

When it Comes to Health Care Experience, Nothing Else Comes Close.



HEALTH ALLIANCE PLAN.

Because HAP has been around two to three times longer than all its imitators, you get the experience others can't give. And the quality, value, innovation and convenience that comes with that experience.

People trust HAP to deliver the kind of quality health care they need. For 25 years HAP has provided quality coverage that combines personalized medicine with the latest in technology. And the value that comes from never having to pay a doctor bill again.

HAP's innovations began 25 years ago.

We expanded the concept of health care coverage to include preventive care such as testing, health classes and seminars. And now you can get optical services and eyeglasses at any of the ten Hudson's Optical Centers. Plus fill your prescription at conveniently located Perry Drugs.

Convenience is another important way HAP makes health care better.

Because with easy access, you're more likely to take care of the things you should. When you should. And with HAP's 16 centers, plus four new facilities that will open this year (in Taylor, Warren, Rochester, and Southfield), there's one in your neighborhood. Unlike other health care plans, HAP has 6 emergency rooms open 24 hours a day, 7 days a week. If you can't get to a HAP emergency facility, you can use any facility, anywhere. And you don't have to call us first.

So when it comes to your health, don't take chances. Choose the health care plan with the most experience, Health Alliance Plan.

hap

872-8100

**FORD MOTOR AND GENERAL MOTORS EMPLOYEES
CAN SIGN UP NOW.**

Old smokers
should still
kick the habit

MEDICAL, health and fitness news update:
• Cigarette smokers older than 65 who have been smoking for many years can still benefit from discontinuing smoking. Data from a long-term study of 2,674 persons aged 65-74 years were analyzed to determine whether cigarette smoking increased the risk of heart disease death in the elderly.

Current cigarette smokers had a risk of heart disease that was 52 percent higher than nonsmokers. The excess risk declined within one to five years after smoking cessation.

• The medical literature documents an interesting case report of a 69-year-old woman who stayed voluntarily in bed for 30 years following her father's death. Upon physical examination, her resting heart rate was found to be 140 beats per minute!



Barry Franklin

• Using information gathered from numerous scientific studies, researchers recently estimated that more than half of the decline in heart disease deaths between 1968 and 1978 was related to changes in lifestyle, specifically to reductions in blood cholesterol levels and cigarette smoking.

• On Oct. 3, 1982, Anthony "Scott" Wetland ran the Detroit marathon in 4 hours, 7 minutes and 54 seconds. What's noteworthy about this performance?

He ran the 26-plus miles backwards!

• Hip fractures among the elderly are now considered one of the most serious problems of the last years of life. Unfortunately, many never make a full recovery. Furthermore, research shows 20 percent of older people who break hips die within one year of sustaining the fracture.

Scientists believe that lifestyle changes, initiated in the mid-30s or earlier, including milk or calcium intake and regular exercise, may drastically reduce the problem.

• "Feet Cold? Put on a hat!" This old saying is true, and particularly applicable to those who plan to exercise outdoors during the winter months. Wearing a hat or cap can be a very effective means of keeping warm because a lot of body heat is lost through an exposed head.

• The ultimate in physical rehabilitation may be claimed by a 48-year-old man who underwent a heart transplant in August 1982 and was discharged six weeks later. In June 1983, he participated in a 12-mile jogging competition with no adverse effects — finishing ahead of his untrained exercise therapists and a member of his surgical team.

Barry Franklin, Ph. D., a Farmington Hills resident, is co-director of cardiac rehabilitation at Sinai Hospital and teaches physiology at the college level.

Parents take course on kids' self-esteem

Programs on children's self-esteem and traveling alone are planned this month by SPAC. The organization for separated, divorced and widowed people is a non-sectarian community service of the National Council of Jewish Women greater Detroit Section.

"Enhancing Your Child's Self Esteem" will be presented by Barbara Halpern at 8 p.m. Thursday, Jan. 17. Travel consultant Silva Stewart will offer "How to Travel If You Are Alone" at 3 p.m. Sunday, Jan. 20.

Both workshops will be in the SPACE office, 30233 Southfield, suite 101, Southfield. For information, call 258-6806.

Health jobs workshop scheduled at Marygrove

Marygrove College will hold a one-day workshop on careers in the health field. The \$15 session is from 9 a.m. to 3:30 p.m. Saturday, Jan. 12, on the college campus in northwest Detroit, 8425 W. McNichols at Wyoming.

Covered will be careers in EKG technology, X-ray/radiology technology, central supply, cardiovascular technology, operating room (surgical) technology, nurse's aide, ward (unit) secretary, medical laboratory assisting, medical records clerk, medical insurance billing and respiratory therapy.

To enroll, call 882-8000 ext. 240.