



NEWS RELEASE

For Immediate Release

American Heart Association Seeks Nominations For “Real People. Real Change.” Program, Presented By UnitedHealthcare

Winners will serve as local ambassadors at select American Heart Association events in Indiana in 2018-19

INDIANAPOLIS (March 1, 2018) – The American Heart Association (AHA) is seeking nominations for the fifth annual “Real People. Real Change.” program, presented by UnitedHealthcare.

People who make positive changes to lead a more heart-healthy lifestyle prior to June 30 can be nominated for the program in one of the seven health categories that align with the seven factors AHA has identified for ideal heart health. Nominations can be made at www.heart.org/indyrealchange.

Seven people – one from each category – will be selected as finalists to represent the AHA in the community. The winners will each receive custom Nike© running shoes valued at approximately \$250. UnitedHealthcare will provide the employers of the seven winners with \$1,000 grants to be used for employee wellness programs.

“Heart disease is the leading cause of death in Indiana, but studies show that up to 80 percent of heart disease and stroke is preventable by making healthy lifestyle choices,” said Dr. Marc Gerdisch, president of the AHA’s Indianapolis board of directors. “The American Heart Association wants to encourage and recognize individuals who are taking the steps to lead healthier lives.”

According to United Health Foundation’s America’s Health Rankings 2017 Annual Report, Indiana has a high rate of cardiovascular deaths – nearly 280 cardiovascular deaths per 100,000 people, compared to the national average of about 198.

The seven factors the AHA has identified for ideal heart health include:

- Quitting smoking
- Maintaining a healthy weight
- Increasing physical activity
- Eating a healthy diet
- Reducing cholesterol
- Lowering blood pressure
- Lowering blood glucose levels

“‘Real People. Real Change.’ inspires Hoosiers to take charge of their health and the wellness of their families, friends and communities,” said Dan Krajnovich, CEO of UnitedHealthcare of Indiana. “UnitedHealthcare is grateful for the opportunity to honor those who are sharing their successes through this program and inspiring others in Indiana to live healthier lives.”

A committee composed of past winners will select the seven finalists, who will be announced at the Heart Walk in September.

Complete program details about “Real People. Real Change.” can be found at www.heart.org/indyrealchange.

About the American Heart Association

The American Heart Association is the nation’s oldest and largest voluntary health organization dedicated to fighting heart disease and stroke. Our mission is to build healthier lives by preventing, treating and defeating these diseases – America’s No. 1 and No. 5 killers. We fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. To learn more or join us in helping all Americans, call 1-800-AHA-USA1 or visit heart.org.

About UnitedHealthcare

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers, military service members, retirees and their families, and Medicare and Medicaid beneficiaries, and contracts directly with 1 million physicians and care professionals, and 6,000 hospitals and other care facilities nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company. For more information, visit UnitedHealthcare at www.uhc.com or follow @UHC on Twitter.

Contacts: Tim Harms
 American Heart Association
 (317) 732-4714
 Tim.Harms@heart.org

 Tony Marusic
 UnitedHealthcare
 (312) 348-3825
 tony_marusic@uhc.com

###