



**MOTIVATING**  
**THE**  
**UNMOTIVATED**

# “Next Generation of Health Screenings”

# Presentation Goals or Outcome

- ▶ Why it is CHALLENGING to get Employee Participation in Health Screening Programs.
- ▶ How do Employee's feel about typical Health Screenings.
- ▶ What are the most common types of Health Screenings?
- ▶ Why do Companies continue to get sub-par results with traditional Health Screenings?
- ▶ What is the leading Health "EPIDEMIC" that if not corrected will break the bank on our Healthcare System?



# Presentation Goals or Outcome

- ▶ Discuss 4 issues with traditional Health Screening Programs.
- ▶ Why do we need “Next Generation Health Screening?”
  - ▶ What are the best emerging “Next Generation Health Screening” programs?
  - ▶ Are “Next Generation Health Screening” programs expensive?

# Presentation Goals or Outcome

- ▶ What are the advantages of using “Next Generation Health Screening” over traditional health screenings programs?
- ▶ How can Wellness Professionals leverage “Next Generation Health Screening” to Motivate the Unmotivated and FINALLY get RESULTS?
- ▶ How can Wellness Professionals implement “Next Generation Health Screening” programs into your groups?

# DEXA BODY ACTIVITY GAME

## *“MULTIPLICITY THROUGH MOVEMENT”*

### INSTRUCTIONS TO GAME

1. Stand up and move to the right side of the room.
2. Players must find a way to get to the left side of the room 2 Times without duplicating someone else movement patterns.
3. You can get creative on your movement patterns or recruit a partner to assist you to get to the other side of the room.



# ***“MULTIPLICITY THROUGH MOVEMENT”***

## ***Object Lesson***

***“THERE ARE A LOT OF CREATIVE  
WAYS TO HELP YOUR GROUPS  
ACHIEVE THEIR HEALTH &  
WELLNESS GOALS”***



# Why is it Challenging to get Employee Participation in traditional Health Screening Programs?

- ▶ What have you found within your groups?
  - ▶ What is a good participation level?
- ▶ What can be done to increase participation?
- ▶ What types of benefits or incentives have you seen to increase participation within your groups?



# How Do Employee's feel about Health Screenings?

- ▶ How do you think the Employee's feel about them?

## **FACTS:**

- ▶ Most Employee's HATE THEM!
- ▶ The people you need the data the most don't participate in Screenings!
- ▶ Most Companies reward & incentivize for participation and not results. NO CHANGES OCCUR!



# What are the most common types of Health Screenings?

- ▶ Height
- ▶ Weight
- ▶ Body Mass Index
- ▶ Blood Pressure
- ▶ Cholesterol
- ▶ Blood Glucose Testing
- ▶ Vision Screening
- ▶ Hearing Testing
- ▶ Biometrics Screenings (includes several Test from above list)
- ▶ Aerobic Fitness Testing
- ▶ Body Composition Analysis Testing

# What Health Screening Programs have you done in the past?

- ▶ What types of Health Screenings have you done?
  - ▶ What were your Screening Participation levels?
  - ▶ What did you and your groups do with the data?
- ▶ Did your group get results / changes from year to year?



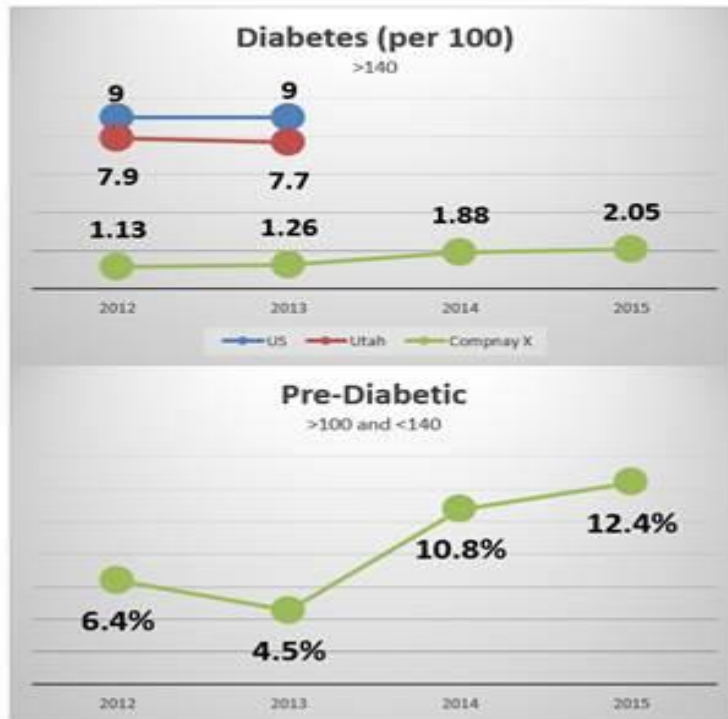
# Why do Companies continue to get sub-par results with traditional Health Screenings?

