

# American Heart Association

## Life's Simple 7<sup>®</sup> Journey to Health<sup>™</sup>

The American Heart Association has launched an ambitious movement to build a culture of health throughout America's workplaces. Our goal is to **provide employers with solutions** for adopting an environment and a common set of best practices to improve the quality of workplace health programs and **engage individuals where they spend most of their day**—at work.

Employees are highly receptive to workplace health initiatives programs, and evidence-based programs are proven to help companies build healthy workplaces and workforces:

- Employees report better productivity (45%), improved quality of work (36%), fewer sick days (36%), and higher job satisfaction (33%) (*Nielsen Employee Health Survey 2016*).
- Scientific evidence supports that moving toward ideal heart health improves overall health, productivity, quality of life, longevity and reduces healthcare costs. Moving toward ideal heart health is also associated with lower risk for cancer, diabetes and depression and improved cognitive function in younger and older adults (*Fonarow et al., 2015, Joseph et al., 2016*).

### The Problem

Unfortunately, 99% of the U.S. adult population has at least one of seven cardiovascular health risks: tobacco use, poor diet, physical inactivity, unhealthy weight, high blood pressure, high cholesterol or high blood glucose. The combined contribution of these risk factors increases employer medical spending by **213.6%** per person per year (*Goetzel et al., 2017*).

- Heart disease is the leading cause of death in the United States and it is the **most expensive chronic condition**, costing the country about \$207 billion each year in medical expenditures and lost productivity (*Goetzel et al., 2017*).
- Unless effective prevention strategies are implemented, the direct healthcare costs of cardiovascular disease are projected to triple from \$273 billion in 2010 to \$818 billion in 2030. Indirect costs associated with lost productivity are predicted to increase from \$172 billion to \$276 billion during the same period (*Fonarow et al., 2015*).
- Cardiovascular disease has **direct and indirect costs to employers**:
  - Employees with cardiovascular disease lost 56 hours more per year in productivity
  - Those employees 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 et al., 2015, Trogon et al., 20017*)

### The Solution: Life's Simple 7<sup>®</sup> Journey to Health<sup>™</sup>

In response to the dangers and costs of these devastating diseases, the American Heart Association has created a suite of **science-based, evidence-informed, integrated tools and services** for supporting a culture of health in the workplace as part of our larger mission to help achieve improved health and wellbeing for employees, their families and the communities in which they live. **We keep it simple**, focusing on increasing awareness of health risks and the importance of taking small, simple steps in lifestyle behaviors to work toward improved Life's Simple 7 metrics and improved overall health.

We can help you create an end-to-end workplace health solution, customized to the needs of your organization.

