intervention of emergency, acute, and chronic medical conditions involving impairment, functional limitations, and disabilities. The National Athletic Trainers' Association invites you to stop by booth #612 to learn more.

#### **National Cervical Cancer Coalition**

Booth # 306

The National Cervical Cancer Coalition's (NCCC) mission is to help women, family members, and caregivers battle the personal issues related to cervical cancer and HPV and to advocate for cervical health in all women by promoting prevention through education about early vaccination, Pap testing regularly, and HPV testing when recommended. Go online and join today: [www.nccc-online.org](http://www.nccc-online.org).

#### **National Library of Medicine**

Booth # 202

The National Library of Medicine provides FREE Internet access to its clinical trials, consumer health, HIV/AIDS, toxicology, chemical, and environmental health databases, and information resources. These resources provide information for health care providers, consumers, and patient educators. For more information, see <http://MedlinePlus.gov>.

#### **National Sexual Violence Resource Center**

Booth # 414

The National Sexual Violence Resource Center (NSVRC) provides information, resources, and technical assistance regarding all aspects of sexual violence prevention.

#### **Nationwide Specialty Health**

Booth # 710

Nationwide Specialty Health, along with our industry-leading partners, helps you protect one of your school's most valuable assets — the health and well-being of your students. We offer student health plans and other complementary products that provide what you've told us you want for your students: affordable premiums, benefits that provide value, and outstanding

customer service. Smart health choices start with Nationwide Specialty Health!

#### **NCHEC, Inc.**

Booth # 708

The mission of the National Commission for Health Education Credentialing, Inc. (NCHEC) is to improve the practice of health education and to serve the public and profession of health education by certifying health education specialists (CHES), promoting professional development, and strengthening professional preparation and practice. Information on eligibility and application for the CHES exam is available.

#### **Nuesoft**

Booth # 308/310/312/314

Nuesoft Xpress is a division of Nuesoft Technologies. Established in 1993, Nuesoft created the original software program for college health centers. Currently the company has an established U.S. customer base of more than 15,000 users in 49 states — including 7,000 medical providers from nearly 100 specialties. Nuesoft also houses and maintains more than 1.5 million student records.

#### **Nurse Response**

Booth # 711

Nurse Response provides invaluable telehealth services for academic institutions, physicians, hospitals, managed care providers, and employee health. Nurse Response's programs increase accessibility of health care while decreasing overall costs through nurse assessment, health information, teaching, and referral. Visit our website at [www.nursesresponse.com](http://www.nursesresponse.com).

#### **Orchard Software Corporation**

Booth # 501

Since 1993, Orchard has successfully installed and integrated Orchard Harvest™ LIS in hundreds of labs all across the country. As a stand-alone lab system with microbiology, anatomic pathology, Internet-based outreach, and EMR connectivity, we focus on the lab and seamless integration with other systems.

# Building Bridges by the Bay

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#### **Outside The Classroom**

Booth # 712

For nearly a decade, Outside The Classroom has been committed to strengthening the field of alcohol prevention by providing institutional leaders and their students with the information needed to develop well-informed, cost-effective strategies for reducing alcohol-related risk and preventing harm. Today, the organization's flagship educational program, AlcoholEdu® for College, is used on hundreds of campuses and by 36 percent of all first-year students at America's higher education institutions. In 2008, Outside The Classroom launched The Alcohol Prevention Coalition to take on the larger scope of the work — providing institution-wide solutions to the key challenges threatening effective alcohol prevention. All of Outside The Classroom's programs are developed under the leadership of national prevention expert William DeJong, PhD.

#### **PCA Pharmaceuticals**

Booth # 507

For over 25 years, PCA has supplied pharmaceuticals and supplies to student health centers around the country. PCA specializes in clinic dispensing by providing pre-packaged medications and dispensing software. PCA also offers thousands of medical supplies. Let PCA be your one-stop shop for pharmaceuticals and medical supplies. Learn more at [www.pcameds.net](http://www.pcameds.net).

