

Product Catalog

Celebrating 25 years, Quality of Life Publishing Co. is an independent, mission-driven firm specializing in branded publications that help ease the way for those facing serious illness, end of life, or loss.



877-513-0099 | info@QOLpublishing.com

Branded booklets

Improve CMS and CAHPS® outcomes:

- Caregiver guides
- Grief support and legacy work
- Educational outreach
- Assessment and decision-making tools



Branded newsletters

Encourage referrals:

- Quarterly clinical newsletter
Quality of Life Matters® for physicians

Coming soon:

- Customizable bereavement newsletters



Books and speakers

Educate, support, and inspire:

- *Hard Choices for Loving People*
- Grief support
- Depression awareness
- Caregiver support



Custom cards with envelopes

Branded follow-up and outreach:

- Bereaved families or clinicians
- Pet loss
- Birthdays
- Custom message





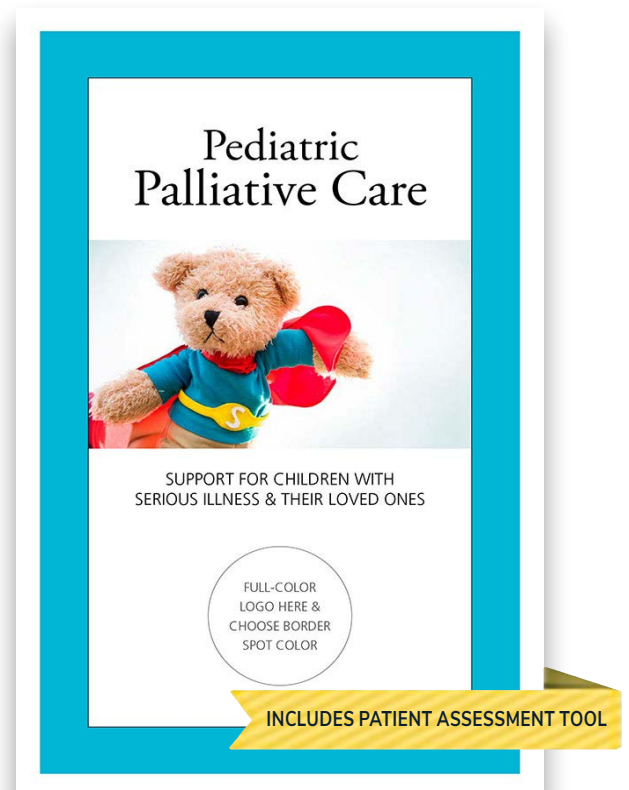
LATEST RELEASE: Support for pediatric palliative care patients and their families

When a child is seriously ill, parents are often overwhelmed with the uncertainty and fear of coping with the illness while balancing all other aspects of life. Serious illness can impact the entire family emotionally, socially, financially, and spiritually. Pediatric palliative care (PPC) can help.

This branded booklet differentiates PPC from hospice care, explaining what it is, how it works, who is on the PPC team, and provides tips for parents/guardians on communicating with their child. A patient assessment tool at the back of the booklet gathers information about the child and family for the care team.

Features

- **Cost effective** at \$2.15 per copy; price breaks start at 250+ copies. **Includes FREE BRANDING** with your full-color logo, spot color, and contact information.
- **Informative**, comprehensive, and easy to read.
- **Fully customizable**; fully redesign or change any content for an additional fee.
- **Electronic copy** available; billed annually.
- **Spanish version** available or coming soon.



SKU: PPC

Contact us with questions, for pricing quotes, or to request a free sample.

Toll free: 877-513-0099 | Email: info@QOLpublishing.com

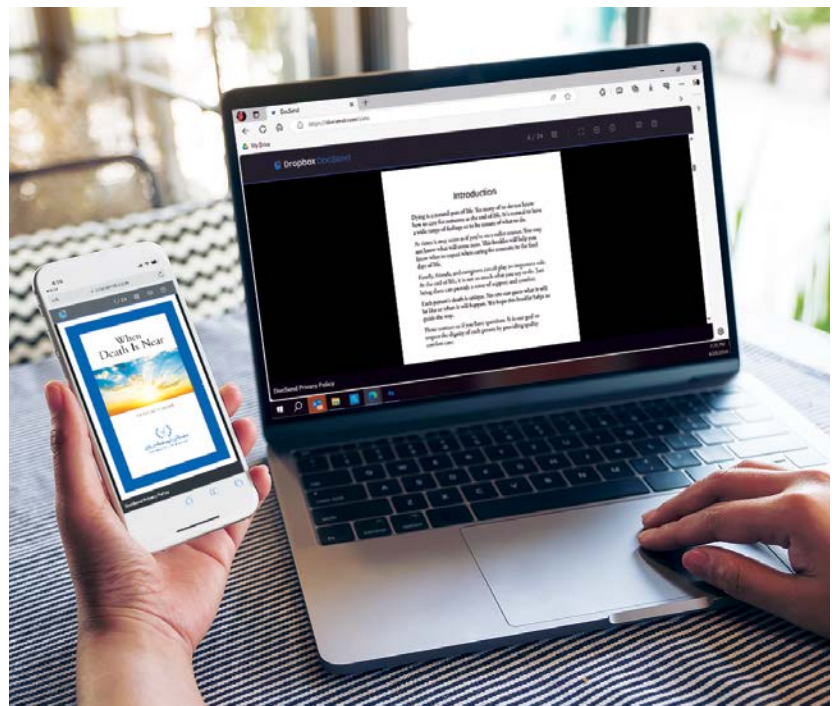
www.QOLpublishing.com



ELECTRONIC DISTRIBUTION: Provide education and support via email or website

Features

- **Distribute branded publications electronically** via email, website, QR code, etc. Patients and families can read your materials from any browser.
- **Files are emailed to you as a tracked DocSend link.** View a sample here: <https://docsend.com/view/e83d52na8a4zv2ea>
- **Tech-literate users can complete fillable forms electronically.** Fillable forms (*My Life Story*, *Caring for Our Veterans*, *Advance Care Planning*, and other select titles) are also sent as tracked PDF files that can be downloaded, completed, and saved.
- **Fees are based on organization size** using average daily census (ADC) and are billed annually in December.*



* Electronic distribution fees for books and booklets are calculated by formulas based on ADC and tracked billable views; billed annually in December. Discounts are available on minimum annual fees with printed orders. eQOLM clinical newsletter pricing is based on recipients, billed quarterly. Prices, billing, and policies are subject to change without notice.