# Life's Simple 7®

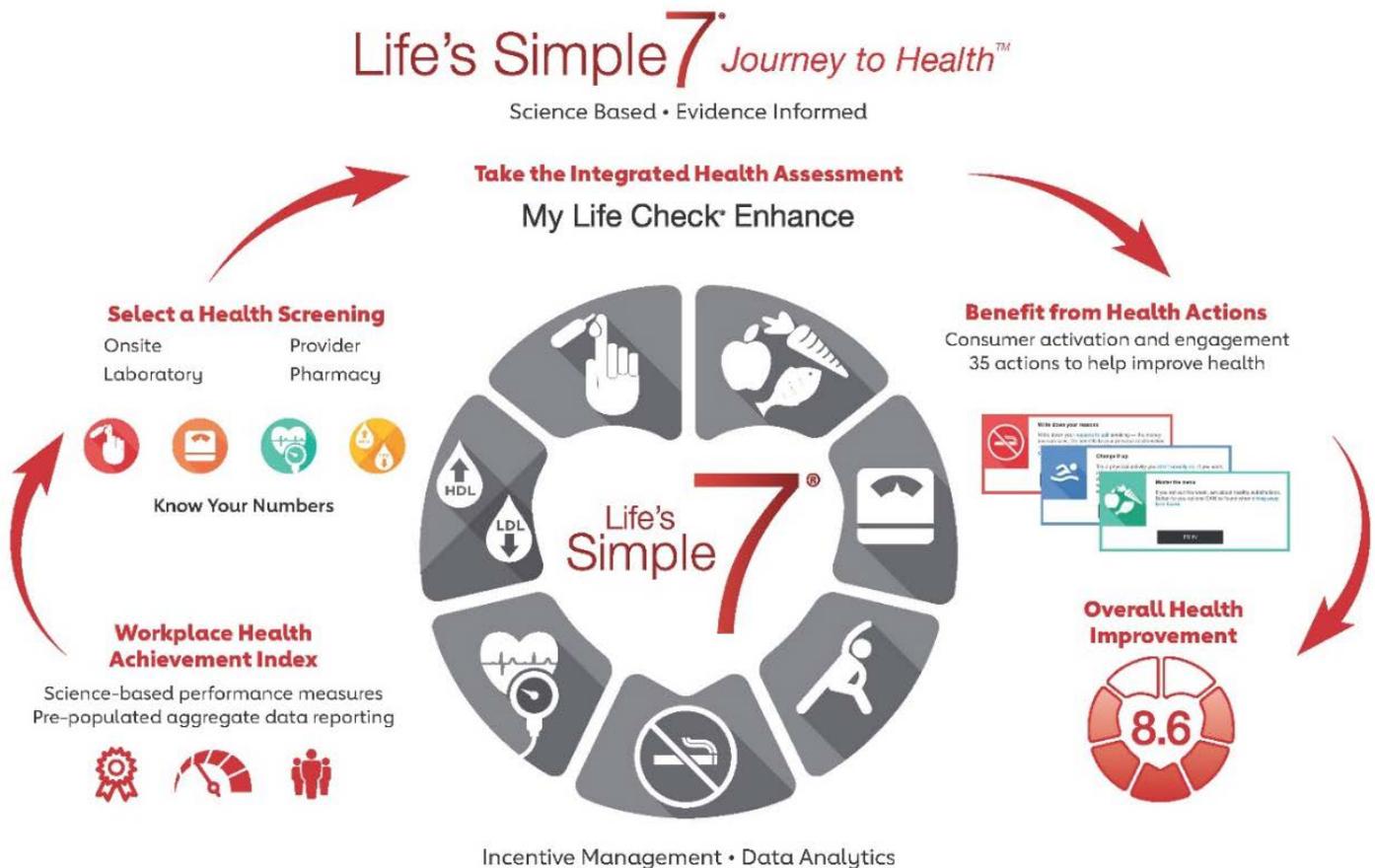
The American Heart Association has defined ideal cardiovascular health based on seven simple risk factors (Life's Simple 7®) that people can improve through lifestyle changes:



These health behaviors and metrics represent **seven out of the top 10 most costly risk factors** for employers (Goetzal et al., 2012). Studies show people in optimal ranges of Life's Simple 7 have a **lower risk of heart disease and stroke** compared to people in poor ranges. 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 six ideal Life's Simple 7 metrics compared to employees with two or fewer ideal metrics (Osundu et al., 2017).

The good news is that **small, simple steps can make a big difference**. Ideal status for at least

- **4** of the Life's Simple 7 metrics have a 75% lower diabetes incidence
  - **5** of the Life's Simple 7 metrics cuts the risk of cardiovascular disease by 50%
  - **6** of the Life's Simple 7 metrics have a 51% lower risk of cancer
- (Joseph et al., 2016; Ford et al., 2012; Rasmussen-Torvik et al., 2013)



Building a healthy workplace and encouraging a healthy workforce can create a self-reinforcing environment that can lead to **increased productivity, less absenteeism, and health-spend savings** for employees and employers.

