

FOR IMMEDIATE RELEASE

Alliance Health Networks Brings Two Prominent Patient Advocates to its Lupus and Fibromyalgia Social Networks

New Patient Advocates Include Susan Ingebretson, Director of Program Development for the Fibromyalgia and Chronic Pain Center at California State University, Fullerton; Christine Miserandino, Award-Winning Writer and Lupus Advocate

Fibromyalgia Connect and Lupus Connect are Two of More Than 50 Condition-Specific Social Health Networks in Alliance Health's Portfolio

SALT LAKE CITY (July 25, 2012) – Alliance Health Networks, the leading social networking company serving consumers and the healthcare industry, today announced the addition of Susan Ingebretson, director of program development for the Fibromyalgia and Chronic Pain Center at California State University, Fullerton, and Christine Miserandino, award-winning writer and lupus patient advocate, as new patient advocates on the [Fibromyalgia Connect](#) and [Lupus Connect](#) networks, respectively.

Fibromyalgia Connect and Lupus Connect are part of Alliance Health's growing portfolio of [social health networks](#) currently serving more than 1.5 million registered users across some 50 condition-specific sites. Fibromyalgia Connect and Lupus Connect aim to empower people to more actively manage their health through personal connections, powerful tools, and deeper insights. Patient advocates offer network members deep knowledge and experience dealing with a particular disease or condition and can offer a unique perspective on how to effectively cope with and manage their health.

"From the beginning, our top priority at Alliance Health has been to create an online forum that provides actionable information with a personal touch, and one of the ways we accomplish that is through our patient advocates," said Stead Burwell, CEO of Alliance Health Networks. "There is a lot of information out there, and our patient advocates are able to draw upon their personal experience to distill it down to something understandable and useful. Susan and Christine are extremely passionate about helping people navigate their personal health journey, and I know they will be great sources of knowledge and support for our members."

In addition to her work at the Fibromyalgia and Chronic Pain Center, Ingebretson has written extensively on fibromyalgia, including a book titled "FibroWHYalgia: Why Rebuilding the Ten Root Causes of Chronic Illness Restores Chronic Wellness," which chronicles her own journey from illness to wellness. She is also a frequent speaker and a certified holistic health coach. More information on Ingebretson can be found on her website, www.rebuildingwellness.com.

"As a patient advocate for the fibromyalgia community, I'll be able to share my first-hand experience in both dealing with and finding healing solutions for fibromyalgia," said Ingebretson. "When I searched for answers more than a decade ago, I couldn't find resources specific to my concerns. Fibromyalgia Connect serves as a way to help navigate through the immense amount of information, and I hope visitors will find the sense of comfort and community that they've been looking for."

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Miserandino has lived with lupus for 18 years, and has also been diagnosed with fibromyalgia, Sjögren's syndrome, Raynaud's disease and neuropathy. An ardent advocate, Miserandino is a guest expert on WebMD.com, has been a keynote speaker for many health organizations around the world, is a member of the board of directors for the Lupus Alliance of America, and is a member of the Society for Participatory Medicine, which aims to help patients make informed decisions about their care and treatment. Miserandino also runs the online resource www.butyoudontlooksick.com.

"I believe that my lifelong medical circumstances have put me in a unique and understanding position, so that I can try to help people through similar difficult times," said Miserandino. "No one should ever feel alone or singled out because of their illness. I hope the information and community on Lupus Connect can aid people in leading better lives through knowledge, networking, friendship and most of all support."

About Alliance Health Networks

Alliance Health Networks is building a free and independent social engagement platform that gives people the power to navigate their personal health journey. The company owns and operates more than 50 social networks and 20 mobile versions serving over 1.5 million registered members. Alliance Health leverages social networks to help consumers more actively manage their care through personal connections, powerful tools, and deeper insights. The company's investors include New World Ventures, Physic Ventures, Highway 12 Ventures, and EPIC Ventures. For more information, visit: www.alliancehealthnetworks.com.