- ▶ Most Employee's HATE Screenings! They feel forced to participate thus behavior or health modifications typically do not happen!
- ▶ The Employee's that are the most unhealthy don't usually participate in the Screening Events!
  - ▶ Most Companies reward & incentivize for participation in the Screening Events and do not give incentives for positive results!
- ▶ Our Healthcare system and a lot of Wellness Programs are flawed. They are designed as a break fix model and typically don't teach preventative care/behavioral modifications.

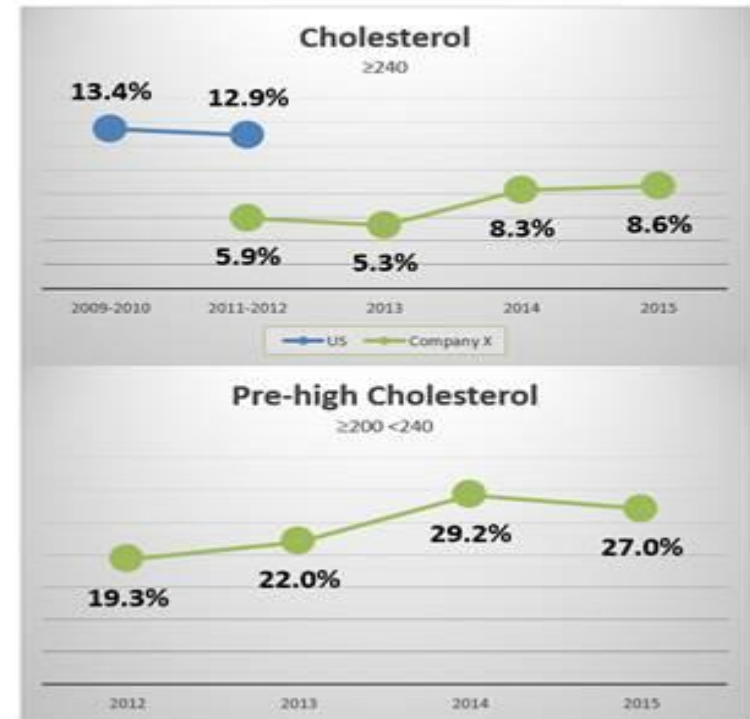


# 4 Year Health Screening Case Study - (2012-2015)

## Diabetes



## Cholesterol



# 4 Year Health Screening Case Study – (2012–2015)

- ▶ What Health Screening Method do you think was used?
  - ▶ How did they administer the Health Screening?
- ▶ What types of benefits or incentives do you think that they offered to their Employee's to increase participation/get results?
- ▶ What do you think that this group did to reverse the negative Health trends?

# What are the 4 Main Issues with Traditional Health Screenings?

- ▶ Most Employee's HATE Traditional Screenings and DO NOT even try to make changes!
  - ▶ The unhealthy Employee's who we need to change the most, typically don't participate in Screenings!
- ▶ With a typical biometric screening most screening providers use the finger-stick method for blood draws for cost and convenience reasons, but studies show that the results are often inconsistent and unreliable. If you're serious about results, we always recommend the intravenous method, which is unfortunately more expensive.
- ▶ Most Companies reward & incentivize for participation and not results. TYPICALLY MINIMAL CHANGES OCCUR!



# Why do we need “Next Generation Health screenings”?

- ▶ With most Traditional Screenings we are not seeing the health of most groups improve!
  - ▶ Employee’s are TIRED of the same old Screening methods!
- ▶ Groups are Incentivizing Employee’s to Participate but DO NOT reward them for positive health changes.
- ▶ We now have a HUGE Health Epidemic that must be fixed!