Life's Simple 7® Journey to Health™ helps employers build and maximize effective workplace cultures of health by empowering employers to:

- Assess their supporting workplace environment
- Consult resources to make improvements
- Promote workplace health screenings integrated with health assessment and education
- Engage employees to help them work toward ideal cardiovascular health
- Monitor progress with digital dashboards
- Qualify for annual recognition from the American Heart Association

*99% of the adult US population has at least one of seven cardiovascular health risks.*

*(Goetzel et al., 2017)*

All American Heart Association Workplace Health Solutions products and services are compliant with HIPAA patient-privacy laws and the Americans with Disabilities Act. Employees can see their individual data and screening results, but employers can only see deidentified, aggregated data.

## Workplace Health Achievement Index

It all starts with the Workplace Health Achievement Index—an **online organizational assessment** for companies to measure the quality and comprehensiveness of their workplace health efforts and the aggregated health of their workforce. There are approximately 1800 companies enrolled in the Index today, representing 8 million employees. Index reports indicate the levels to which a company has successfully integrated a culture of health within the workplace and offer constructive feedback for improvements.

Participating companies can access a secure, password protected administration portal to view **benchmark reports** from the Index and dashboard reports for monitoring changes in the overall health of a workforce based on My Life Check Enhance, the American Heart Association's digital health risk assessment tool, or equivalent Life's Simple 7 data. This data can be used to gain **greater insights** into a company's culture of health and help determine action plans to improve performance. Participating organizations can strive for the bronze, silver, or gold levels of achievement, then can elect to receive recognition from the American Heart Association.

Of the companies participating in the Index, **85% to 95% conduct health screenings**, yet only 25% have provided aggregate Life's Simple 7 specific performance data. Many companies have told us their wellness vendors and health plans are not collecting Life's Simple 7 equivalent data and therefore are unable to provide the data in an aggregated data reporting format that can meet the performance measure requirements for the Index. To solve this problem, we now provide prepopulated aggregate data reporting as part of our comprehensive product and services solution.

## Health Screening Services

The next step in the journey is Health Screening Services—so much more than just a health screening: all areas of our unique web-based portal are **infused with Life's Simple 7 health content** and are focused on putting personal health data results within the context of Life's Simple 7 awareness, education, and engagement. Each step of the way, we provide clear, understandable health content that emphasizes the importance of participants knowing and understanding their personal health numbers and their personal health risk factors, while also providing guidance and engagement in small, simple steps that participants can take toward improving their health.

All participants are provided with an easy-to-read *Understanding Your Risk* booklet, based on the powerful science of Life's Simple 7. The booklet contains descriptions of the tests performed as well as typical causes of risk factors and lifestyle changes that can be made to work toward improved health.

The Association's Health Screening Services offers a **comprehensive menu of included services**, including a state-of-the-art event management scheduling system. We also offer many upgrades for creating a screening event that meets the precise needs of your workplace, for example:

- Voucher programs for retail pharmacy and/or laboratory testing
- Expanded Personal Health Consultation to help participants understand their results
- Incentives management activity-based tracking system
- Employee Health Intelligence System online reporting, with point-and-click organizational biometric health data and robust data analytics

The **most effective workplace health screening models** combine health screening with health assessment, followed by actionable encouragement to promote activation and engagement in behavioral change, resulting in higher participation in health and wellness programs.

## Integrated My Life Check® Enhance Health Assessment

The health screening itself helps people know their numbers, then we integrate the screening results with the My Life Check® Enhance health assessment, the final step in the journey.

My Life Check® Enhance is a digital health assessment tool informed by the science and evidence of Life's Simple 7. My Life Check Enhance is **fully integrated** with Health Screening Services, so participants will log in to prepopulated profiles with individual biometric screenings lab results already in place.

After participants answer a few more questions (typically in 3 minutes or less), the system provides a **Heart Health Score** derived by the Life's Simple 7 algorithm and suggests up to 35 personalized Health Action recommendations—based specifically on individual results and presented in order of potential impact—for lifestyle and behavioral changes that can help people work toward improved health.