#### **PharmaDerm**

Booth # 510

PharmaDerm, a division of Nycomed US Inc., is a leading manufacturer and marketer of branded prescription dermatologic products. Key brands include: Veregen, Solaraze Gel, Cutivate Lotion, Oxistat, Adoxa, Kerol(TM), and Zoderm.

#### **Pharmedix**

Booth # 611

The Pharmedix system allows prescribers to dispense prescription medications directly to the patient at the time of the encounter. Prepackaged courses of therapy are labeled, trayed, and ready to dispense at health services in the absence of a tradi-

tional pharmacy. Health centers with a pharmacy whose hours of operation differ may also benefit using Pharmedix. Contract pricing to pharmacies on oral contraceptives and other medications is available.

#### **PharmPak Inc.**

Booth # 702

PharmPak is a pharmaceutical wholesaler and repackager. We provide repackaged brand and generic unit-of-use medications to health care providers nationwide. Clinicians are able to dispense on-the-spot, which increases compliance and allows students to have easy affordable access to prescriptions they need. We put the health and welfare of your patients first. Think of us as your in-house pharmacy without the overhead!

#### **Point and Click Solutions**

Booth # 401/403/405/407/409

Point and Click Solutions has the leading integrated scheduling, billing, electronic health record, and patient web portal system for student health services. The practice management and medical record components are designed to work together as one seamless entity. Our systems feature university registration interfaces and are optimized for the unique needs of student health and counseling services. Point and Click Solutions is known for products that have tremendous power and capabilities while maintaining simple, intuitive user interfaces that require minimal training. These products, coupled with our outstanding support services, provide one of the best solutions available today for college health.

#### **Prevention Strategies**

Booth # 701

Prevention Strategies, LLC is committed to maximizing healthy outcomes for young people by developing evidence-based programs using state-of-the-art technology. With published effectiveness, our College Alc program reduces college student drinking and prevents negative consequences. Designed specifically for athletic departments, myPlaybook pre-

vents substance use and related harm among college student athletes.

#### **Provista**

Booth # 410

Over 18,000 customers turn to Provista for strategic solutions that deliver bottom-line results. Our group purchasing and business solutions have proven successful in meeting the various needs of health care, educational facilities, and business and industry nationwide. Through Novation, Provista's contracting services company, Provista provides nearly \$35 billion in supplies and services.

#### **Public Identity, Inc.**

Booth # 304

Public Identity is a marketing company who specializes in the distribution of branded promotional products and apparel. Our knowledge of diverse sourcing options enables us to consistently provide innovative promotional solutions and meet budget requirements. We keep it simple and cultivate enduring client relationships by ensuring satisfaction with our comprehensive product selection, valuable creative input, easy and efficient ordering, and expedient product delivery.

#### **PyraMED Health Systems**

Booth # 613/615

PyraMED Health Systems is the nation's leading provider of electronic health record and practice management software designed specifically for the university and college health setting. Through cooperative design efforts and strategic partnerships with leaders serving college health, PyraMED Health Systems has developed the only full-service suite of software and technical services to assist university health centers manage, store, and protect medical information of patients. The PyraMED line of products and services is designed to advance college health by streamlining work flow, simplifying daily tasks, securing patient data, supporting provider decision-making, and enhancing the overall patient experience at the health center. With more than 75 college and universities and a user base of over

# ACHA 2009 ANNUAL MEETING

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5,000 college health professionals utilizing PyraMED everyday, PyraMED Health Systems commitment and track record of serving college health is unmatched.

#### **QS/1 Data Systems**

Booth # 717

QS/1 provides total software solutions for university student health pharmacies. QS/1 provides interfaces that allow the university to share information with the pharmacy. QS/1 also offers modules that integrate with QS/1's Pharmacy Management System. With IVR and WebRx, students can leave refill requests 24 hours a day, seven days a week.