# What is the next “HEALTH EPIDEMIC”?

- ▶ This Health Epidemic costs \$150 BILLION in Healthcare Costs Each year!
- ▶ One Study suggests that this Health Epidemic costs Employers & Schools \$6.3 BILLION in indirect Absenteeism Costs Each Year!
- ▶ This Health Epidemic Costs the US Department of Defense \$1.1 Billion in Medical Costs and \$105.6 Million per year in lost productivity costs!
  - ▶ If this Health Epidemic continues, Children today will be the first generation to live shorter, less healthy lives than their parents!
- ▶ What Health Problems do you think that this Health Epidemic Causes?
  - ▶ What do you think that this next Health Epidemic is?



# The effects of the “OBESITY EPIDEMIC”

- ▶ The Obesity Crisis costs our nation more than \$150 Billion in Healthcare Costs Annually!
- ▶ Individuals who are Obese are at an increased risk for type 2 diabetes, heart disease, dementia, Alzheimer’s, stroke, arthritis, liver disease, kidney disease, gallbladder disease, mental health issues, and many types of cancers!
- ▶ In the U.S. 38% of adults are obese & 17% of children are obese, and obesity causes more than 100,00 premature deaths each year!
- ▶ The Obesity Crisis costs over \$6 Billion annually in Absenteeism in Jobs and Schools!

# The effects of the Worldwide “OBESITY EPIDEMIC”

▶ WHY AREN'T MORE GROUPS  
FOCUSSING THEIR EFFORTS ON  
FIGHTING THE OBESITY EPIDEMIC  
IF IT LEADS TO \$150 BILLION IN  
HEALTHCARE COSTS EACH YEAR?

# There are several ways to analyze Obesity or Body Composition



- ▶ Some quick research will reveal dozens of methods to measure body composition, ranging from the fast and painless to the incredibly detailed.
- ▶ These measurement techniques can not only help individuals or groups set baseline values for future comparison, but also provide valuable motivation for changing behavior leading to improved overall health & lower healthcare costs.
- ▶ However, the variation in methodology also comes with a sizable fluctuation in accuracy. While one method might nail down your body fat percentage to within a few decimals, others leave a much, much wider range of error.

# What are the best emerging “Next Generation” Health Screening Programs?

- ▶ Genetic Testing for Genotype Optimization
  - ▶ Genetic Precision Medicine
    - ▶ Exercise Genomics
- ▶ DEXA (Dual-energy X-ray Absorptiometry)  
Body Composition & Obesity Analysis

# “Next Generation” Health Screening Programs – Genetic Testing for Genotype Optimization

## REPORT SUMMARY

WEIGHT LOSS ABILITY		
Weight Loss Ability with Diet and Exercise	BELOW AVERAGE	FTO, TCF7L2, MTNR1B, PPARG, BDNF, ABCB11
FOOD		
Protein Utilization	SLIGHTLY ENHANCED	FTO
Fat Utilization	NORMAL	PPARG, TCF7L2, APOA5, CRY2, MTNR1B, PPM1K
Carb Utilization	NORMAL	IRS1
NUTRIENTS		
Vitamin B9 – Folate Tendency	NORMAL	MTHFR
Vitamin A Tendency	BELOW AVERAGE	BCMO1
Vitamin B6 Tendency	BELOW AVERAGE	NBPF3
Vitamin B12 Tendency	LOW	FUT2
Vitamin C Tendency	NORMAL	SLC23A1
Vitamin D Tendency	BELOW AVERAGE	GC, NADSYN1, CYP2R1
EXERCISE		
Fat Loss Response to Cardio	NORMAL	ADRB2, LPL
Fitness Response To Cardio	NORMAL	AMPD1, APOE
Body Composition Response to Strength Training	ENHANCED	NRXN3, GNPDA2, LRRN6C, PRKD1, GPRC5B, SLC39A8, FTO, FLJ35779, MAP2K5, OPCTL-GIPR, NEGR1, LRP1B, MTCH2, MTIF3, RPL27A, EC16B, FAIM2, FANCL, ETV5, TFAP2B
HDL Response to Cardio	BELOW AVERAGE	APOE
Insulin Sensitivity Response to Cardio	ENHANCED	LIPC
Glucose Response To Cardio	NORMAL	PPARG

