

HEART SCREEN



Health-E-News

heartscreen.com

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Getting to the Heart of the Matter.

February is American Heart Month. Cardiovascular diseases, including stroke, are still our nation's No. 1 killer. Heart Screen's basic biometric programs screen for controllable risk factors related to heart disease: cholesterol, glucose, blood pressure and BMI.

The Business of Heart Disease and Stroke Prevention

Heart disease and stroke, the principal components of cardiovascular disease, are among the nation's leading causes of death and disability and the most expensive medical conditions for businesses. Employees at risk for heart disease and stroke can raise the cost of doing business. The costs of absenteeism, workers' compensation, health benefits, and low productivity all inevitably impact your bottom line.



Cardiovascular Health Promotion

"If worksites focus their financial resources on identifying and helping individuals at high risk for heart disease and stroke, their medical care costs will come down and they will be able to pay for everything else." Jon Allen Vice President Human Resources and Benefits Fieldale Farms



A Plan for Action at the Worksite

Offering employees health information is not enough to spur healthy lifestyle changes. A comprehensive health promotion program that includes sustained individual risk reduction counseling for employees and lower-cost policy and environmental interventions is the most effective approach to support healthy lifestyles and prevent heart disease and stroke.

Employees with multiple heart disease and stroke risk factors—high blood pressure, high cholesterol, tobacco smoking, lack of exercise, poor nutrition, and high stress—will cost employers more money in terms of health care, absenteeism, and overall productivity than employees with one or none of these risk factors. Source: *American Journal of Health Promotion*.

Many of the risk factors for heart disease and stroke are preventable or can be controlled.



This newsletter re-introduces you to Heart Screen's Health and Wellness Screening Programs.

BIOMETRICS

- ▶ Cholesterol
- ▶ Glucose
- ▶ BMI Including Ht & Wt
- ▶ Blood Pressure

WOMEN'S & MEN'S HEALTH

- ▶ PSA For Prostate Cancer
- ▶ Thyroid (*TSH*)
- ▶ Bone Density

FITNESS SCREENINGS

- ▶ Aerobic Conditioning
- ▶ Body Fat Testing
- ▶ Body Mass Index (*BMI*)
- ▶ Grip Strength
- ▶ Flexibility

ADDITIONAL ON-SITE TESTING

- Auditory Screening
- ▶ Bone Density
- ▶ Duettes Simulator Goggles
- ▶ Glaucoma
- ▶ Hepatitis
- ▶ Lung Function & Lung Age
- ▶ UV Photo
- ▶ Visual Acuity

WEIGHT MANAGEMENT

- ▶ Metabolic Testing RMR
- ▶ Nutrition Workshops
- ▶ Lunch 'N' Learns

STROKE PREVENTION

- ▶ Carotid Artery
- ▶ Arterial Stiffness Index

EDUCATIONAL

- ▶ Health Coaching
- ▶ Wellness Wagon
- ▶ Lunch 'N' Learns
- ▶ Milk Taste Test (*Nutrition*)

Worksite Action Plan

1. Establish needs and interest via survey.
2. Obtain leadership support and communicate it to employees.
3. Focus on high-cost/high-risk heart disease and stroke.
4. Form a health promotion team.
5. Commit to an established cardiovascular health program.
6. Set a calendar of events to initiate the process.
7. Evaluate the program to improve health outcomes.

Keys to Success

1. Senior management commitment and buy-in from middle managers.
2. Medical and human resources support for the program.
3. A champion and a committed health promotion planning committee or team.
4. "Healthy company" messages and an environment that supports healthy lifestyles.
5. Frequent and regular contact with employees throughout the organization.
6. Linkage and integration with human resources and other employee benefits.
7. Access to a wide variety of health promotion programs and services.
8. Incentives to motivate employees to participate in the health promotion programs.
9. Effective targeting of high-risk individuals.
10. Cardiovascular health promotion program goals linked to business objectives.
11. Effective planning, continuity, and follow-through on all program activities.
12. Ongoing evaluation that reports on health and quality of life improvements, cost reductions, and ROI goals.

Heart Screen's State-of-the-Art Worksite Programs

Heart Screen's Biometric Screenings (our CORE programs of Cholesterol, Glucose, Blood Pressure and BMI) identify at risk employees.

Here is an opportunity to follow up with education and counseling. **This component contributes the most to helping individuals control their risk factors.**

Monetary and other incentives to motivate employees to participate in programs and comply with prevention and treatment measures (e.g., gift cards, lower health insurance premiums, tuition reimbursement, pedometers, and discounts to gyms).

Contact Heart Screen today for more information.

An effective wellness program's ROI is at least three times the cost

HRA's (Emailed And On Line)

STRESS REDUCTION

- ▶ Massage
- ▶ Reflexology
- ▶ Aromatherapy
- ▶ Yoga Workshops
- ▶ Tai Chi Workshop
- ▶ Workshop
- ▶ Smoking Cessation
- ▶ Anger Management

NUTRITIONAL PROGRAMS

- ▶ Weight Management
- ▶ Wellness Wagon
- ▶ Lunch 'N' Learns
- ▶ Brown Bag Seminars
- ▶ Cooking Demo
- ▶ Rate Your Plate

STROKE PREVENTION

- ▶ Arterial Stiffness Index
- ▶ Carotid Artery
- ▶ Blood Pressure
- ▶ Workshops

FLU PREVENTION CLINICS



HEART AND STROKE PREVENTION MESSAGES

Know/control your blood pressure and cholesterol levels.

Stop smoking, be active, and eat nine servings of fruits and vegetables a day.

Recognize the signs and symptoms of a heart attack and stroke.

Call 9-1-1 when someone is experiencing a heart attack or stroke.



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