

Executive Health Risk Management

POSTED ON JULY 27, 2015

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The executive physical has been the gold standard for managing the health of executives, but it is no longer enough. Companies need to look at predictive risk for their executives and ways to manage executive health risk. That means going beyond the once-a-year snapshot of an executive's health, and the best way to do that is mHealth and continuous connected care.



The once-a-year executive physical – while thorough – presents a fairly limited picture – the executive's health at the time of exam. There is no follow-up. That makes risk management challenging. By using mobile health and connected care, healthcare providers can do a better job of predicting and preventing illness.

How does mHealth and connected care achieve a reduction in executive health risk? The short answer is that healthcare providers use data from mHealth technology – such as a connected home blood pressure monitor – and link that data to active clinical intervention.

Four components are required to lower predictive risk:

- + access
- + continuity
- + monitoring of chronic disease
- + formal wellness and prevention

The mHealth and connected continuous care model cover these components.

Healthcare providers start by getting a detailed family medical history and baseline data from the annual executive physical and other personal medical records. Overlaying this information set would be other personally predictive tests such as biomarkers for elevated cholesterol/cardiac risk and possibly genomic markers for certain types of cancer (ex: BRCA1/BRCA2 for breast cancer).

That baseline data set is plugged into a continuous connected care model that looks like this: in line with the executives risk profile, providers collect patient data on a frequent noninvasive basis, via, for instance, a connected home blood pressure cuff or cardiac monitor. The data is transmitted via the executive's smart phone, to be interpreted by clinicians and possibly resulting in a clinical action, if the situation merits it.

Take this case as an example: A 56-year-old female executive – a valuable asset to her employer – has mild depression, borderline obesity and hypertension. Based on these conditions, her predictive risk for a heart attack in the next nine years is 1 in 10 – which means she is likely to have a significant health event that will happen before she retires. If this happens it poses a potential for significant disruption of corporate operations.

Risk management in this executive's case using the mHealth and continuous connected care model starts with improving the ongoing management of the mild depression: better evaluation and tracking of her response to her medication and facilitating the scheduling of therapy appointments to meet her busy schedule. As part of this plan, her hypertension could also be monitored and brought to optimal management through a similar strategy.

One year later, as a result of her improved mood and associated increased physical activity, there is weight loss of 21 pounds and her dose of blood pressure medication has been halved. Most importantly, her quality of life and her enjoyment of work have improved and, consequently her productivity (and that of her team) has risen.

Continuous connected care and mHealth do a better job than the traditional executive physical because the model results in optimized prevention. When predictive risk is diminished, the result is healthier executives, less operational business disruption due to executive health issues and overall reduced risk to shareholder value.

And, it is easy and convenient for executives. Once the executive is engaged in this process, their personal health information, predictive risk and ongoing monitoring via mHealth technology enable them to live a healthier and more

productive life and ultimately, the executive no longer has to choose between their personal health and their work.

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AUGUST 12, 2015

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