## What will I learn?

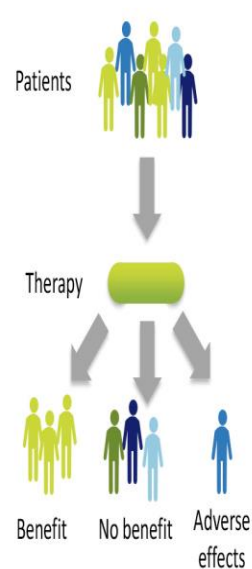
- ▶ *Genotype mapping reveals the blueprint of your body. You’ll learn what your genotypes suggest about your ability to lose weight and body fat in response to different types of diets and exercise programs. It includes:*
  - ▶ Weight Loss Ability with Diet & Exercise
  - ▶ Protein Utilization Capacity
  - ▶ Fat Utilization Capacity
  - ▶ Carbohydrate Utilization Capacity
  - ▶ Macro & Micro Nutrient Tendencies
  - ▶ Exercise Tendencies
  - ▶ Fat Loss & Fitness response to Cardio
  - ▶ Body Composition Response to Strength Training



# “Next Generation” Health Screening Programs – Genetic Precision Medicine

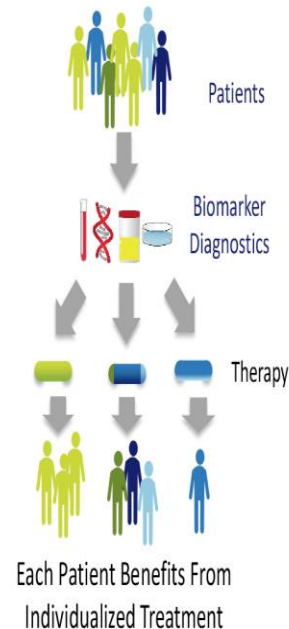
## Without Personalized Medicine:

Some Benefit, Some Do Not



## With Personalized Medicine:

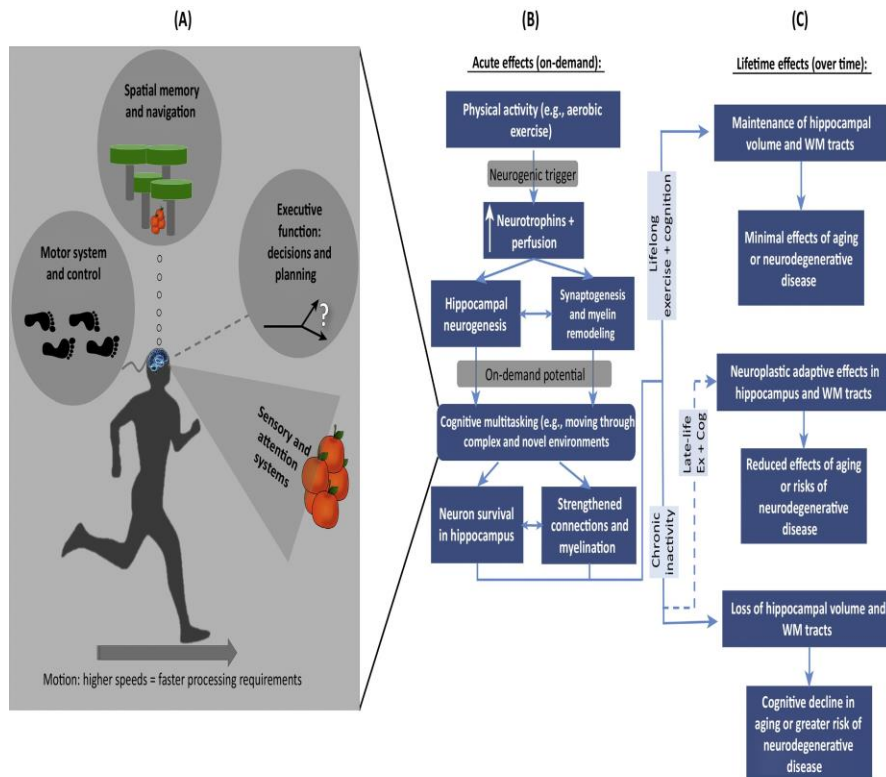
Each Patient Receives the Right Medicine For Them



