



HeartSavers

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
 - Reimbursable 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.”
 - Baicker, K., Cutler, D., and Song, Z. (2010). Workplace Wellness Programs Can Generate Savings. *Health Affairs*. 29(2): pg. 304
- 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