The assessment aims to **activate, engage, and motivate** participants to make behavior changes or to seek support for lifestyle changes and follow-up medical care as appropriate.

Active participants can revisit the assessment and update their values as often and as many times as they like, receiving new Health Actions as their Heart Health Scores change.

Aggregate data can be sent from My Life Check enhance directly to your organization's Workplace Health Achievement Index account. My Life Check Enhance also offers employer reporting to compare aggregate data by corporate, division and geographic locations, as well as the ability to segment reporting by employee vs. adult dependent.

Blending the simplicity and effectiveness of the Association's **evidence-based, scientifically validated** Life's Simple 7 and My Life Check Enhance with the power of objective biometric health screening data provides opportunities for employers to activate and engage employees in best practices and strategies to make behavioral health improvements and objectively track progress in their heart health.

*Worksite health screenings alone offer little ROI benefit, whereas a health assessment followed by screening, behavioral counseling, and incentives achieve favorable cost savings.*

*(Arená et al., 2014)*

## The Experience

The American Heart Association provides a **safe, trusted environment** for employees as they work toward improving their health.

### Health Screening Services

Designed with convenience in mind, health screenings offered by the American Heart Association provide an **easy-to-use, trusted interface** for scheduling health screenings and obtaining results.

- Depending on client customization, employees can attend an onsite health screening or get their health screening from healthcare providers, a national diagnostic laboratory facility (with a voucher), a national retail pharmacy (with a voucher), or at home (with a test kit).
- A state-of-the-art registration and scheduling tool provides effortless registration and selection of time and location.
- Results of the health screenings are **automatically incorporated** into employees' My Life Check Enhance profiles before they take the health assessment to ensure convenient, accurate results.

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

*(EquiTrend Brand Tracker, 2016)*

### My Life Check Enhance

Employees want **quick, easily actionable health assessments**. Employers want health assessments that provide **meaningful context, a good return on investment, and a clear path** for employees to take, to work toward improved health.

Unlike other health assessments, with questionnaires that take upwards of 45 minutes and produce dozens of pages of results that often go unread, My Life Check Enhance can provide simple, understandable results and actionable engagement in just a few minutes.

1. **A personal Heart Health Score** calculated using the Life's Simple 7 algorithm: a scientifically validated measure of ideal cardiovascular health
2. **Personalized action plan and Health Actions** based on individual responses to the assessment and incorporated health screening lab values, with the latest scientific information from the American Heart Association bundled and sequenced into actions anyone can take to work toward ideal heart health:
  - ✓ Bite-sized
  - ✓ Achievable
  - ✓ Trackable by employees, with email reminders to check in
3. **A personal dashboard** to monitor progress over time
4. Participants can return **as often and as many times as they like**, to update their Heart Health Score, select new Health Actions, and view their dashboards

## Our Recommendation

Companies that intentionally and strategically invest resources in workplace health may be seen as employers of choice, experience less turnover, increase the ability to attract and retain top talent, increase the likelihood of achieving safety targets, enhancing manufacturing reliability, increasing employee engagement and job satisfaction, and managing healthcare costs better (Fonarow et al., 2015).

*The American Heart Association creates a trusted platform: 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.*

*(Employee Health Survey., 2016)*

Improved workplace health benefits employers *and* employees. Healthy, engaged employees are more productive, with lower absenteeism and lower healthcare costs.

With Life's Simple 7 health behaviors representing seven out of the top 10 most costly risk factors for employers, and knowing that incremental changes have a big impact over time and over populations, we recommend that your organization team with us to design and implement a comprehensive workplace health solution involving:

- Workplace Health Achievement Index (a service provided by the American Heart Association at no charge)
- American Heart Association Health Screening Services
- My Life Check Enhance health assessment

Join us on a journey to improved health...  
for your workplace, for your workforce, for life.



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