



DESIMONEDSIGN

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desimonedesign.net

A black and white portrait of Nick DeSimone, a man with a beard and mustache, looking directly at the camera. The image is partially obscured by a dark blue overlay on the right side of the slide.

Welcome to DESIMONE DESIGN... Daring to Deliver Indelible Marketing Results!

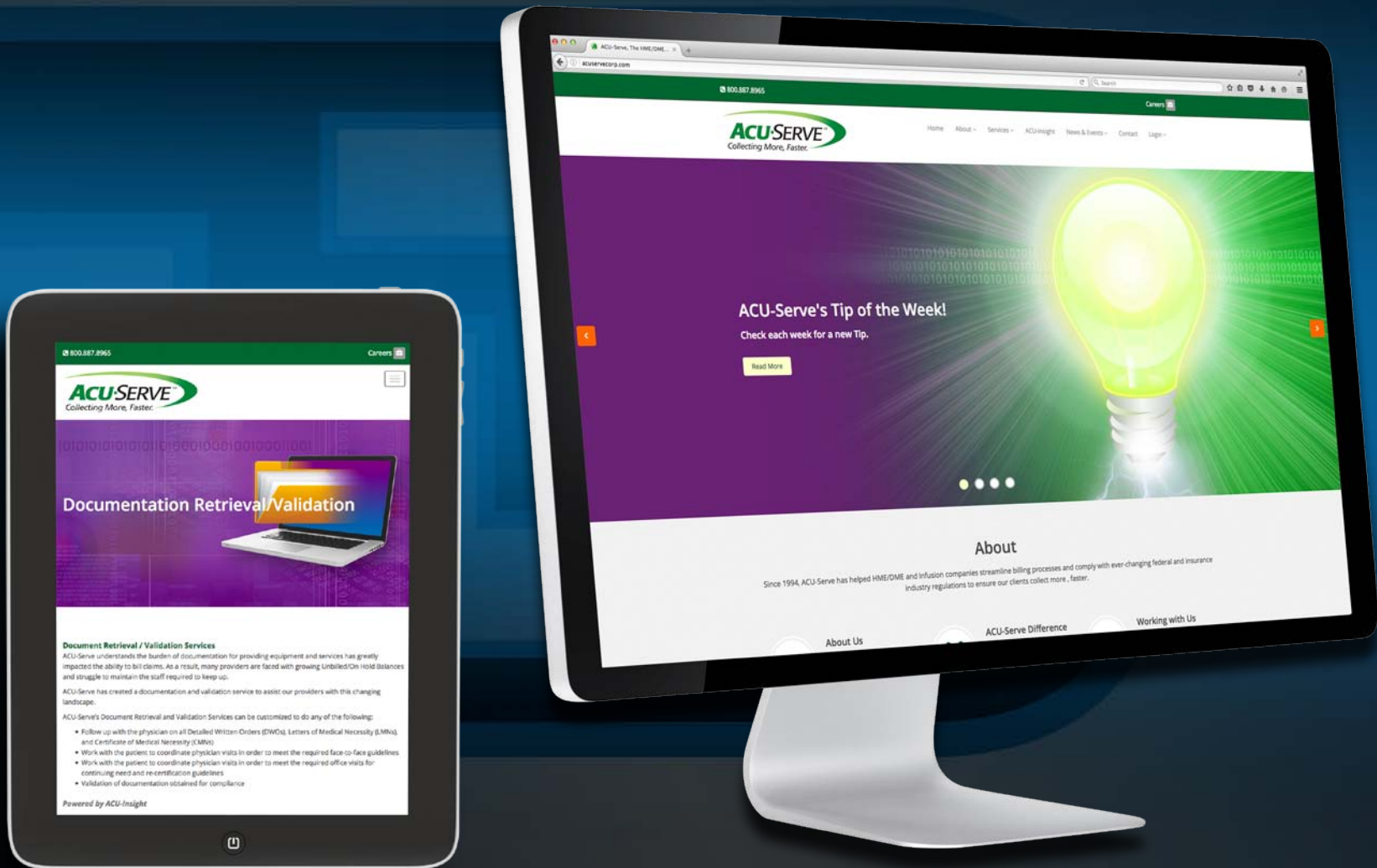
I am owner Nick DeSimone and my design studio is based in Norton, Ohio—strategically located to serve the Northeast Ohio consumer and industrial marketplace. Specializing in compelling and success-driven creative graphic design, my 30+ years of industry experience consistently meets my client's objectives with dynamic impact, attention, and action.