Contact us with questions or for a fee quote.

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Branded booklets

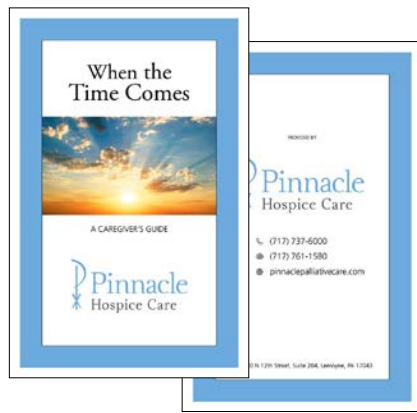
Booklets on various topics are informative, comprehensive, and easy to read. Many titles help improve CMS, EGSS, and CAHPS® outcomes. FREE BRANDING is included.

Contact us for a free sample or visit www.QOLpublishing.com.

Phone: 877-513-0099 | Email: info@QOLpublishing.com

Features

- **Cost effective, fully customizable.** Includes **FREE BRANDING** with full-color logo, spot color, and contact info. Redesign booklets or edit content for an additional fee.
- **Spanish versions available** unless noted otherwise; other languages available on select titles.
- **Electronic copy available;** billed annually per view or \$30 min per link.



STANDARD BRANDING



FULLY CUSTOMIZED

FREE branding options

- **Choose your branding option:**
 - Template (logo, colors, contact information, etc.)
 - Submit your own artwork (suggested print area: 5" x 8")
 - No branding/generic

* Includes basic updates on reorders (changes to contact info, graphics, or color). Additional fee may apply for extensive proofing time.

Extras

Contact us for a pricing quote:

- **\$60/hour fee:** Extensive graphic design or layout changes
- **Special print options:**
 - Full-bleed cover (5.5" x 8.5")
 - Special paper
 - Full color throughout
 - Please contact us with any other requests!
- **Electronic copies:**
 - Trackable links can be emailed and posted to your website
 - Billed annually per view at \$.20 less than printed copies, or a \$30 minimum per link
 - Each title is priced separately (see booklet pricing chart)

Booklet pricing

QTY	PRODUCT SKU										
	WDWG	VET	ACPL	HSP	CC	WDWD	ANH	CPR	AGB	COVID	
	MLS	PPC	WTTT	LWD	WTAG	DIAL	MYP	DC-C			
				MSOB		GFYP		HCH			
				SL		HCS		HHCH			
				TKAD		HPNA		PDHC			
				WDIN		VENT		SOG			
				WTTT		WISC		WIPC			
1-249	\$3.25	\$2.95	\$2.65	\$2.15	\$1.95	\$1.85	\$1.75	\$1.50	\$1.25	\$1.00	
	\$3.05	\$2.75	\$2.45	\$1.95	\$1.75	\$1.65	\$1.55	\$1.30	\$1.05	\$0.80	
250-499	\$3.15	\$2.85	\$2.55	\$2.05	\$1.85	\$1.75	\$1.65	\$1.40	\$1.15	\$0.90	
	\$2.95	\$2.65	\$2.35	\$1.85	\$1.65	\$1.55	\$1.45	\$1.20	\$0.95	\$0.70	
500-999	\$3.05	\$2.75	\$2.45	\$1.95	\$1.75	\$1.65	\$1.55	\$1.30	\$1.05	\$0.80	
	\$2.85	\$2.55	\$2.25	\$1.75	\$1.55	\$1.45	\$1.35	\$1.10	\$0.85	\$0.60	
1000-2499	\$2.95	\$2.65	\$2.35	\$1.85	\$1.65	\$1.55	\$1.45	\$1.20	\$0.95	\$0.70	
	\$2.75	\$2.45	\$2.15	\$1.65	\$1.45	\$1.35	\$1.25	\$1.00	\$0.75	\$0.50	
2500-4999	\$2.85	\$2.55	\$2.25	\$1.75	\$1.55	\$1.45	\$1.35	\$1.10	\$0.85	\$0.60	
	\$2.65	\$2.35	\$2.05	\$1.55	\$1.35	\$1.25	\$1.15	\$0.90	\$0.65	\$0.40	
5000+	Contact us for a pricing quote										

Turnaround and rush

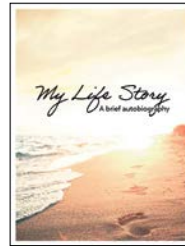
- We'll contact you 2-3 business days from order date to proof.
- After proof approval, invoice is sent when your order is being prepared for press.
- Allow 15-25 business days from order/approval date for shipping.
- We may need more or less time based on volume and your location. Tell us if you have a need-by date.
- RUSH order (same/next business day processing) is \$60/500 qty (\$30 for 50 or less copies). You can rush partial orders.
- Extra costs apply for rush shipping.



LATEST RELEASE

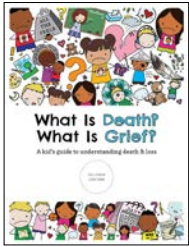
Pediatric Palliative Care: Support for Children with Serious Illness & Their Loved Ones explains pediatric palliative care, how it works, who is on the PPC team, and provides communication tips. A patient assessment tool gathers information about the child and family for the care team. Available in Spanish.

SKU: PPC Starting at \$2.15 each



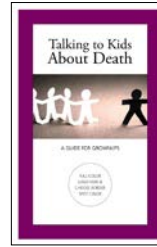
My Life Story: A Brief Autobiography is a simple fill-in biography that can be quickly and easily completed. Spaces are provided to add more thoughts, photos, etc. Includes a FREE one-page sheet, Legacy Projects, which provides tips for helping someone complete My Life Story and ideas for other legacy projects. Available in Spanish.

SKU: MLS Starting at \$2.65 each



What Is Death? What Is Grief?: A Kid's Guide to Understanding Death & Loss describes death and grief in a simple way for kids ages 2–10+. The coloring book format and activities throughout encourage communication and creativity. Provides tips for grownups on how to use the booklet with their kids based on age level. Available in Spanish.

SKU: WDWG Starting at \$3.25 each



Talking to Kids About Death: A Guide for Grownups provides helpful tips for approaching this difficult subject with children at any age. Includes targeted tips based on age group and examples of “What you can say” and “What to avoid” throughout. Available in Spanish.