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FOR IMMEDIATE RELEASE

New Book Offers Hope and Humor for Fibromyalgia Sufferers Who Are Sick and Tired of Being Sick and Tired

West Orange, NJ-- As we approach the height of cold and flu season, many of us may expect to get hit with aches and pains. Those of us with strong immune systems hold illness at bay, while the rest of us resign ourselves to calling in sick, sipping chicken soup, and taking it easy for a few days.

But what if that "sick and tired" feeling didn't pass? What if, day after day, you kept feeling bad all over?

This is the reality for fibromyalgia sufferers, who one day start feeling achy, and then spend years visiting doubting doctors and receiving misdiagnoses before figuring out exactly why those flu-type symptoms linger.

"Chronic illness travels a slow and twisted path," says Sue Ingebretson, a fibromyalgia sufferer "in recovery" and author of the new book *FibroWHYalgia: Why Rebuilding the Ten Root Causes of Chronic Illness Restores Chronic Wellness*.

Unlike the seasonal flu which can knock you down hard and swift, "chronic illness creeps up slowly," she says. And can take many years to identify and admit.

"It took me ages to accept I was truly ill," she says.

Starting in her mid-thirties, Ingebretson watched as her health began to spiral out of control. After years of "normal" lab results and doctors declaring her "fine," Ingebretson decided to become a "pain archaeologist and truth sleuth" in order to find what was at the root of her symptoms - which ranged from feverish chills to digestive distress; from chronic bruising to migraines; from muscle cramps to shooting "death grips of pain."

"I realized how bleak my future would be without intervention," Ingebretson says. At one point, an intern encouraged her to pursue a diagnosis on her own and pointed her in the direction of autoimmune-related conditions. "I made a decision to seek ways to intentionally rebuild wellness. It was time for a change; time to take charge," she says.

After a decade of searching for a name for her illness, Ingebretson finally arrived at fibromyalgia as many others do - through trial and error.

"Saying the word 'fibromyalgia' out loud for the first time felt devastating," she says. "To me, the word dangled in the air like a noose."

Though scared and unsure what to do once she had a diagnosis, Ingebretson became the "captain of her wellness team." In *FibroWHYalgia*, she not only chronicles her own journey to "rebuild wellness," but also serves as a navigator for individuals who are only at step one and need tools for finding their way back to better health. Sections include how to eat for wellness, alternative therapies that work, and how to use exercise to go "from sick and tired to fit and inspired."

Filled with humorous personal anecdotes in a fun, easy-to-read format, *FibroWHYalgia* is "almost like having an intimate conversation with a friend who has been through battle and is now sharing with you tools and tips from the trenches," says one fan.

FibroWHYalgia has been endorsed by numerous health and wellness professionals, including osteopathic physician and health activist Dr. Joseph Mercola who calls the book "a practical resource guide."

For more information, visit www.RebuildingWellness.com

More About the Author:

A writer and a public speaker, Sue Ingebretson has been studying health issues, and fibromyalgia in particular, for fourteen years. Committed to helping others afflicted with chronic illness, she serves as the director of program development for the Fibromyalgia Research and Education Center at California State University, Fullerton. She has collaborated in an assortment of community education projects with local support groups and the National Fibromyalgia Association (NFA) to promote education and understanding of chronic illness. She lives in Anaheim, California.

Sue Ingebretson is available for interview and speaking engagements. Please contact her directly at: Sue@RebuildingWellness.com.



FOR IMMEDIATE RELEASE

Susan E. Ingebretson: Author of New Book, "FibroWHYalgia," to speak at National Fibromyalgia Awareness Day Event at Cal State Fullerton

Anaheim, CA, April 10, 2010 --([PR.com](#))-- Susan Ingebretson, author of the new book, "FibroWHYalgia," will be speaking at the National Fibromyalgia Association's "National Fibromyalgia Awareness Day" to be held on Saturday, May 15 at Cal State Fullerton from 12 noon to 8:30 pm.