#### **Rapid Pathogen Screening, Inc.**

Booth # 714

Rapid Pathogen Screening, Inc. (RPS) is a point-of-care diagnostic company. RPS manufactures and sells the RPS Adeno Detector™ for the determination of the cause of conjunctivitis (pink eye). This easy to use product meets all regulatory requirements for performance and reimbursement at any site of professional care for the patient.

#### **Renaissance Agencies, Inc.**

Booth # 602

Renaissance Agencies, Inc. specializes in developing and managing student insurance programs for colleges and universities nationwide. We offer our clients cost effective plans with comprehensive benefits, backed by innovative service solutions. Working with school health centers and insurance committees, we help navigate the myriad of health issues facing educational institutions today.

#### **Roche**

Booth # 209/211

Hoffmann-LaRoche Inc. (Roche) is the U.S. prescription drug unit of the Roche Group, a leading, global innovator of pharmaceuticals and diagnostics. Visit our booth and online at [www.rocheusa.com](http://www.rocheusa.com) or [www.roche.us](http://www.roche.us).

#### **Rx 'n Go**

Booth # 607

Rx 'n Go is a 90-day generic prescription mail order program now being offered to students through their college clinics. We offer: flat-fee pricing on maintenance medications for \$25, \$50, \$75, or \$100; over 1,100 drugs covering nearly every major chronic condition; and a 90-day generic supply filled safely and shipped securely. Rx 'n Go is a low-cost solution for students with limited prescription coverage. Call or fax a script directly to Rx 'n Go – we'll deliver it back to the campus health center within days.

#### **Screening for Mental Health**

Booth # 516

Screening for Mental Health Inc.'s CollegeResponse® Program provides mental health education and screening services to help colleges ensure the well-being of their students and employees. In-person and online programs are offered for depression, bipolar disorder, generalized anxiety disorder, post-traumatic stress disorder, alcohol use disorders, and eating disorders.

#### **Student Assurance Services, Inc.**

Booth # 614

Student Assurance Services, Inc. is a full service agency providing student health and accident insurance for colleges and universities, with over 30 years of experience. By "full service" as opposed to "self service," we are committed to giving institutions, students, and health providers relevant answers when they call us with questions. Unlike many of our competitors, a live person answers our phone and directs the call to staff personnel that can provide answers to your questions. Student Assurance Services, Inc. provides complete plan services including claims administration, underwriting, and sales. To learn more about us visit our website at [www.sas-mn.com](http://www.sas-mn.com).

#### **Student Health 101**

Booth # 402

Student Health 101 publishes Student Health 101 Newsletter, the health and

wellness magazine for college students and their parents. Each issue features accurate, relevant information for students, helping them to better understand the consequences of their decisions. Students are engaged in topics such as alcohol and other drugs, staying healthy on campus, eating well and physical fitness, mental health, stress management, sexual responsibility, and much more. Best of all, Student Health 101 is proven to grab students' attention through cutting-edge LiveMagazine technology, with student comments, videos, and more.

#### **Substance Abuse and Mental Health Services Administration (SAMHSA)**

Booth # 307

SAMHSA is a public health agency within the U.S. Department of Health and Human Services. The agency is responsible for improving the accountability, capacity, and effectiveness of the nation's substance abuse prevention, addictions treatment, and mental health services delivery system.

#### **Summit America Insurance Services, LC**

Booth # 214

Summit America Insurance Services provides comprehensive and affordable student health insurance plans to colleges across America. We are a full service broker and claims administrator supported by an experienced staff. We specialize in domestic, international, study abroad, accident medical plans, and intercollegiate sports coverage. We provide high quality, competitively priced student insurance coverage and excellent customer service. Summit America is your one-stop shop for all your student health insurance needs.

#### **Total Access Group, Inc.**

Booth # 601/603

Working exclusively with schools, public health agencies, and non-profit organizations across the nation for over 15 years, Total Access Group, Inc. is the most recognized and trusted provider of condoms, lubricants, safer sex products, and harm reduction supplies. As a one-point supply partner, we ensure efficient fulfillment of

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all your program needs by offering unparalleled industry experience! Extensive product lines including Durex, Lifestyles, Trojan, Female Condom, and more; largest inventory; lowest prices; same day shipping. Visit us online at [www.totalaccessgroup.com](http://www.totalaccessgroup.com) and come see us in the exhibit hall to find out about the big changes happening in non-latex condoms!

