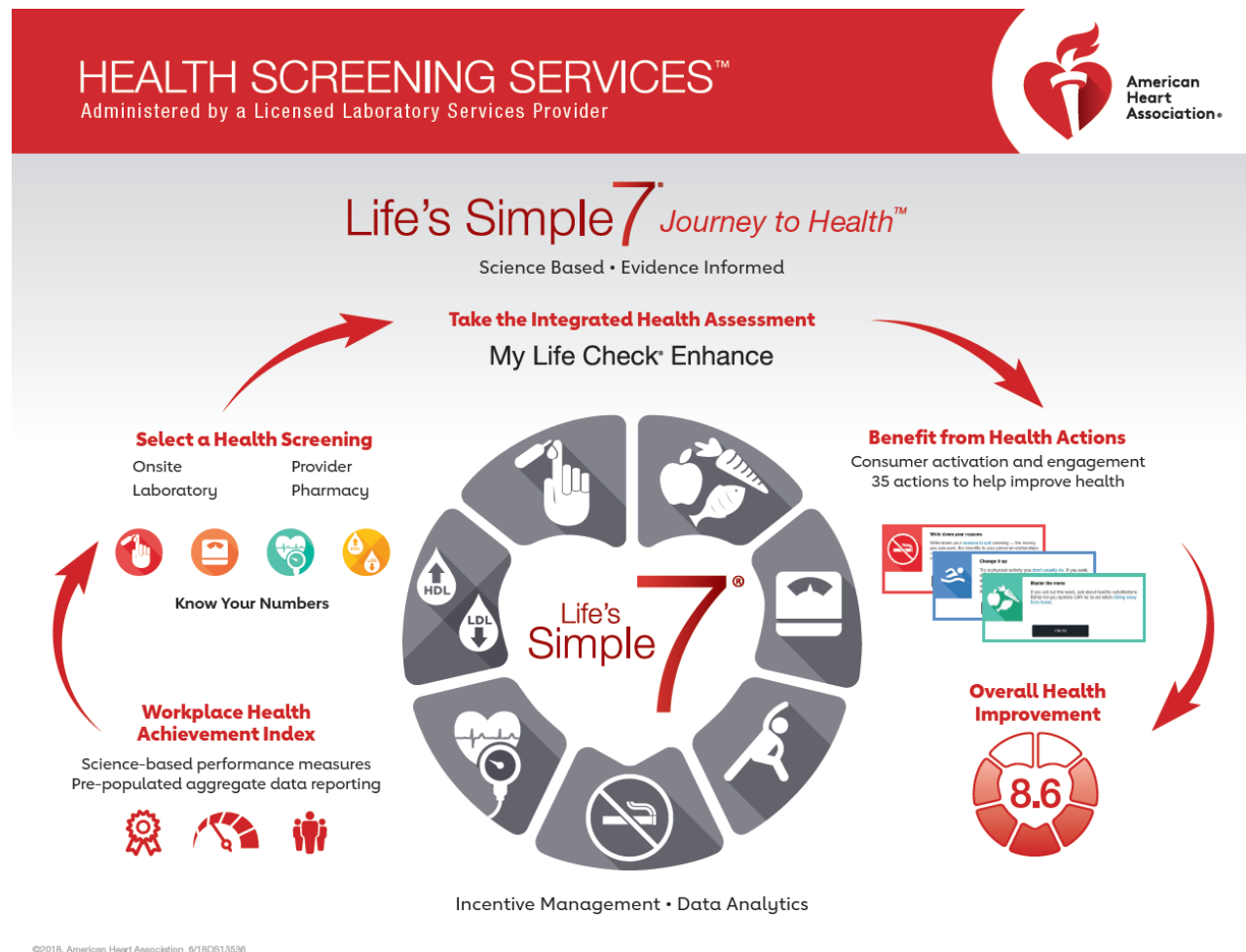


American Heart Association Workplace Health Solutions

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 a common set of programs and best practices to improve the quality of workplace health programs and **engage individuals where they spend most of their day**—at work.



The American Heart Association, as a catalyst and partner in building healthier workplaces, offers a suite of **science-based, evidence-informed** content, tools and services. This suite helps employers build and maximize effective workplace cultures of health by empowering employers to:

- Assess the 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.¹

Employees are highly receptive to workplace health programs, and evidence-based programs have 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%).²
- 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.³

The Problem

Ninety-nine percent of the U.S. adult population has at least one of seven cardiovascular health risks: high blood pressure, high cholesterol, high blood glucose, unhealthy weight, tobacco use, physical inactivity and poor diet. The combined contribution of these risk factors increases employer medical spending by **213.6%** per person per year.¹

- 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.¹
- 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.³
- 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 ^{4,5}

The Solution

In response to the dangers and costs of these devastating diseases, the American Heart Association has created an **evidence-based, improvement-oriented framework of workplace health solutions** that companies can use to create the healthiest environment for employees.

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.

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.

How Do I Know If My Workforce is Healthy?

Getting a picture of the health of your workforce is no small task. The American Heart Association has defined ideal cardiovascular health and has identified specific metrics that explain complex health concepts in simple, clear ways that are easy to convey to your employees.



Life's Simple 7®

The American Heart Association has defined ideal cardiovascular health based on seven risk factors (**Life's Simple 7**) that people can improve through lifestyle changes: smoking status, physical activity, weight, diet, blood glucose, cholesterol, and blood pressure.

- These health behaviors and metrics represent **seven out of the top 10 most costly risk factors** for employers.⁶
 - 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.⁷
 - People with at least five ideal Life's Simple 7 metrics had a **78% reduced risk** for heart-related death compared to people with no ideal metrics.⁸

How Do I Know If My Workplace Is Healthy?

Workplace Health Achievement Index

The Workplace Health Achievement Index is a scored self-assessment based on best practices to holistically evaluate the culture, structure, processes and health outcomes of workplace health programs. 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.

How Can I Help My Workforce Move Toward Improved Health?

Health Screening Services

The American Heart Association science-based Health Screening Services business is 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 lifestyle behaviors.

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.

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 can 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 **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 engage in best practices and strategies, to make improvements to workplace health programs and objectively track progress in employees' heart health.

My Life Check® Enhance

Once awareness and education are created in the workplace around Life's Simple 7 and the importance of knowing personal health numbers, action is called for. The American Heart Association offers a tool that engages and activates employees, providing the information they need to make healthier choices so they can work toward improved health.

My Life Check Enhance is a **science-based, digital health risk assessment tool** that helps people gauge, improve and monitor their heart health status. The assessment is grounded in the evidence-based science of the American Heart Association's Life's Simple 7.

- My Life Check Enhance includes easy to use, effective features to empower people to take control of their health. It features interactive assessment screens and a completion time of around four minutes, My Life Check Enhance keeps it simple but does more with less because the focus stays on the evidence-based, easy-to-understand Life's Simple 7 measures.
- Results of the health screenings are automatically incorporated into the employees' My Life Check Enhance profiles before they take the assessment to assure accurate and updated results.
- 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.

Worksite health screenings alone offer little ROI benefit, whereas a health assessment followed by screening, behavioral counseling, and incentives achieve favorable cost savings.⁹

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.

The Experience

The American Heart Association provides a safe, trusted environment for employees to 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 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.

72% of consumers are emotionally connected with (love or like) the American Heart Association.¹⁰

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.³

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.²

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

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