Creating design solutions that helps grow my clients' business is my goal and my passion. I seek-out fresh and creative platforms that are based on uniquely integrated, imaginative, and strategic marketing principles that directly impact responsive action in the marketplace.

This is just a small sample of my work. For more detailed information on my experience please contact me.

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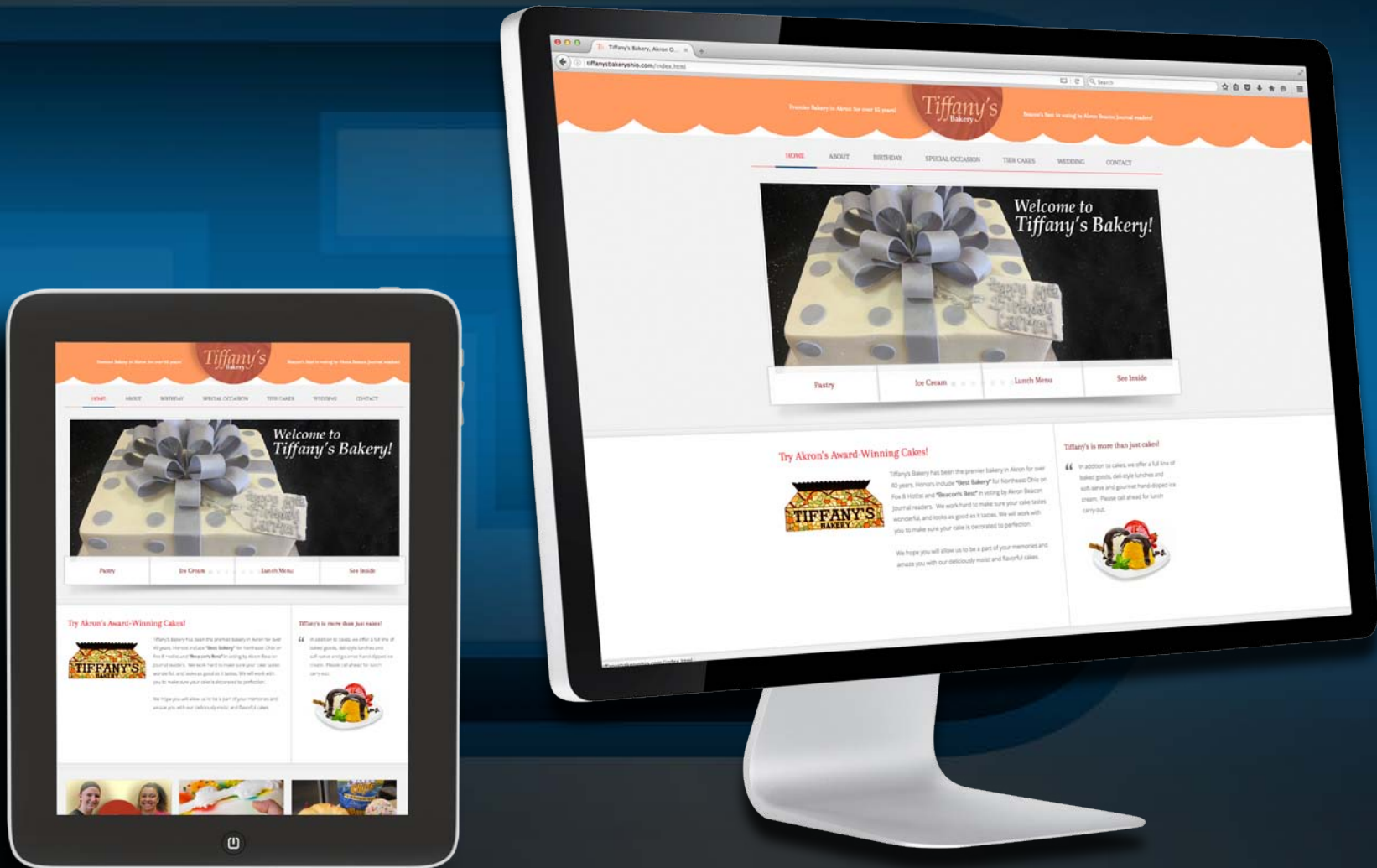


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Will the Continuing Waves of Health Care Increases Overwhelm You?

