

Life's Simple 7®

From the
American Heart Association

Seven Simple Ways to Improve Health and Enhance Quality of Life

The American Heart Association has defined **ideal cardiovascular health** as seven risk factors (Life's Simple 7®) that people can improve through lifestyle changes. Studies show that moving from poor to ideal ranges of the Life's Simple 7 factors reduces risk of heart disease and stroke, and increases healthy lifespan.

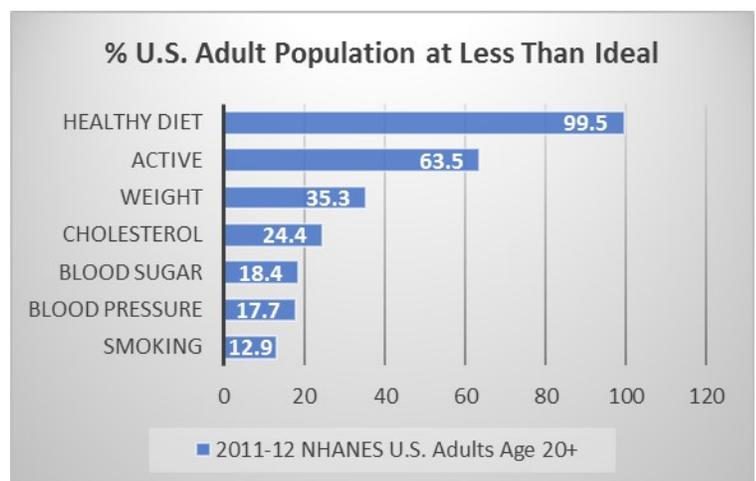


Employees overestimate their health

- Of the **74%** of employees who say they are in good or very good health, **42% have been diagnosed with a chronic disease.**

(Nielsen Employee Health Study 2014)

- Life's Simple 7® health behaviors and metrics represent **7 out of the top 10** most costly risk factors for employers. (Goetzel et. al., 2012)



AHA Heart Disease and Stroke Statistics – 2017 Update. Benjamin et. al., 2017

10 Most Costly Risk Factors to Employers

1. Smoking
2. Weight
3. Blood Pressure
4. Cholesterol
5. Inactivity
6. Poor Diet
7. Diabetes
8. Depression
9. Stress
10. Alcohol Abuse

Life's Simple 7®

20%-30%

Companies' annual healthcare expenditures

Goetzel et. al., 2012

Health Status

According to data from the National Health and Nutrition Examination Study (NHANES), few Americans get enough physical activity and follow a healthy diet. These lifestyle choices have a **negative** impact on weight, blood pressure, cholesterol, and blood sugar, potentially leading to chronic disease conditions.

Full information at: <https://www.ncbi.nlm.nih.gov/pubmed/23129678?dopt=Abstract>

Improving Health through Life's Simple 7®: It's a win-win

Employees and employers both benefit from improved heart health in the workforce. On average, U.S. adults with an ideal heart health profile face lower medical costs compared to people with poorer heart health.



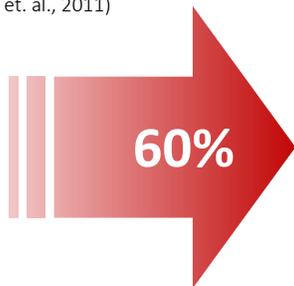
Maintaining ideal levels for at least 5 of Life's Simple 7® measures cuts risk of heart-related death by more than **50%**. (Ford et. al., 2011)

Direct and indirect costs to employers

Employees with a cardiovascular disease:

- ◆ Lost **56 hours more** per year in productivity
- ◆ Cost **\$1,119 more** per year in insurance
- ◆ Congestive Heart Failure costs all payers **\$8,332 per person** per year
- ◆ Heart disease leads to an average of **13 lost workdays** per year per patient

Song, X., et al., 2015; Trogdon, J.G., et al., 2007



60% of employees are willing to share personal health information with a non-profit for health purposes. Only **35%** of employees are comfortable sharing such data directly with their employer.

The AHA creates a trusted platform.

(Nielsen Employee Health Study, 2014)



72% of consumers are emotionally connected with (love or like) the American Heart Association.

(EquiTrend Brand Tracker, 2016)

Being in *optimal heart health* is associated with

- ✓ Overall Health
- ✓ Productivity
- ✓ Cognitive Function
- ✓ Quality of Life
- ✓ Longevity

It is also associated with *lower risk* for

- ✓ Heart Disease
- ✓ Cancer
- ✓ Depression
- ✓ Stroke
- ✓ Diabetes

In a study of a large, ethnically diverse population of one employer, **annual employer healthcare** costs were on average **\$2,021 less** for employees with at least 6 ideal Life's Simple 7 metrics compared to employees with 2 or fewer ideal LS7 metrics.

(Osondu et. al., 2017)