Early Heart Disease Detection and Prevention Programs
Agenda

• Who We Are
• Why Heart Disease?
• Services Overview
• Why HeartSavers?
Who We Are

• Experts in Early CardioVascular Disease detection and prevention
• Founded in 2000 at the University of Minnesota as the Rasmussen Center for CardioVascular Disease Prevention
• Affiliated agreement with Rasmussen and University of Minnesota
• Locations in Minnesota, Georgia, Florida, Louisiana, and Manitoba, Canada
Why Heart Disease?

- Heart Disease is the leading cause of death in the United States, more than AIDS and ALL cancers combined.
- Heart Disease is also the most expensive and costly of the chronic diseases, almost by a 2 to 1 margin.
- In 2008, the total cost (direct and indirect) of cardiovascular disease in the U.S. was estimated at $448.5 billion.
- This year more than 920,000 Americans will have a heart attack; nearly half of them will occur without prior symptoms or warning signs.
Heart Disease Facts

• 50% of heart attack victims have normal blood pressure levels
• 50% of heart attack victims have normal cholesterol levels
• 75% of stroke victims have normal blood pressure levels. 4 out of 5 stroke victims have no apparent warning signs
• Cardiovascular disease is the number one killer of women over age 25 in the United States
Heart Disease Facts

- Nearly twice as many women in the United States die of heart disease and stroke than from all forms of cancer, including breast cancer.
- Nearly two-thirds of American women who die suddenly of a heart attack had no symptoms.
- One in every three women dies of heart disease. However, only 20% of women consider heart disease to be their own greatest health risk.
- It is estimated that 80% of cardiovascular disease can be reversed or eliminated.
Services Overview - Intro

• Now there is a screening test that is the earliest detection of heart disease known today

• Our screening test identifies heart disease even before plaque develops in the blood vessels

• Our screening test can detect heart disease in people without symptoms
Services Overview – Cardio101

• Cardio101 – Our initial heart disease screening service
  – Consists of 4 tests and takes only 15 minutes
  – Simple, safe, accurate, inexpensive
  – Non-invasive, quick, painless, no radiation
  – Identifies the 40% (on average) of a population that has some stage of heart disease
Services Overview – Cardio1000

- Cardio1000 – Our second stage heart screening service
  - Identifies the severity, location, and specificity of heart disease
  - Consists of 10 non-invasive tests plus blood test and urine sample analysis
  - Service takes approximately 1 ½ hours
  - No radiation or expensive tests involved
  - Reimburseable and covered by most insurance plans
Services Overview - Results

• CardioNumber – our patented test result system that numerically identifies the employees heart disease stage

• All screenings involve immediate results via print, email, or online customer portal

• Cardio1000 results include an individualized treatment plan to stop/reverse heart disease
Why HeartSavers?

• Preventing just one heart attack saves a life
• Detection and prevention program focused on largest chronic disease is needed
• Earliest detection of heart disease known today
• Initial screening for all employees is fast, affordable, and non-invasive
Why HeartSavers?

• Typical return on investment follows other wellness ROI statistics
  – “Medical costs fall by about $3.27 for every dollar spent on wellness programs and absenteeism costs fall by $2.73 for every dollar spent.”

• Additional cost savings are generated for health care system as a whole when heart disease is treated before a heart attack or stroke
Why HeartSavers?

• Proven to promote change behavior and motivate people to improve their health habits
• Proven to motivate people to comply with their medications and disease management programs
• Earlier detection is tremendously inexpensive when compared to letting people have heart attacks
Why HeartSavers?

• Why we are different:
  – Focus on heart disease only, the largest and most expensive chronic disease
  – Focus on detection and prevention, which is much less expensive than chronic disease management
  – Specialize in detecting heart disease in people without symptoms
  – Focus on early detection, before plaque can build up in blood vessels
  – Easily integrates with your current wellness programs and/or disease management programs