Ingebretson will present two different discussion topics:

Her first presentation, "Jumpstart Your Wellness Plan With Nutrition," details why good nutrition is a vital part of healing. The second presentation, "FibroWHYalgia: Lifestyle Management Strategies for Healthy Living," offers a more comprehensive explanation of what Ingebretson calls, the "Restoration Trio: nutrition, fitness and emotional wellness."

"From my own journey to find a diagnosis, which took about ten years, I know that a big part of healing is self awareness," says Ingebretson, who spent nearly another decade researching her illness. "But, everyone is different, and what works for me might not work for others. We're each on separate healing paths and we need to challenge ourselves. We need to find out what works and move past what doesn't."

"I used to be so passive about my health, but when I became more aware and self-educated -- when I discovered what was right for me -- that's when my healing began."

Committed to helping others afflicted with chronic illness, Ingebretson serves as the director of program development for the Fibromyalgia Research and Education Center at California State University, Fullerton. She has collaborated in an assortment of community education projects with local support groups and the National Fibromyalgia Association (NFA) to promote education and understanding of chronic illness.

She was featured in a new Public Service Announcement from the NFA released in March. For the first time, the 60-second PSA called "The Science Behind Fibromyalgia," gives an overview of cutting-edge fibromyalgia research and features animation that demonstrates the flow of pain signals throughout the body.

For more information about Sue Ingebretson, visit her website: www.RebuildingWellness.com.

About the National Fibromyalgia Association

The National Fibromyalgia Association is a 501(c) 3 nonprofit organization headquartered in Anaheim, California whose mission is: To develop and execute programs dedicated to improving the quality of life for people with fibromyalgia. The NFA publishes FM Aware magazine, which recently went digital in 2010. For more information, visit www.fmaware.org.

<http://www.pr.com/press-release/225950>

FOR IMMEDIATE RELEASE

What are the Ten Root Causes of Chronic Illness?

Staunton, VA) Nearly 1 in 2 Americans (i.e. 133 million) develop a chronic illness.*

What are the causes of this phenomenon? Contributing co-factors, literally “a perfect storm” scenario combine to compromise our health. A few of the “Ten Root Causes” include: genetic predisposition, physical or emotional trauma, internal or external toxins, and even hormone imbalance. When we are suffering we clamor for do-able, action-able hints and ideas about how to improve our own health. We may have a general idea that eating better and exercising can help us to feel better, however we may not realize the transformational power of rebuilding the body from the inside out. Where do we begin to reclaim our health?

Susan Ingebretson, in *FibroWHYalgia*, offers a complete tool-box for rebuilding wellness for the body-mind-spirit. Ingebretson imparts her own successful journey to wellness as inspiration. She serves as a navigator for individuals who need tools to find their way back to better health. Included in the book are sections on eating for wellness, alternative therapies, and how to use exercise to go “from sick and tired, to fit and inspired.” “*FibroWHYalgia* is like having an intimate conversation with a friend who has been through battle and is now sharing tools and tips from the trenches,” says one fan. Physician and health activist Dr. Joseph Mercola refers to the book as “a practical resource guide.”

Committed to helping others afflicted with chronic illness, Ingebretson is a respected educator. She is an Holistic Health Counselor and director of program development for the Fibromyalgia Research and Education Center at California State University, Fullerton. Ingebretson has collaborated in community educational projects, local support groups and the National Fibromyalgia Association (NFA). Ingebretson’s writing has appeared in *FibromyalgiaAWARE*, *Fibromyalgia Alternative News* and she was featured in the March 2011 issue of *FIRST for Women*.

For more information and to book Sue Ingebretson for interviews, or speaking engagements Sue – Sue@RebuildingWellness.com.

FibroWHYalgia: Why Rebuilding the Ten Root Causes of Chronic Illness Restores Chronic Wellness

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Available through Amazon and www.RebuildingWellness.com

* *Chronic Care in America: A 21st Century Challenge, a study of the Robert Wood Johnson Foundation & Partnership for Solutions: Johns Hopkins University, Baltimore, MD (September 2004 Update). “Chronic Conditions: Making the Case for Ongoing Care”*

