

Living Healthier with High Blood Pressure/High Cholesterol

HIGH BLOOD PRESSURE AND HIGH CHOLESTEROL are direct contributors to one of this country's leading causes of death, *heart disease*. They are also two of the *most treatable* conditions.

For plan sponsors, there are several reasons to be concerned about the growing prevalence of high blood pressure (hypertension) and high cholesterol (hyperlipidemia). First and foremost for members is reduced quality of life, which often results in lost productivity for businesses.

On average, workers with hypertension miss 67% more workdays per year than their non-hypertensive counterparts, or eight days versus five days. Also, the behavioral risk factors for both hypertension and hyperlipidemia (e.g., smoking, sedentary lifestyle, obesity) indicate a generally lower health status.

Left untreated, hypertension and hyperlipidemia will inevitably lead to more severe and costly chronic conditions such as atherosclerosis, coronary artery disease or congestive heart failure. For plan sponsors, the cost of effectively managing high blood pressure and high cholesterol averages about \$500 per year for medications and doctor visits, compared to \$52,000 for just one acute coronary event.

Simply put, high blood pressure/high cholesterol management is about improving quality of life for members, increasing productivity for businesses, and reducing costs for plan sponsors.

KNOWING VS. DOING While hypertension and hyperlipidemia are the first and second most prevalent conditions among adults in the American workforce, they are also very treatable. New medications combined with a healthy diet and exercise can stop disease progression and prevent future complications.

Cardium Health offers its High Blood Pressure/High Cholesterol primary prevention program as part of a comprehensive suite of integrated programs that transcend the healthcare continuum. Our goal is to help participants start *Living Healthier*.

25%

Prevalence of American adults diagnosed with cholesterol levels high enough to make them twice as likely to develop heart disease

1:4

Amount of American adults diagnosed with high blood pressure. However, nearly half of these are either not treated or are non-compliant

\$52,000

Cost of a single CAD event for hospitalization, medical costs and disability

With a people-centered, integrated and multi-disciplinary approach, we help individuals move from knowing what they should do to lower their blood pressure and reduce their cholesterol to actually doing it.

Through one-on-one telephonic counseling and educational mailings, participants gain a better understanding of the importance of taking prescribed medications correctly, and how exercise, dietary choices and simple lifestyle changes can help.

Plan sponsors who offer the Cardium Health High Blood Pressure/High Cholesterol primary prevention program recognize it as a benefit with long-term impact. Our primary health coach model works by understanding and addressing all aspects of an individual’s behavioral and clinical risk factors to improve overall health. Long-term, plan sponsors realize financial savings in healthcare and disability costs avoided by preventing disease progression.

High Blood Pressure/ High Cholesterol Program Overview

	Program Objectives	Clinical Interventions
High Blood Pressure	<ul style="list-style-type: none"> Reduce the risk of heart attack or stroke by controlling blood pressure Systolic blood pressure \leq 140 Diastolic blood pressure \leq 90 	<ul style="list-style-type: none"> Disease-specific education Medication comprehension and compliance to support the physician relationship Education Adjustment Administration
High Cholesterol	<ul style="list-style-type: none"> Reduce the risk of heart attack or stroke by controlling cholesterol levels LDL \leq 130 HDL $>$ 40 	<ul style="list-style-type: none"> Meeting cholesterol and blood pressure goals Unlimited inbound calls, educational materials and compliance tools

REAL CARING / REAL CHANGE High blood pressure and high cholesterol are conditions that can occur as isolated risk factors or in combination with other higher risk conditions such as ischemic heart disease (IHD).

In fact, a full 39% of workers with IHD also have hypertension and 37% of workers with IHD have hyperlipidemia.

At Cardium Health, our people-centered philosophy is to treat the individual, not the disease. In this way our multi-disciplinary health coaches work together to connect with each participant to understand their health situations, their fears, and their goals.

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A Participant Scenario

At Cardium Health, the participant is at the center of all that we do. Follow the success of a real-life participant with hypertension and hyperlipidemia to understand how our program works to encourage healthier lives and happier members.

Process Steps	Participant Information		
<p>1 <i>Identification</i></p>	<table border="0"> <tr> <td data-bbox="423 435 707 509"> <p>Claims Data</p> <ul style="list-style-type: none"> Codes for high blood pressure and high cholesterol </td> <td data-bbox="721 435 929 565"> <p>Profile</p> <p>Age: 52 Gender: Male Ht: 5'9" Wt: 246 lbs. BP: 160/100 LDL: 164 Eligibility: Active Member</p> </td> </tr> </table>	<p>Claims Data</p> <ul style="list-style-type: none"> Codes for high blood pressure and high cholesterol 	<p>Profile</p> <p>Age: 52 Gender: Male Ht: 5'9" Wt: 246 lbs. BP: 160/100 LDL: 164 Eligibility: Active Member</p>
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<p>2 <i>Enrollment</i></p>	<ul style="list-style-type: none"> Outreach Coordinator confirms diagnosis and identifies participant's primary health goal as weight loss 		
<p>3 <i>Assessment</i></p>	<ul style="list-style-type: none"> Registered dietitian (RD) conducts first counseling call with a brief assessment of his health situation and level of understanding. 		
<p>4 <i>Behavior Change</i></p>	<ul style="list-style-type: none"> Participant discloses that he has not been honest with his doctor about taking his medication and wants to control his condition with diet. RD clinician provides information about calories, sodium and fat, label reading and tips for shopping at the grocery store. Recognizing the need for greater understanding about medication compliance, the next counseling call is scheduled with a cardiac registered nurse (RN). RN explains the need for and benefits of taking prescribed medications as directed. Concerns about side effects are discussed and the participant is encouraged to have an honest conversation with his doctor about his medications. 		
<p>5 <i>Maintenance</i></p>	<ul style="list-style-type: none"> With support and coaching from RN, the participant starts self-monitoring with a home blood pressure cuff. Follow up calls with RD and exercise physiologist support dietary changes and encourage appropriate and regular activity. 		
<p>6 <i>Results</i></p>	<ul style="list-style-type: none"> Reduced blood pressure to 130/78 Reduced LDL to 101 Weight loss of 10 lbs Exercising on a regular basis Graduation to self-management 		

Each participant in the Cardium Health High Blood Pressure/High Cholesterol program receives personal health coaching from a multi-disciplinary team made up of a registered cardiac nurse, a registered dietitian and an exercise physiologist. Care is coordinated to give participants the right information that they need at the right time to help them achieve their health goals.

People with high blood pressure or high cholesterol are often most concerned about taking prescribed medications. They have fears about possible side effects and don't like the idea of having to take a medicine for the rest of their life. Talking with a registered cardiac nurse helps individuals alleviate their fears and understand the importance of medication compliance, stress reduction and self-monitoring. In subsequent phone coaching sessions with a registered dietitian and exercise physiologist, participants learn what dietary changes they should focus on and appropriate exercise techniques. Over time, participants are able to address all of their health goals and improve their overall health status.

Our Standards of Care for the Cardium Health High Blood Pressure/High Cholesterol program adhere to evidence-based guidelines published by the American Heart Association.

REAL ADVANTAGES Cardium Health *Living Healthier* primary prevention programs deliver real results for plan sponsors and their members to improve health, enhance quality of life and reduce risk factors to prevent disease progression and avoid costly adverse health events.

Monitoring and measurement is enabled by DM TrackSM, the Cardium Health proprietary data management system. It coordinates multi-disciplinary health interventions, provides treatment guidelines, tracks participant progress and generates customized outcome reports.

