



## Advanced Health Assessment

Traditional health assessments have failed to motivate overall employee health behavior change.

Simplicity's patent-pending **Advanced Health Assessment** is proven to accomplish health behavior change because it addresses the **Total Wellbeing** of the employee; accounting for physical and financial health.

Studies now show conclusively that financial stress is a major driver of adverse health behaviors.

The outcome data from the **Advanced Health Assessment (AHA)** shows that **Personal Economics** is the dominant motivating factor for health behavior change.

Thus, a financial risk assessment is mandatory to help employees understand and achieve their personal economic goals while at the same time, mitigating personal health risks.



*"This solution definitely links good health to financial wellness. It combines the best aspects of a health risk assessment into a content rich tool that motivates health behavior change by using personal economics". –Dr. Dee Edington, PhD. Edington Associates*

### Contact Us Today!

The StayFit™ Plan

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# Closing the Gap between Health, Wealth and Wellbeing


The **Advanced Health Assessment** is easy-to-use and takes minutes to complete. The assessment addresses eight (8) distinct health behaviors that drive 75% of today's costly chronic disease.

Our data reveals that employees enter truthful information into the tool, because for the first time they can visualize the personal cash value of good health.

This interactive approach improves participant's understanding of the health to wealth connection by 72%. Of those who completed the assessment, 66% reported they would make a behavior change in the next 3-6 months.

**Self-Directed Alerts** by text or e-mail, offer users the ability to select delivery of pertinent health content, resources and services that are most important to them—making messages meaningful and actionable.

A personalized report offers immediate action steps and recommendations to further support the health to wealth journey.



*“When you can actually see how much money you spend on unhealthy habits, it really sticks with you. It made me want to start changing my behavior immediately”. –Advanced Health Assessment User, 2012*

## Integration & Reporting

Our proprietary platform securely stores all the data necessary to establish a baseline and comparison reporting for both the individual and aggregate\*reports; providing the necessary documentation to assess changes in **Total Wellbeing** over time. Participation reporting and flawless third-party data exchange support employer sponsored incentive programs. \*Employer report is provided annually.

The **AHA** is customizable, allowing employers to seamlessly integrate existing benefit resources, biometric screening data, and stratify results for targeted interventions—increasing program participation and maximizing organizational healthcare dollars.