SKU: TKAD Starting at \$1.95 each



BEST SELLER

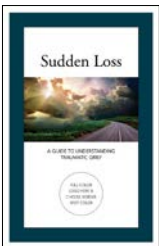
When Death Is Near (alt. title, When the Time Comes): A Caregiver's Guide educates caregivers about the dying process and improves CAHPS® surveys. Includes practical “What You Can Do” bullet points. Available in Spanish, Portuguese, Russian, Chinese, and Creole.

SKU: WDIN (or WTTC)
Non-hospice: WDIN-NON (or WTTC-NON)
Starting at \$1.95 each



What Is Spiritual Care?: Support for Seriously Ill Patients and Their Loved Ones defines spiritual care and how it can provide support to patients of all backgrounds. Includes a spiritual care assessment to gather basic info about the patient's spiritual needs. Available in Spanish and Polish.

SKU: WISC Starting at \$1.75 each



Sudden Loss: A Guide to Understanding Traumatic Grief

defines traumatic grief and provides practical advice for survivors. Tips are provided for those who want to support a survivor of sudden loss. Questions and checklists throughout invite readers to record their own experiences. Available in Spanish.

SKU: SL Starting at \$1.95 each



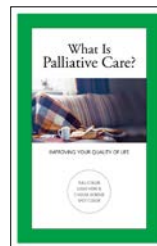
Caring for Our Veterans: A Guide for Seriously Ill Veterans, Their Families, and Caregivers explains the special needs of seriously ill veterans and helps their families navigate VA benefits. A comprehensive worksheet collects information needed to apply for benefits and to help guide the care plan. Available in Spanish.

SKU: VET Starting at \$2.95 each



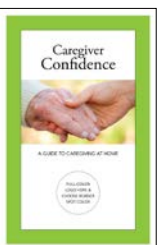
Advance Care Planning: A Guide to Understanding Advance Directives helps patients and families understand advance care planning, establish their values, and start medical decision making. An in-depth workbook and tips on discussing and documenting healthcare wishes are provided. Available in Spanish.

SKU: ACP Starting at \$2.65 each



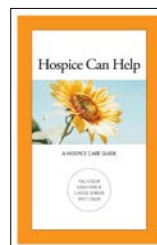
What Is Palliative Care?: Improving Your Quality of Life defines palliative care, explains who provides services, who is eligible, how palliative care works, and more. An ideal tool to educate your community about the benefits of palliative care for any patient in need of symptom management. Available in Spanish and Polish.

SKU: WIPC Starting at \$1.25 each



Caregiver Confidence: A Guide to Caregiving at Home boosts caregiver knowledge for families of patients needing care at home. The booklet reviews safety, common procedures for activities of daily living, creating comfort for the patient, and caring for the caregiver. Available in Spanish and Chinese.

SKU: CC Starting at \$1.95 each

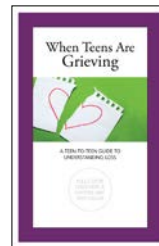


Hospice Can Help: A Hospice Care Guide educates readers about hospice care; when it's time, who can refer a patient, what hospice will do, and much more. The short booklet improves community education and outreach by answering the question, “What is hospice?” Available in Spanish and Polish.

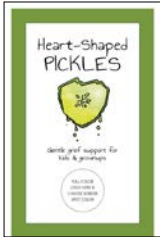
SKU: HCH Starting at \$1.25 each



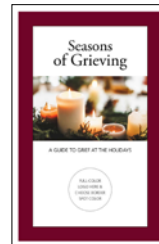
When You Are Grieving: A Guide to Understanding Loss helps readers understand grief and find comfort and hope. Sections include “Emotional Effects of Grief,” “Remembering Your Loved One,” “Grieving Children and Teens,” and more. Includes “What You Can Do” bullet points. Available in Spanish, Russian, Polish, and Chinese.
SKU: WYAG Starting at \$1.75 each



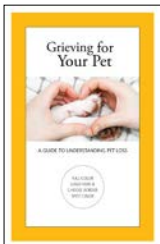
When Teens Are Grieving: A Teen-to-Teen Guide to Understanding Loss shares teen author Jenny Wheeler’s grief story, validating that teens have the right to grieve in their own ways. Grief counselors provide professional insights throughout. Based on the award-winning book, *Weird Is Normal When Teenagers Grieve*. Available in Spanish.
SKU: WTAG Starting at \$1.85 each



Heart-Shaped Pickles: Gentle Grief Support for Kids and Grownups is a true story about little Jenny’s continued connection to her grandpas through heart shapes she finds all around her. Includes drawings that can be colored, a discussion guide, and “8 Things Kids Can Teach Grownups About Grief.” Available in Spanish.
SKU: HSP Starting at \$2.15 each



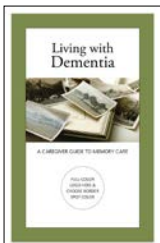
Seasons of Grieving: A Guide to Grief at the Holidays validates that holidays can be particularly difficult for the bereaved and provides helpful coping strategies for special occasions, with sections devoted to winter holidays, other major holidays, birthdays, and anniversaries. Available in Spanish.
SKU: SOG Starting at \$1.25 each



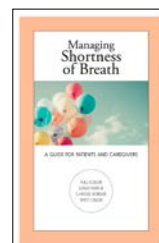
Grieving for Your Pet: A Guide to Understanding Pet Loss gently explains the often disenfranchised grief process for those who have lost a pet, helping them understand their grief and find comfort. An affordable resource for pet hospice programs and veterinarians. Available in Spanish.
SKU: GFYP Starting at \$1.75 each



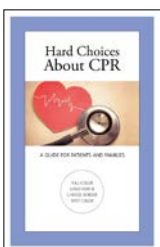
Managing Your Pain: A Guide to Pain Medication Use educates readers about medication use for pain management. This booklet covers common questions about opioid use and side effects. Includes a pain assessment tool for patients to fill out and share with the care team. Available in Spanish.
SKU: MYP Starting at \$1.50 each



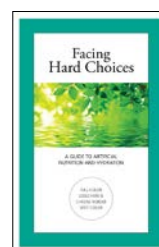
Living with Dementia: A Caregiver Guide to Memory Care supports caregivers of dementia patients, giving advice and insights into the challenges of caring for someone with dementia. Sections include “Symptoms and Stages,” “Caregiving Tips,” “Difficult Behaviors,” and more. Available in Spanish.
SKU: LWD Starting at \$1.95 each