#### **Trojan Brand Condoms**

Booth # 404

Church & Dwight Virginia Co., Inc. is the manufacturer of America's #1 Brand Condom, TROJAN® brand condoms. Trusted for over 90 years, TROJAN® brand condoms provide triple tested quality along with an extensive product offering to choose from. Church & Dwight Virginia Co., Inc. is committed to improving the public health of our nation and invests in the community by distributing product samples and free educational materials.

#### **UnitedHealthcare StudentResources**

Booth # 703/705

UnitedHealthcare StudentResources has mastered the implementation and administration of student health insurance, supporting schools and students every step of the way. In addition to student health insurance, we offer fully insured dental and vision, emergency medical services and insurance for risk groups — like study abroad. Learn more at [www.uhcsr.com](http://www.uhcsr.com).

#### **University of North Carolina-Greensboro**

Booth # 311

The Department of Public Health Education in concert with the Anna M. Gove Student Health Center at UNCG is designing on-line programming titled "Health Promotion in Higher Education" to articulate with the ACHA standards. At this display, UNCG personnel will discuss the HPHE program with attendees to gain insights on how to best shape this instructional application to meet the need of the population of interest.

#### **Upstate Teleservices**

Booth # 204

Established in 1989, Upstate Teleservices is recognized as the leading provider of

telephonic nurse-triage services. Our call center can enhance your student health center by providing an additional level of support to your patients after the office closes. Highly experienced and trained registered nurses can assess patients' needs and often-times provide appropriate instructions until the office re-opens.

#### **USI Affinity Collegiate Insurance**

##### **Resources**

Booth # 411

With nearly 400 college and university clients, Collegiate Insurance Resources (CIR) is the nation's leading provider of insurance programs for higher education professionals. CIR serves the needs of our clients, not the carriers. We work in partnership with national carriers to create customized benefits programs for the student health industry.

#### **VaxAmerica**

Booth # 315

VaxAmerica has simplified the vaccination process, making it easy and cost-effective to provide the critical preventive vaccines that substantially reduce healthcare costs and absenteeism associated with flu outbreaks on campus. VaxAmerica offers the convenience of a turnkey operation with all-inclusive pricing. Visit [www.VaxAmerica.com](http://www.VaxAmerica.com) or call (888) 444-8522.

#### **Warner Chilcott**

Booth # 503

Warner Chilcott is a leading specialty pharmaceutical company focused on developing, manufacturing, marketing, and selling branded prescription pharmaceutical products in women's healthcare and dermatology in the United States.

#### **Weight-control Information Network**

Booth # 515

The Weight-control Information Network offers up-to-date, science-based information on weight control, obesity, physical activity, and related nutritional issues for health professionals and the general public. Culturally relevant brochures for Black women and select materials in Spanish are also available.

#### **Wells Fargo Insurance Services**

Booth # 408

Wells Fargo Insurance Services is considered a leader in the student insurance industry, providing broker and plan administrative services for international, domestic and study abroad health insurance programs. Please see John Breckenridge in booth 408, or contact him at (916) 231-3403. You can also visit us on the web at <https://studentinsurance.wellsfargo.com>.

#### **Wellspring, Inc.**

Booth # 618

Advancing wellness for over 25 years, Wellspring is the premier provider of lifestyle management solutions that enable organizations to lower health claims, increase productivity, and reduce absenteeism by identifying preventable health risks of individuals and empowering them with the knowledge and motivation to achieve optimal health.

#### **Zipnosis**

Booth # 212

Zipnosis allows students to complete an electronic visit to the campus clinic for minor health problems. Our software guided interview quickly gathers the student's medical history. Clinicians review and act on each Zip in less than five minutes. This highly efficient work flow reduces student wait time in the clinic and improves clinician productivity while allowing for new health education opportunities.

