



For Immediate Release

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Author discovers simple way to track health and chronic illness

Woodstock, GA. – October 10, 2008 – Communications specialist Angela Shipp has entered the daily planner market by authoring the **bluehealer health diary** and publishing it on Lulu.com and CafePress.com, both on-line marketplaces for digital content.

More than 90 million Americans live with chronic illnesses like diabetes, cancer and heart disease; and seven out of 10 American deaths are caused by chronic illnesses.* Often, chronic illness might be triggered by stress. The care of people with chronic illness accounts for more than 75% of all U.S. health care expenditures. Increased health care spending provides opportunities to improve the efficiency of patient care.

For example, there are 20.8 million children and adults in the United States, or 7% of the population, who have diabetes while nearly one-third of those people are unaware that they have the disease.* Each year, millions Americans suffer migraine headaches painful enough to keep them home from work.

Author Shipp says, “Many Americans are balancing a hectic career and a chronic illness. I believe I have created an effective way to stay organized and on schedule while tracking symptoms and medication related to chronic illness.”

Bluehealer health diary is a unique day planner that provides a way to track daily work activities, symptoms and medication for those who are suffering from a chronic illness. By doing so users can bring order and peace to their lives and even make a connection between stress and health. Users can also track personal health affairs like blood pressure, cholesterol, blood sugar, diet and exercise.

According to Shipp: “Users will no longer have to struggle to recall months worth of symptoms during a doctor’s visit. Now they can carry the bluehealer diary to appointments, allowing their physician to review it and connect symptoms with factors such as stress and other environmental causes.”

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With the bluehealer diary, users can track personal details including:

- People to contact in case of emergency
- Names, addresses, and phone numbers of physicians and specialists
- A list and dates of significant illnesses and surgical procedures
- Health insurance information
- Important events, dates, and hereditary conditions in family history
- Location of living wills, advance directives, or medical power of attorney
- Daily medications and dosages
- Daily personal and work tasks
- Daily health-related symptoms and pain

Bluehealer, LLC will produce calendars with the strategic product benefits of tracking not only daily personal and work tasks, but also health-related symptoms, such as those that accompany a chronic illness such as diabetes, inflammatory bowel disease, migraines, anxiety and more. Other products target women and new parents such as the bluehealer diary for women, a unique day planner that provides women with a way to track their work day, their children(s) or spouse's activities, and their menstrual cycle or menopause symptoms simultaneously. The bluehealer diary for baby is a unique day planner that tracks nursing, pumping, bottle and solid feeding in one location, along with sleep times, fussy times and diaper changes.

Bluehealer will initially be sold online at www.bluehealerdiary.com and will also target family practice and hospital markets, followed by national organizations.

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Lulu.com is the premier marketplace for digital content on the Internet, with over 300,000 recently published titles, and more than 4,000 new titles added each week, created by people in 80 different countries. Lulu is changing the world of publishing by enabling the creators of books, video, periodicals, multimedia and other content to publish their work themselves with complete editorial and copyright control. With Lulu offices in the US, Canada the UK and Europe, Lulu customers can reach the globe. Bluehealer products can be found on Lulu.com at <http://stores.lulu.com/bluehealerdiary>.

CafePress.com is an online marketplace that offers sellers complete e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Bluehealer products can be found on CafePress.com at <http://www.cafepress.com/bluehealerdiary>.

* *Centers for Disease Control and Prevention, www.cdc.gov/nccdphp/overview.htm*