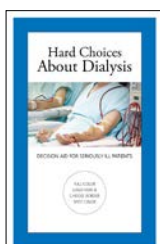
Managing Shortness of Breath: A Guide for Patients and Caregivers describes dyspnea and explains treatments. Practical tips on how to support the patient are provided. Includes tools to help patients or caregivers communicate with the care team about symptoms, breathing history, and more. Available in Spanish.
SKU: MSOB Starting at \$1.95 each



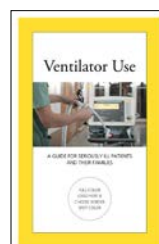
Hard Choices About CPR: A Guide for Patients and Families discusses CPR use in seriously ill patients and provides advice for those considering CPR use. Adapted with permission from *Hard Choices for Loving People*, by Hank Dunn. Available in Spanish.
SKU: CPR Starting at \$1.50 each



Facing Hard Choices: A Guide to Artificial Nutrition and Hydration discusses artificial nutrition and hydration use for seriously ill patients and provides support for those facing hard choices about ANH. Adapted with permission from *Hard Choices for Loving People*, by Hank Dunn. Available in Spanish and Russian.
SKU: ANH Starting at \$1.75 each

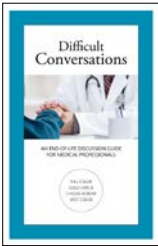


Hard Choices About Dialysis: Decision Aid for Seriously Ill Patients is for kidney failure patients who are considering starting, withholding, continuing, or withdrawing dialysis. Questions help readers explore their feelings about the illness and treatment. Available in Spanish.
SKU: DIAL Starting at \$1.75 each



Ventilator Use: A Guide for Seriously Ill Patients and Their Families describes what a ventilator is, what it feels like to be on a ventilator, and risks of use among seriously ill patients. Includes sections on pneumonia, COVID-19, and withholding/withdrawing a ventilator at the end of life. Available in Spanish.
SKU: VENT Starting at \$1.75 each

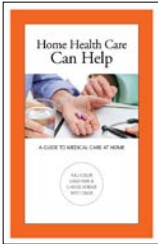
All booklets are available in Spanish unless otherwise noted. Other languages are available for select titles.



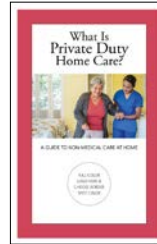
Difficult Conversations: An End-of-Life Discussion Guide for Medical Professionals provides clinicians with a guideline for end-of-life care discussions with patients and families, helps start “The Conversation,” and encourages earlier referrals. Includes suggested wording for each step of the discussion. Available in Spanish.
SKU: DC-C Starting at \$1.25 each



What Do We Do Now?: When a Child Is Seriously Ill answers difficult questions for families of seriously ill children, gently helping parents accompany their children through serious illness with love and reassurance. Includes “What You Can Do” bullet points. Available in Spanish.
SKU: WDWD Starting at \$1.85 each



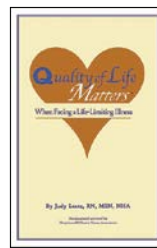
Home Health Care Can Help: A Guide to Medical Care at Home educates patients about skilled home healthcare services—who can receive services, who pays for care, and the difference between skilled home health care and private duty services. Available in Spanish.
SKU: HHCH Starting at \$1.25 each



What Is Private Duty Home Care?: A Guide to Non-Medical Care at Home educates readers about who can receive personal care services, who pays for care, the difference between personal care and skilled care, and more. Title and content can be edited to suit your organization's needs. Available in Spanish.
SKU: PDHC Starting at \$1.25 each



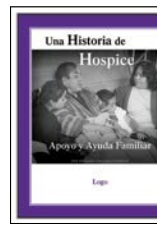
Afterglow Booklets, By Karla Wheeler True stories about comforting coincidences from the heartfelt grief book, *Afterglow: Signs of Continued Love*, are available in an affordable booklet series for bereaved families, spouses, and parents.
Not available in Spanish.
SKU: AGB-F, -S, -P Starting at \$1.25 each



Quality of Life Matters® When Facing a Life-Limiting Illness, By Judy Lentz Written by retired HPNA CEO, Judy Lentz, RN, MSN, NHA, this booklet educates patients and families about the choices available to them when facing a life-limiting illness. **Not available in Spanish.**
SKU: HPNA Starting at \$1.75 each



COVID-19 Loss is a 1-page flyer (front/back) that describes the challenges of loss during COVID-19, explains how COVID loss might be traumatic, and provides tips for coping. Use as a stand-alone handout or fold and insert into the Sudden Loss booklet for even more comprehensive support. Available in Spanish.
SKU: COVID Starting at \$1.00 each



A Hospice Caring Story (Una Historia de Hospice) is a photonovella used to educate Spanish-speaking families about end-of-life care. The booklet depicts in black-and-white photos the hospice journey of the Moreno family. Flip the booklet over for the English translation.
SKU: HCS Starting at \$1.75 each



What sets our booklets apart:

- **Standard branding is included**, no minimum order required.
- **Comprehensive, turnkey content** saves you time on writing and research.
- **Make them uniquely yours.** Edit content or redesign for an additional fee.

Contact us with questions, for pricing quotes, or to request a free sample.

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www.QOLpublishing.com



Quality of Life Matters® Newsletter

Use Quality of Life Matters to educate clinicians, build brand recognition, and encourage referrals.

Contact us for a free printed sample or visit www.QOLpublishing.com.

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This quarterly publication is dedicated to serious illness care news and clinical findings, reporting on studies from sources such as the *Journal of the American Medical Association*.

Endorsed by Ira Byock, MD, FAAHPM: "The information in this publication is directly relevant to my clinical work, teaching, and research. Quality of life is a critical clinical outcome, and this newsletter presents the state-of-the-art in a readily accessible fashion."

Features

- **FREE branding** on masthead and back page
- **Recommended by the AAHPM and HPNA** with a proven record of increasing referrals
- **Archive access;** reprint rights to use content from previous issues for marketing materials or educational events
- **Electronic copy** available



FREE branding options

- **Choose your branding option:**
 - Template (logo, colors, contact information, etc.)
 - Submit your own artwork for masthead (8" x 2.25") and full back page (8" x 10.5")
 - Includes basic updates on reorders (changes to contact info, graphics, or color).
- **Design services are available, \$60/hr:** We can design a custom masthead and back page for you. Or use this service to update content on your back page every issue.

Electronic copy (eQOLM)

- A trackable PDF link of your newsletter to distribute electronically, billed quarterly.
- Quarterly cost based on number of recipients. Discounts available with printed orders.
- Minimum order of 25 copies/recipients required. Contact us for a pricing quote.