*Enter to win one of two  
Apple IPOD Nanos!*

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Exhibits Visitor Card and  
follow the instructions to enter.**

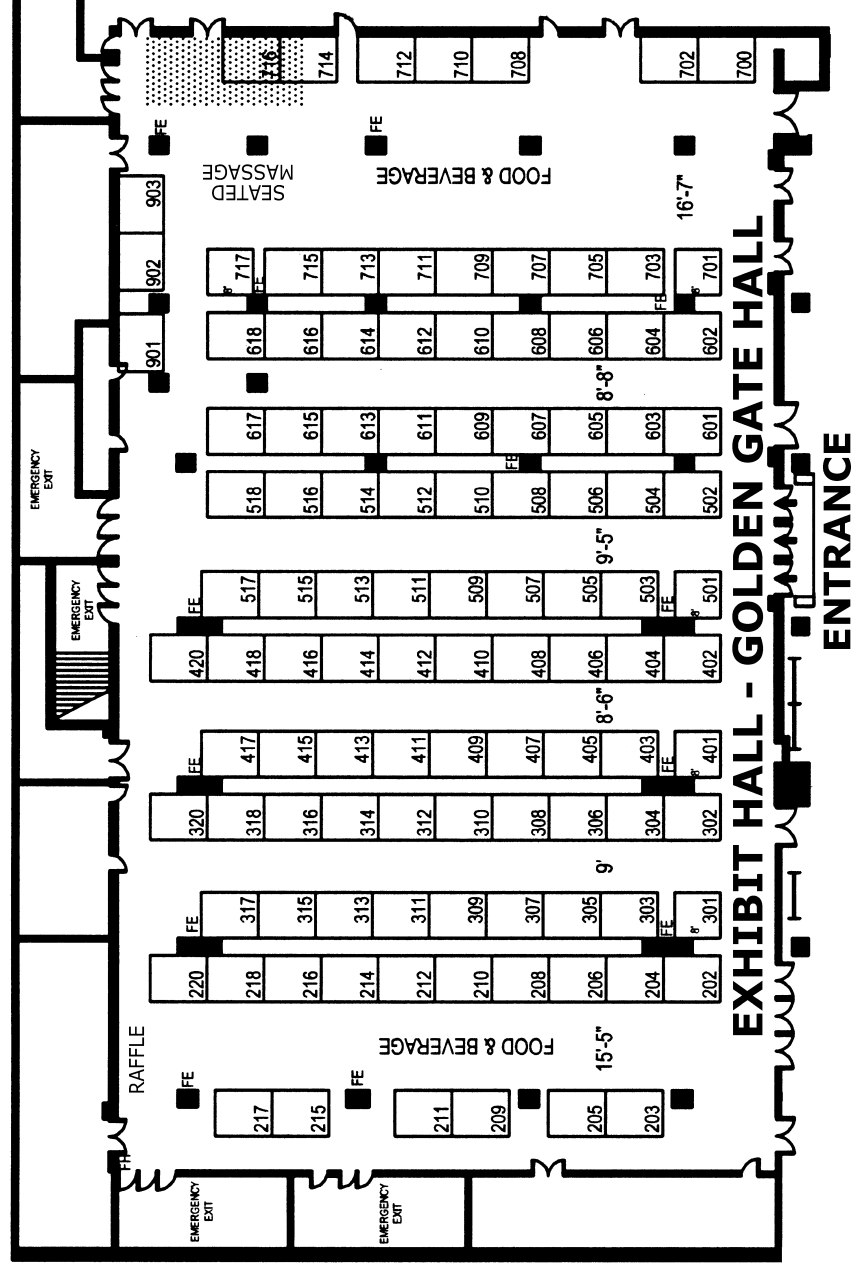
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 212 Zipnosis  
 214 Summit America Insurance Services, LC  
 216 Moore Medical  
 220 Focus Diagnostics  
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## EXHIBIT HALL - GOLDEN GATE HALL