

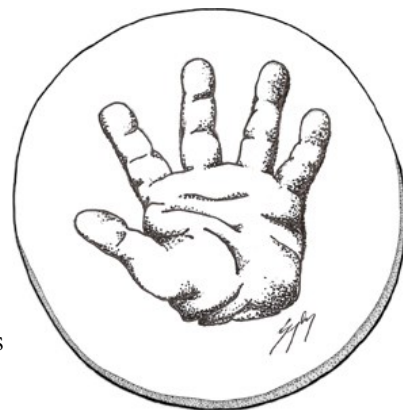
Create a Hand to Hold on to...

www.caringwisdom.com

ClayLinks® the forever handprint kit

Dear Supervisor,

As nurses and bereavement caregivers, we give our hearts and souls to supporting our patients. On those sad occasions when our patients die, we provide the same level of care for their bereaved families. This is especially true when the one who dies is a beloved child.



A Treasured Memory-Making Experience

Grief experts know that a keepsake, like a handprint set in clay, is a treasured link to the memories families share. A personalized handprint, with detailed markings, brings a healing touch to a very difficult experience. ClayLinks® Kits provide an easy, affordable way for our healthcare team to help families create a keepsake of a loved one's hand or foot. We simply knead, press and bake. The result is a hand to hold on to when families need one the most.

"When a baby died after several weeks in the NICU, I helped the parents make a handprint. Several of the nurses joined us and helped with the print-making process. They felt that, after caring for this baby for so long, being part of this experience would be healing for them, too. This is a beautiful way to honor a tiny soul who passes all too soon." -Betsy Strafach, Executive Director
3Hopeful Hearts Bereavement Support

As medical professionals, we need bereavement support tools we can count on to create meaningful memory-making experiences. The ClayLinks® Print-Making System was specifically created for use in busy clinical settings like ours. We're especially interested in the ClayLinks® Print-Making System because it is:

- Easy, detailed and affordable, with no mess
- Clinically tested with proven, predictable results
- Comforting for families and our hospital staff

We'd like to use ClayLinks® Kits in our hospital. To learn more about this trusted product, please visit www.caringwisdom.com.

Thank You!!



CaringWisdom®

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3 Reasons to Put ClayLinks® Kits to Work in Our Hospital

1. ClayLinks® Kits are a proven clinical practice tool that allows our healthcare team to confidently deal with patient death in a sensitive, skilled manner.

Patient death can be one of the most vulnerable times in our relationships with families. ClayLinks® prints create positive memories about how families were treated at our hospital. These good feelings translate into deeper feelings of client trust and loyalty, positive word-of-mouth, and higher rates of patient retention which, in turn, strengthen the financial health of our hospital.

2. ClayLinks® Kits are an effective memory-making experience that make final good-byes with loved ones less awkward and sad.

Memory-making is therapeutic for us, too. When we, as staff members, feel we can effectively support families during patient death and deal better with our own grief, we feel more satisfied with our jobs and work environment. When we make ClayLinks® prints:

- NICU nurses can help families say good-bye to a child who has died. Print-making supplies can be brought into the room and the parents, siblings, and grandparents can each make a personalized hand or foot print.
- Hospital chaplains can engage people in meaningful conversations about dying while, at the same time, making handprints for those they love.
- Palliative care and hospice nurses can explore the legacies their patients wish to leave. Handprints can be made as gifts for family members, while care providers record the memories or messages they want to convey.

3. ClayLinks® Kits are manufactured and distributed by a family-owned company that has been in business for over 20 years.

Caring Wisdom® understands that a significant part of our nursing mission is providing compassionate care and they've made it their mission to help. Caring Wisdom® offers:

- Tips and sample scripts that suggest ways to explain the significance of memory-making using linking objects like ClayLinks® prints.
- Product safety information, directions for personalizing prints in meaningful ways and truly outstanding customer service.

CaringWisdom® offers outstanding Customer Service, a Sample Kit we can try for free and an Introductory Special with 2 free ClayLinks® Kits when we purchase 12 Kits.

Visit www.caringwisdom.com or call toll-free 1-800-248-2820