In today's sink or swim business environment, your ability to control expenses is critical. A major challenge is the onrushing inflationary cost of providing employees with quality health care coverage.

Corporate health care costs have increased an average of 40% in the last two years, and are expected to swell at least another 18% this year. Physician charges alone have grown nearly 11% over the past year. Overlapping increases are building into a tidal wave of expense that threatens to continue unabated.

But you can be protected from these crushing health care increases. There is a haven. One that provides quality health care—while controlling costs.



Ohio Health Choice Plan
The Clear Choice

Our Managed Care Program Provides Quality Health Care—While Controlling Costs.

Ohio Health Choice Plan believes that properly managing the delivery of quality health care services provides the best, most cost effective response to today's health care needs.

As a Preferred Provider Organization, we offer a comprehensive network of the finest physicians, hospitals, nurses and health care services. In fact, our Managed Care program contains a higher percentage of board-certified physicians than community averages.

Our physician and hospital networks agree to provide services on an established fee schedule that is significantly lower than that available to non-subscribers. In exchange, these providers benefit from an increased patient base and faster claims processing.

Our Managed Care approach provides expert consultation with these health care resources. Each case requiring hospitalization is reviewed against national standards of medical procedure and diagnosis, with high quality, cost effective treatment programs recommended. All standards are based on medical necessity and treatment programs that are less invasive to the patient.

In most cases, the use of advanced medical procedures helps minimize both the length of hospital stay and the time required for patient recovery—reducing total costs for treatment.

During the first nine months of 1990, our Managed Care approach provided a 24% savings over the national average in hospital bed days per thousand lives insured.

Another essential element of our Managed Care program is greater efficiency in processing paper work. Treatment and reimbursement are handled quickly and positively, with most claims processed in just 20 working days or less.

Our innovative approach to health care also enables you to tailor coverages to your company's specific requirements. Specially designed plans include enhanced benefits, such as psychological services, home health care, skilled nursing facilities and hospice care.

Our Growth is Testimony to the Program's Success.

With our Managed Care approach to health insurance, you can receive 10-15% savings over traditional health insurance programs, while obtaining the best in health care services.

Our quality approach to health care is reflected in significant increases in Ohio Health Choice Plan enrollment. Today, more than 50 hospitals in Ohio participate in our Managed Care program—up 58% from just three years ago.

In addition, the number of participating physicians continues to grow, with more than 6,500 currently signed up. The number of insured individuals has grown to more than 183,000—a 245% increase since 1987.



Ohio Health Choice Plan is Your Solution to the Rising Cost of Health Care.

Let Ohio Health Choice Plan, Ohio's first Preferred Provider Organization, help protect you from the continuing waves of increased health care costs.

With our Managed Care approach, you and your employees receive quality health care at an affordable price. Available flexible premium and deductible options, combined with reasonable limits, provide the opportunity for even greater savings.

To learn how Ohio Health Choice Plan can save you valuable health care dollars, just fill out and return the coupon below, or call us toll-free at 1-800-554-0027.

SOURCES: U.S. Department of Labor, 1989, Business & Health, Oct. 1990; A. Foster Higgins & Co., 1990, Market Research Division, 1990, Midland 1990.

YES! Save Me From The Tidal Wave Of Health Care Increases!

