



HealthE·D·D
EDUCATION • DATA • DIAGNOSTICS

V I S I O N

The model for healthcare is personal responsibility with health promotion as the first option.

M I S S I O N

Motivate people to make healthy lifestyle choices through a scientifically-validated interactive Healthy Behaviors Knowledge Base that associates lifestyle habits with health consequences using enjoyable, easy-to-use, animated multimedia products.

Marel Norwood, PhD, Founder
206-361-9991
marel@healthedd.com

HealthEDD Executive Summary

PROBLEM WITH HEALTH CARE: Our US health care system is woefully flawed, rated #37 (or #77) in the world, with unsustainable costs continuing to rise and quality continuing to decrease. Over 78% of that cost and preventable deaths are caused by *chronic* illnesses due to poor lifestyle choices.

Yet insurance reform simply profits the current system where 95% of all medical spending is aimed at the 10% to 15% of inadequate care rather than addressing lifestyle choices through health promotion. Lifestyle behaviors are critical to health because they can directly affect organ systems, transmit infectious diseases, or elevate other risk factors. And behaviors indirectly affect health by altering gene expression.

Moreover, 79% of online users utilize the Internet to research healthcare information. Yet currently, the health information system is equally as flawed, confusing the public with a wide range of information that is conflicting, confusing, and often produced by vested interests giving incorrect or deceptive information.

GENERAL SOLUTION: The key to affordable healthcare is disease prevention, NOT treatment, dramatically demonstrated in the Archives of Internal Medicine report that the cumulative protective effect of just four healthy lifestyle factors lowers the risk of developing the most common and deadly chronic diseases by 80%.

HealthEDD SOLUTION: Our solution is to provide a first of it's kind, state-of-the-art Health Behaviors Knowledge Base and from that foundation create different delivery system for different markets. For Health care professionals, the interface will be professional and geared toward data mining, diagnosis, and basic facts since few are given any training in lifestyle options in medical school. For consumers products will be designed to capture attention and retain users through a rich tapestry of techniques. The innovative elements to our "Life-As-Medicine" approach include:

1. **KNOWLEDGE BASE**—A scientifically and clinically-validated, fully vetted and unbiased knowledge base of the physiological effects of lifestyle factors on health is designed to associate behavior and consequences. We will use knowledge engineering methodology to map the biochemical pathways, mechanisms and probabilities of the health consequences of 22 lifestyle behaviors, and create a query system. Validating the critical impact of these behaviors will help persuade physicians, patients and consumers in general to "prescribe" lifestyle changes before using medical options, a part of the "top down" approach.
2. **PHYSIO-FLOW CHARTS**—These unique and proprietary flow charts illustrate simply how the body works and capture the physiological tipping point of 2 dozen ordinary behaviors, thus making obvious the "# 1 Thing To Do" for each category. This provides a bridge between our Healthy Behaviors Knowledge Base and educational delivery systems for both professionals and consumers.
3. **ENTERTAINING DELIVERY**—for consumers, the products (e.g., web sites, mobile apps, DVDs, games, TV shows and shorts) will combine humor, video, illustration and animations of how the body works, what to do and how to do it for each lifestyle behavior. Using humor has been shown to initiate, maintain, and enhance learner interest, while video substantially cuts learning time and increases retention.
4. **RESOURCES FOR BEHAVIORIAL CHANGE**—Covering all stages in the standard Change Model, we will provide a wide variety of tools and techniques to help motivate and sustain behavioral change , including our Habit's for Habit Change© and multiple, diverse ways to personalize and gather more information (e.g., webinars, coaching, mobile apps, self-evaluation, testing) and to participate in community via social media. Sharing information by users will help change the model of healthcare from the "bottom up."

Based on our extensive market research, the most likely markets include health care professionals with 686,000 doctors (MD, ND, DO, DC), Corporate Wellness programs (over 600,000), the Wellness Promotion Companies that supply those corporate health promotion efforts with an average ROI of 4-1, and insurance companies/HMOs. Other markets include government mandates, medical school training, and of course K -12 schools, perhaps the most desirable market. We will partner with Health Clinics to conduct outcome research to assess behavior changes and health status (e.g., diabetes, depression, PTSD), and establish proof of concept for future leveraging to improve healthcare and reduce costs.