Order details

- New orders require proof approval before printing. If approval is not received, order may be postponed until the next issue.
- Orders automatically renew each quarter if we are not notified of cancellation. Existing artwork is run on renewed orders unless changes are requested.
- Reprints of corrections after proof approval are charged at \$.99 per copy plus S&H.
- Payment is due two weeks from the date of the invoice. Orders may be held or postponed to the next issue for past due invoices.
- Contact us for S&H or for questions on pricing, branding, or the production process.

Pricing per quarter

SKU: QOLM / eQOLM
MINIMUM ORDER IS 25 QTY PER ISSUE

QUANTITY per ISSUE	PRINT \$ per ISSUE	eQOLM \$ per RECIPIENT
25	\$132.00	\$5.08
50	\$303.50	\$4.87
75	\$364.50	\$4.66
100	\$460.80	\$4.41
125	\$510.90	\$3.89
150	\$534.75	\$3.37
200	\$586.65	\$2.73
250	\$645.90	\$2.38
300	\$711.45	\$2.17
350	\$783.30	\$2.04
400	\$855.15	\$1.94
450	\$920.70	\$1.85
500	\$989.40	\$1.78
550	\$1049.70	\$1.71
600	\$1111.05	\$1.65
650	\$1171.35	\$1.60
700	\$1231.65	\$1.56
800	\$1353.30	\$1.49
900	\$1473.90	\$1.44
1000	\$1595.55	\$1.40
1500	\$2112.45	\$1.21
2000	\$2753.25	\$1.25
2500	\$3356.25	\$1.14
3000	\$3917.25	\$1.11
3500	\$4404.75	\$1.06
4000	\$4866.00	\$1.02
4500	\$5285.25	\$0.97
5000	\$5662.50	\$0.93
6500	\$7088.25	\$0.89
8000	\$8388.00	\$0.85
9500	\$9561.75	\$0.81

11K+: Contact us for a pricing quote



DISTRIBUTION STRATEGIES

Increase referrals with a consistent marketing strategy that includes the *Quality of Life Matters* newsletter. Content is vetted by our team of medical journalists and sourced from highly respected medical journals such as the *Journal of the American Medical Association* and the *New England Journal of Medicine*.

Tips for making *Quality of Life Matters*[®] a key part of your marketing plan:

1. Establish credibility.

- **Be the authority** on serious illness and end-of-life care education. Provide high-quality clinical content without dedicating weeks to research and development. We do it all for you.

2. Promote your brand.

- **Maximize your brand recognition** with a custom masthead. Highlight services or latest news on the fully customizable back page.
- **Use each issue as an opportunity to engage.** We know clinicians are busy. Even if they don't read every issue, your branded newsletter ensures your organization is seen.
- **Distribute electronically.** A PDF link of your newsletter is available, billed quarterly based on your recipient list. Contact us for details.

3. Build rapport.

- **Prioritize your contacts.** MDs, NPs, and PAs can benefit from the content. Also appropriate

for directors of nursing, administrators, discharge planners, and social workers.

- **Distribute to non-referring physicians** to expand your referral base or send to existing referral sources to keep in touch.
- **Build rapport with staff** by hand delivering if possible. When it isn't possible, mail or email the newsletter with a personal message and touch base one week after.

4. Make it easy.

- **Identify specific content** that you want contacts to read. Highlight articles on broad and important findings, such as articles on symptom management, for all clinicians.
- **Target specialists** with articles about subspecialties; e.g., studies on heart disease may interest cardiologists.
- **Focus on a targeted group** each quarter (e.g., Q1, oncologists; Q2, hospitalists; etc.). Create specific messaging for each group to use throughout your marketing collateral.

Every copy of your branded newsletter is a valuable marketing touchpoint and a way for you to establish expertise among your colleagues.
Distribute regularly to see an increase in your referrals.

Contact us with questions, for pricing quotes, or to request a free sample.

Phone: 877-513-0099 | Email: info@QOLpublishing.com



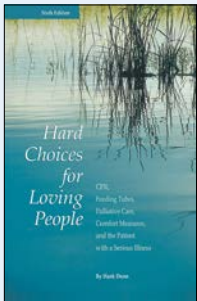
Books by Hank Dunn

These books help seriously ill patients and their families with healthcare decision making. **Hank Dunn has sold nearly 4 million copies of his books** to healthcare organizations and individuals worldwide. Each book title/language sold separately.

Order at www.hankdunn.com, send a completed order form, or contact:
Phone: 877-513-0099 | Email: info@QOLpublishing.com

FEATURED BOOK

Hard Choices for Loving People: CPR, Feeding Tubes, Palliative Care, Comfort Measures, and the Patient with a Serious Illness

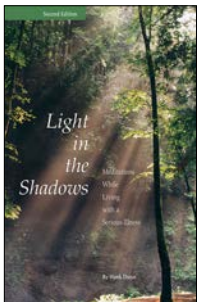


Hard Choices for Loving People, 6th ed., helps seriously ill patients and their families with difficult healthcare choices. The book discusses goals of care, CPR, feeding tubes, dialysis, palliative care, and hospice care in an informative, compassionate, and easy-to-read format. The last chapter considers the emotional and spiritual concerns that may come with serious illness for people of any or no faith tradition. **This book addresses HIS NQF 1641 on life-sustaining treatment preferences. Also available in Spanish. SKU: HCLP**

Starting at \$8.00 each (discounts for bulk orders of unbranded books, see below)

Branding available. English branded books printed at quarterly press runs; Spanish branded books printed occasionally, as inventory is needed. See next page for details and deadlines.

Light in the Shadows: Meditations While Living with a Serious Illness



The companion book to *Hard Choices for Loving People*, *Light in the Shadows* is for people living with a serious illness. Hank encourages readers to find hope and gratitude in the midst of great losses, a connection to things eternal, meaning in life while considering the possibility of death, and the emotional and spiritual root of the issues surrounding medical treatment decisions. Section titles include: "Choosing My Response"; "Giving Up, Letting Go and Letting Be"; "Quality, not Quantity" and more. English version only. **SKU: LIS**

Starting at \$8.00 each (discounts for bulk orders of unbranded books, see below)

UNBRANDED Pricing

No minimum order required.
Combined title/language discounts do not apply.