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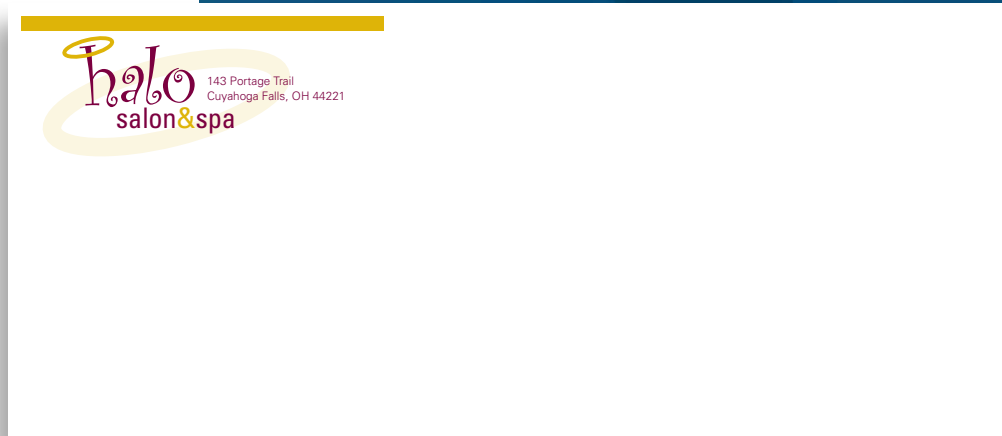
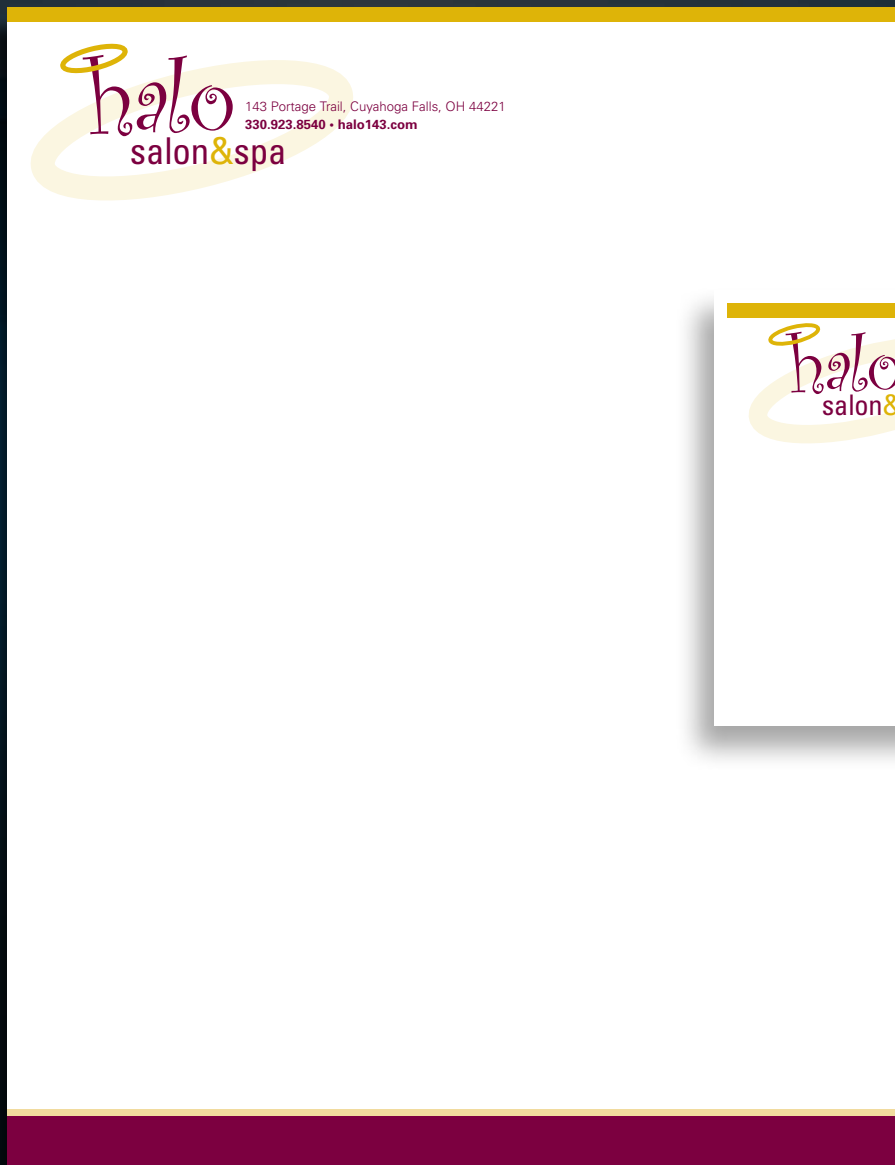
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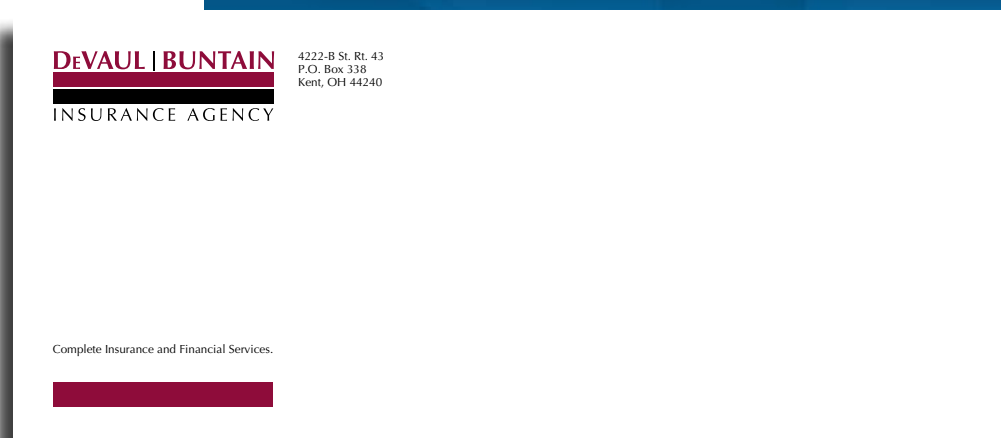
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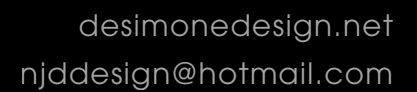
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Gary Lehman, CEO
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Introducing Sil-X-Shin™ Silicone Elastomers

