

American Heart Association Health Screening Services

The American Heart Association is launching a science-based Health Screening Services business as part of a larger strategy to help create a culture of health and wellbeing for all Americans by increasing awareness of health risks and the importance of changing lifestyle behaviors.

The **most effective workplace health screening models** combine health screening with health assessment, followed by individual feedback that encourages activation and engagement in behavioral change, resulting in higher participation in health and wellness programs.

American Heart Association branded health screenings are compliant with HIPAA patient-privacy laws and the Americans with Disabilities Act. The health screenings are designed to **create education and awareness of Life's Simple 7**, the importance for consumers to **know their personal health numbers** and their **personal health risk factors**. The health screenings, combined with the health assessment and education also aim to **motivate participants** to make behavior changes or seek support for lifestyle changes and follow-up medical care as appropriate. On-site personal health consultations help participants understand their results.

The Association's Health Screening Services also include:

- Event management appointment scheduling system
- Incentives management activity-based tracking system
- Robust online data analytics with interactive mapping features and cohort analysis

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

Convenience and Customization

Designed with convenience in mind, health screenings offered by the American Heart Association provide an **easy-to-use, trusted employee 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, 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 assure accurate and updated results.

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

(Arena et al., 2014)

Overview: Health Screening Services

HEALTH SCREENING SERVICES™

Administered by a Licensed Laboratory Services Provider



It's never too late to make better health choices.
We know that even simple, small changes can make a big difference in living healthier.

Scheduling Tool

Pricing model: no site minimums and fully bundled pricing

Retail pharmacy voucher program and LabCorp voucher program

Staffing model: always send extra staff (3:1 ratio) and no agencies

Flexible implementation

Transmit results to multiple parties

Types: onsite, PCP, lab, retail Rx, home test kit

My Life Check Enhance Health Assessment

Science-based Life's Simple 7 health assessment tool

Pre-populated lab values from screenings

Health actions provided to Focus and Improve health in needed areas as identified by the assessment



Biometric Screenings

Highly customizable online registration experience

Online HIPAA authorization

Communication engine to drive participation

ADA compliant

Interactive Online Reporting

Point & click functionality with interactive map

Cohort analysis (year over year analysis of population health change)

Evaluation of specific wellness programs

Age, gender, and employee classification-specific views

Import historical biometrics, program participation and claims data

Incentive Management

Incentive tracking: participation-based, percent improvement, progress-based,

Appeals handling

System flexibility: thresholds, test menu, activity based

Intuitive work flow & incentive scorecard