QUANTITY	PRICE
1-9	\$8.00 each
10-24	\$5.75 each
25-49	\$4.50 each
50-99	\$4.00 each
100-249	\$3.50 each
250-499	\$3.00 each
500-999	\$2.50 each
1000-1499	\$2.00 each
1500-1999	\$1.50 each
2000-3999	\$1.35 each
4000+	\$1.20 each

Hank Dunn

HARD CHOICES, HONEST ANSWERS



Speaking Engagements

Hank Dunn, MDiv, is an ordained healthcare chaplain, bestselling author, and speaker. For over 30 years, he has helped seriously ill patients and their families with medical decisions. Hank is a nationally renowned speaker offering honest, informed advice on the topics of healthcare decision making and spirituality. A graduate of the University of Florida, Hank received his Master of Divinity degree from Southern Baptist Theological Seminary in Louisville, KY.

Contact Hank for your next in-person or virtual event at hank@hankdunn.com or 877-513-0099.



Branded Hard Choices for Loving People

Add value to Hank Dunn's bestselling book by branding the back cover.

Celebrating 30 years in print, millions of copies have been sold worldwide.

Order at www.hankdunn.com, send a completed order form, or contact:
Phone: 877-513-0099 | Email: info@QOLpublishing.com

Features

- **Branding is included in pricing:** Choose from color or black imprint. Add logo, contact information, and other content to the back cover.
- **Minimum order for branded books:** 100 quantity
- **Press runs:** English books are printed twice a year or based on demand. Spanish books are printed only as inventory is needed.



Press deadlines for English branded books*:

April 20th | October 20th

Our book manufacturer may require up to 10-12 weeks from deadline for delivery



FREE branding options

- **Choose your branding option:**
 - Template (logo, colors, contact information, etc.)
 - Submit your own artwork, suggested print area is 4" x 7.5" or for full bleed trim, 5.5" x 8.5".
 - Includes basic updates on reorders (changes to contact info, graphics, or color).
- **Design services are available, \$60/hr:** We can design a custom back cover for you based on your instructions, brand standards, website, or existing marketing materials.

Production process

Print frequency:

- English branded books are printed twice per year or based on demand.
- Spanish books are printed as inventory is needed; contact us for next estimated press run.
- If proof approval is not received by the deadline, the order will be postponed to the next press run.
- **Unbranded books and branded labels are available to purchase any time—contact us or purchase at www.hankdunn.com.**

Proofing:

- If you are a new client or if you have changes, our production team will contact you to initiate proofing.
- Submit print-quality graphics in TIF, JPG, or PDF format.
- Once proof approval is received, we will send an invoice; payment is due two weeks from the invoice date.
- Your order will be prepared for print and the print file will be sent to press at the press deadline.
- **The order cannot be changed once it is sent to press.**

BRANDED Pricing

SKU: HCLP-B

Minimum order required: 100 quantity
Additional discounts do not apply.

QUANTITY	COLOR IMPRINT	BLACK IMPRINT
100–249	\$7.00 each	\$4.50 each
250–499	\$4.50 each	\$3.50 each
500–999	\$3.50 each	\$3.00 each
1000–1499	\$2.50 each	\$2.25 each
1500–1999	\$2.00 each	\$1.75 each
2000–3999	\$1.85 each	\$1.60 each
4000+	\$1.70 each	\$1.45 each

* Press runs are based on order volume.

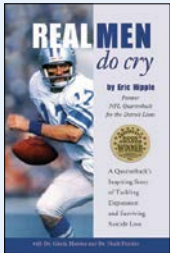
- Branded orders may be postponed until the next deadline if volume is low.
- Holiday/weekend deadlines are next business day.
- Proof approval must be received by the deadline.



Other books support and inspire

These books provide gentle grief support and inspiration to people of all ages. Authors from all walks of life share their incredible stories and sage advice, giving hope and wisdom to readers everywhere.

Phone: 877-513-0099 | Email: info@QOLpublishing.com



Real Men Do Cry, By former NFL quarterback Eric Hipple

After his 15-year-old son died by suicide, Eric Hipple fell into a debilitating downward spiral. He shares his journey to show depression is treatable. This award-winning book provides practical resources for depression. A valuable tool for counselors.

SKU: RMDC **\$12.95 each**



Eric Hipple: Speaking Engagements

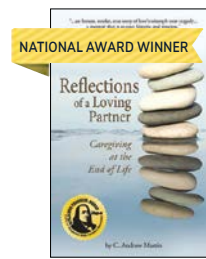
Eric's life took a tragic turn when his 15-year-old son died by suicide. He has since devoted his life to building awareness for depressive illnesses. Eric travels the country to speak to teens and adults about ways to recognize depression, risks for suicide, and ways to find help. Contact us to connect with Eric.



Weird Is Normal When Teenagers Grieve, By Jenny Lee Wheeler

Author Jenny experienced several losses, most tragically the death of her father when she was 14. While still a teen, Jenny wrote this national-award-winning book to validate for other teens that they have the right to grieve in their own unique ways.

SKU: WIN **\$9.95 each**



Reflections of a Loving Partner, By C. Andrew Martin, DNP, MS, RN, ACRN, CHPN

This national-award-winning memoir recounts how the author's life was turned upside down when his life partner, Gil, was diagnosed with HIV. He shares his journey from non-professional caregiver to licensed hospice nurse, offering tips and written exercises for caregivers.

SKU: RLP **\$14.95 each**



Timmy's Christmas Surprise, By Karla Wheeler, Illustrated by Jenny Lee Wheeler

Based on a true story of a family grieving the death of their cat, the book validates key points of grief. Use in pet therapy programs, for grief outreach during the holidays, or as a gift for someone who is grieving. Additional discounts do not apply.

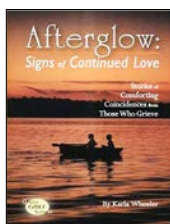
SKU: TCS **\$0.99 each**



Isabelle's Dream, By Betsy Bottino Arenella, Illustrated by Dana Henderson

Based on a true story, this award-winning coloring book takes readers on a journey from grief to hope. It is a therapeutic tool for grieving children, encouraging self-expression, emotional release, and healing. Additional discounts do not apply.

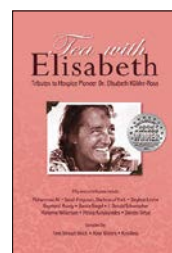
SKU: ID **CLOSEOUT SALE \$0.25 each**



Afterglow: Signs of Continued Love, By Karla Wheeler

This little book is a collection of comforting coincidences that may bring comfort to anyone who is grieving the death of a loved one. Grieving men and women from all walks of life share their stories about signs of continued love after death.