Shin-Etsu Silicones of America (SESA) is pleased to announce the launch of their newest HCR (High Consistency Rubber) product line specifically engineered for extruded tubing and profiles called Sil-X-Shin™ Silicone Elastomers.

The platinum, addition-cured series has a wide selection of Shore A Hardness; ranging from 30 – 80 and comes in a convenient 10:1 ratio of base compound to catalyst. What's most unique about the product line is that one universal catalyst can be used with all of the bases. This translates into reduced working capital and the material logistics costs of maintaining multiple SKUs.

Biocompatible and being tested for compliance with USP Class VI regulations, Sil-X-Shin's platinum, addition-cure chemistry results in a tight surface cure with little or no residual by-products. Sil-X-Shin Silicone Elastomers are uniquely beneficial for use in Healthcare, Beverage, and Architectural Glazing applications.

Sil-X-Shin Silicone Elastomers are manufactured in ISO 9001 facilities at SESA's USA headquarters in Akron, Ohio. Products are available for sale in 1100lb kits. Samples can be ordered from Shin-Etsu Silicones in 10lb kits.

For more detailed information on Sil-X-Shin™ Silicone Elastomers email: sil-x-shin@shinetsusilicones.com or visit our web site at www.shinetsusilicones.com.

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	SV-43010	SV-44010	SV-45010	SV-46010	SV-47010	SV-48010
	No Post Cure					
SG	1.13	1.13	1.19	1.18	1.21	1.21
Hardness	27.0	35.0	47.0	57.0	65.0	75.0
Tensile, psi	1100	1055	1250	1300	1300	1150
Mod 100%, psi	60	90	100	200	250	375
Elongation, %	900	850	850	800	600	550
Tear, Die B, ppi	170	170	225	225	185	200
	Post Cured 2 hours at 177C					
SG	1.13	1.14	1.19	1.18	1.22	1.21
Hardness	32.0	40.0	50.0	60.0	70.0	80.0
Tensile, psi	1100	1100	1300	1300	1300	1200
Mod 100%	80	120	150	250	350	550
Elongation, %	850	750	750	650	500	400
Tear, Die B, ppi	170	175	225	240	175	165
Comp Set, 22 hr @ 177C	46	34	42	42	48	48

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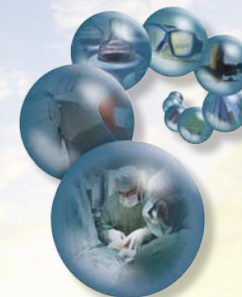
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