SKU: AG **\$12.95 each**



Tea with Elisabeth, Compiled by Fern Stewart Welch, Rose Winters, Ken Ross

Bestselling authors, colleagues, celebrities, family, and friends share memories about Dr. Kübler-Ross, co-founder of the international hospice movement. Contributors include Muhammad Ali, Dame Cicely Saunders, Florence Wald, and more.

SKU: TWE **\$14.95 each**

BULK ORDER DISCOUNT:
50% off orders of 10 or more books (unless otherwise noted).



Custom cards with imprinted envelopes

Use these branded cards and envelopes as part of your follow-up toolkit, sending to families, clinicians, or colleagues. Fully customizable. Each card image/language sold separately.

Contact us for a free printed sample or visit www.QOLpublishing.com.

Phone: 877-513-0099 | Email: info@QOLpublishing.com

Features

- **Cost effective.** Set includes full-color imprinted card and envelope, FREE BRANDING with logo and contact info.
- **No minimum order required.**
- **Fully customizable.** Change card image, fonts, colors, and message.
- **Pre-scored cards** shipped flat can be easily folded by hand.
- **Spanish versions** available.

Pricing

No minimum order required.
Each card sold separately.

QTY	PER SET
1–249	\$1.50
250–499	\$1.40
500–999	\$1.30
1000–2499	\$1.20
2500–4999	\$1.10
5000+	Contact us

FREE custom options

Choose your options:

- **Orientation:** Portrait or landscape
- **Message:** Use our template wording or submit your own
- **Image:** Choose from our catalog of free images or submit any image you have permission to use
- **Standard branding and printing:**
 - Full-color logo and contact info printed on envelope and back of card
 - Folded card size is 5.5" x 8.5" (2.75" x 4.25" cards available upon request)
 - Cards print no bleed, white 80# uncoated cover stock
 - Envelopes are A9, white 80# text, self-seal

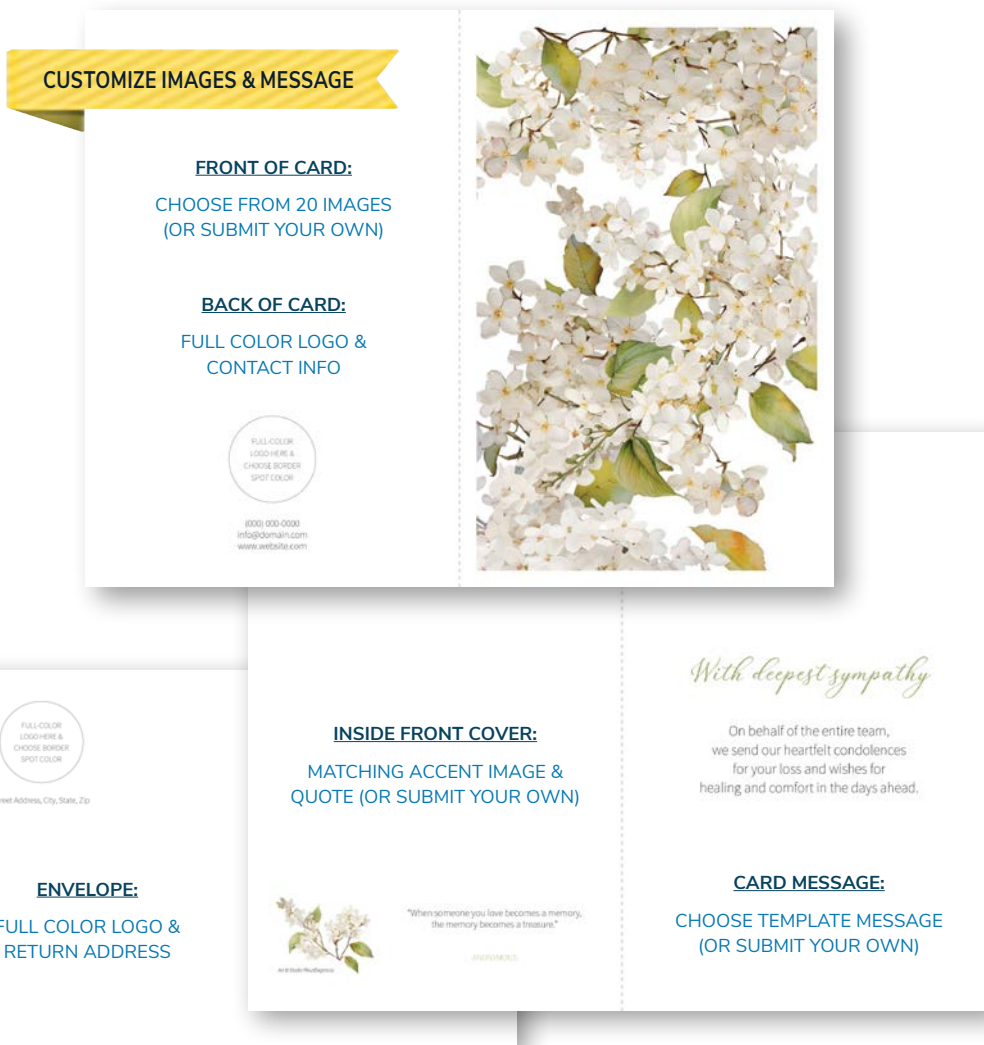
Extras

Contact us for a pricing quote:

- **\$60/hour fee:** Extensive graphic design work/proofing time
- **Special print options:**
 - Full-bleed
 - Different card/envelope size
 - Special paper
 - Please contact us with any other requests!

Turnaround and rush

- We'll contact you 2–3 business days from order date to proof.
- After proof approval, invoice is sent when your order is being prepared for press.
- Allow 15–25 business days from order/approval date for shipping.
- More or less time may be needed based on volume and location. Tell us if you have a need-by date.
- RUSH order (same/next business day processing) is \$60/500 qty (\$30 for 50 or less copies). You can rush partial orders.
- Extra costs apply for rush shipping.



CUSTOMIZE IMAGES & MESSAGE

FRONT OF CARD:

CHOOSE FROM 20 IMAGES
(OR SUBMIT YOUR OWN)

BACK OF CARD:

FULL COLOR LOGO &
CONTACT INFO



800) 000-0000
info@domain.com
www.website.com

INSIDE FRONT COVER:

MATCHING ACCENT IMAGE &
QUOTE (OR SUBMIT YOUR OWN)



"When someone you love becomes a memory,
the memory becomes a treasure."

With deepest sympathy

On behalf of the entire team,
we send our heartfelt condolences
for your loss and wishes for
healing and comfort in the days ahead.

CARD MESSAGE:

CHOOSE TEMPLATE MESSAGE
(OR SUBMIT YOUR OWN)

FULL-COLOR
LOGO HERE &
CHOOSE BORDER
SPOT COLOR

Street Address, City, State, Zip

ENVELOPE:

FULL COLOR LOGO &
RETURN ADDRESS



CUSTOM CARD OPTIONS

Call or email us with your order details, or follow the steps below to submit your order using the order form.

Phone: 877-513-0099 | Email: info@QOLpublishing.com

1. Choose message

Enter card SKU, language, and qty in Order Details. For custom messages use SKU: CARD-CUSTOM and enter your custom message in Order Instructions.

Bereaved Families

SKU: CARD-BRVF

With deepest sympathy

On behalf of the entire team,
we send our heartfelt condolences
for your loss and wishes for
healing and comfort in the days ahead.



Art © Studio FleurEspérance

"When someone you love becomes a memory,
the memory becomes a treasure."

ANONYMOUS

Bereaved Clinicians

SKU: CARD-BRVC

With deepest sympathy

On behalf of the entire team,
we're sending our sincerest condolences
for the loss of your patient.

We understand the emotional toll loss can have
on healthcare professionals. Our thoughts are
with you as you navigate grief while continuing
to serve patients and families.



Art © Studio FleurEspérance

"Clinicians may carry the weight of loss, but within
that burden lies the strength to continue offering
care, comfort, and healing to those in need."

ANONYMOUS

Birthday

SKU: CARD-BDAY

Happy birthday to you!

On behalf of the entire team,
we're sending our warmest birthday wishes.

May you find joy in the day and receive love
from friends and family, near and far.



Art © Studio FleurEspérance

"Every birthday is a gift. Every day is a gift."

ARETHA FRANKLIN

Pet Loss

SKU: CARD-PET

With deepest sympathy

To lose a pet is to lose a cherished family
member. Please accept our deepest
condolences for your loss and wishes of
comfort in the days ahead.



Art © MidwoodArtShop

"The bond between a pet and a human is a
sacred one, and when a pet is gone a part of
us goes with them."

JAMES HERRIOT

2. Choose image & orientation

Enter image letter and portrait or landscape orientation in Order Instructions.

Images shown in portrait below also available in landscape. If orientation is not noted, we will proof portrait. For custom images, enter "custom image" in Order Instructions and email us your image.



LANDSCAPE EXAMPLE



Submit your own image for no extra charge. You must have the rights to use images you submit.
Find free images on unsplash.com or purchase images on any stock website.

Contact us with questions, for pricing quotes, or to request a free sample.

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 Or feel free to contact us directly with your order info.

Order form

To order, call us, email us, or fill in the **REQUIRED FIELDS** below and send us this form. You do not need to fill in the entire form to place your order. Contact us directly for easy pricing quotes.

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CONTACT NAME: _____ **EMAIL:** _____

ORGANIZATION: _____ **PHONE:** _____

STREET: _____ **CITY:** _____ **STATE:** ____ **ZIP:** _____

NEW ORDER / REORDER WITH CHANGES / REORDER, NO CHANGES **PO# :** _____

BILLING ADDRESS: (IF DIFFERENT FROM ABOVE) BILLING CONTACT / ORGANIZATION: _____

STREET: _____ **CITY:** _____ **STATE:** ____ **ZIP:** _____

PAYMENT INVOICE US (Net 14 days) CHECK ENCLOSED (Payable to Quality of Life Publishing Co.) CREDIT CARD (See below)

To protect your payment information, choose "INVOICE US" and pay through the secure payment portal once the invoice is emailed.
 Or call us (Mon–Fri, 9 am–5 pm ET) to submit payment. Outside business hours, leave your name and phone number and we will contact you.

PLEASE NOTE: DIFFERENT TITLES & VERSIONS (LANGUAGES, COVERS, ETC.) ARE SOLD SEPARATELY

Order details

SKU (OR PRODUCT NAME) & LANGUAGE	QUANTITY	\$ PER UNIT	SUBTOTAL
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	
		x	

Quarterly products

SKU (OR PRODUCT NAME)	QUANTITY	\$ PER UNIT	SUBTOTAL
HCLP-B (BRANDED <i>Hard Choices for Loving People</i>)		x	
QOLM (<i>Quality of Life Matters</i> newsletter)	/ QTR		
SUBTOTAL			=

RUSH OPTIONS	BRANDING OPTIONS
<input type="checkbox"/> RUSH fee (\$60/500 qty) \$_____ Order is proofed/printed same or next business day.	<input type="checkbox"/> Template (logo, colors, contact info, etc.) FREE
<input type="checkbox"/> Rush shipping (per UPS rates) \$_____ Choose 3-day, 2-day, or overnight shipping.	<input type="checkbox"/> Submit your own artwork FREE
	<input type="checkbox"/> No branding/generic FREE
	<input type="checkbox"/> Extensive changes/proofing time (\$60/hr) \$_____

<input type="checkbox"/> SALES TAX EXEMPT / OUT OF STATE* -OR- APPLY 7% FL SALES TAX	+
S&H (CONTACT US FOR RATES)	+
OTHER FEES (RUSH, DESIGN, ETC.)	+
ORDER TOTAL	=

I would like ELECTRONIC COPIES (We will contact you with more information.)

Other information

- **Let us know if you need your order by a specific date.** Deliver by dates cannot be guaranteed, though we do our best to fulfill requests. Additional fees may apply.
- Enter branding instructions or other special notes in the **ORDER INSTRUCTIONS** below, or contact us.

ORDER INSTRUCTIONS:

Prices, fees, and policies may change without notice. Orders are held for overdue invoices. Late fees are applied to overdue invoices, billed each month until payment is received.

* We collect Florida sales tax. Non-tax-exempt clients outside Florida may be required to pay sales and use tax on this purchase. Check with your state's Department of Revenue.

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- Booklets help improve CMS, EGSS, and CAHPS® outcomes
- Clinical newsletters encourage referrals
- Books and speakers educate, support, and inspire



Celebrating 25 years, Quality of Life Publishing Co. is an independent, mission-driven firm specializing in branded publications that help ease the way for those facing serious illness, end of life, or loss.