## What will I receive?

- ▶ *Genetic Precision Medicine involves using a patient's precise genetic markers or predispositions to customize an exact Personalized Medicine that is best and right for them.*
- ▶ In 2011 a Full Body Genome Sequencing Analysis report costs \$100,000.00
- ▶ In 2018 a patient can receive a Full Body Genome Sequencing Analysis report for \$5,800.00
- ▶ Utilizing Genetic Markers physicians can customize medicine for optimal performance
- ▶ Individualized Treatment built for you not everyone else
- ▶ Minimization of side effects based on Genetic markers

# “Next Generation” Health Screening Programs – Exercise Genomics

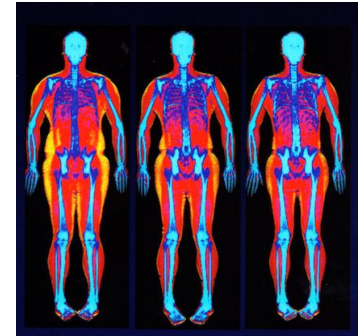


Trends in Neurosciences

## What can I learn to maximize exercise/athletic performance?

- ▶ *Exercise Genomics is an emerging field that leverages an individual's Genetic Biomarkers to enhance Exercise & athletic performance. It includes:*
- ▶ Intrinsic Motivation to Exercise
- ▶ Addictive Behavior/Stimulus Control
- ▶ Power & Endurance Potential
- ▶ Muscle Symmetry
- ▶ Grip Strength/Muscular Fitness
- ▶ Training Response Optimization Levels
- ▶ Fuel Utilization Levels
- ▶ Recovery & Injury Risks

# “Next Generation” Health Screening Programs –DEXA Scans



- ▶ DEXA (Dual-energy X-ray Absorptiometry) is research grade technology which provides precise measurement of body fat, lean mass, and bone density.
- ▶ DEXA is considered the MOST ACCURATE method of any Body Composition and Obesity Analysis Testing.
- ▶ The DEXA scan is fast, and requires no special clothing. It takes about 10 minutes and exposes you to less radiation than a 1-hour flight.



# “Next Generation” Health Screening Programs –DEXA Scans



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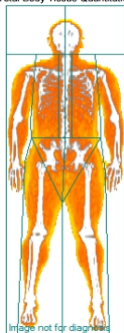
## What will I learn?

#### Measured: ####  
Age: ## Birth Date: ##  
Gender: ## Height: ##  
Baseline Date: ## Weight: ##

### SUMMARY LEVEL RESULTS

Total Body Composition					
Measured Date	Total Body Fat	Total Tissue Mass (lbs)	Fat Tissue (lbs)	Lean Tissue (lbs)	Bone Mineral Content (BMC)
03/03/2017	21.9%	181.7 lbs	38.4 lbs	136.9 lbs	6.3 lbs
01/02/2017	19.8%	181.3 lbs	34.7 lbs	140.3 lbs	6.3 lbs
12/17/2016	21.9%	177.1 lbs	37.4 lbs	133.4 lbs	6.3 lbs
11/17/2016	24.6%	193.4 lbs	46.0 lbs	141.0 lbs	6.3 lbs
09/21/2016	29.1%	205.2 lbs	57.9 lbs	140.9 lbs	6.4 lbs

Total Body Tissue Quantitation



Color Coding  
Bone Lean Fat

### Ideal Body Fat Percentage

This table provides target body fat percentages based on American Council on Exercise recommendations.

Description	Men	Women
Essential Fat	2 - 5%	10 - 13%
Athletes	6 - 13%	14 - 20%
Fitness	14 - 17%	21 - 24%
Average	18 - 24%	25 - 31%
Above Average	25% +	32% +

### Regional Composition

The table below divides your body into 5 key regions and provides the composition breakdown for each. Dexa Body will track these regions over time to chart individual progress.

Region	Total Region Fat %	Total Mass (lbs)	Fat Tissue (lbs)	Lean Tissue (lbs)	Bone Mineral Content (BMC)
Arms	19.5%	23.2 lbs	4.5 lbs	17.7 lbs	0.9 lbs
Legs	22.8%	82.9 lbs	14.4 lbs	46.1 lbs	2.4 lbs
Trunk	20.6%	85.1 lbs	17.5 lbs	65.6 lbs	2.0 lbs
Android	20.6%	12.5 lbs	2.5 lbs	9.8 lbs	0.1 lbs
Gynoid	24.0%	30.5 lbs	7.3 lbs	22.5 lbs	0.6 lbs

- ▶ *The Dexa Body Composition Analysis Scan will provide you with a comprehensive 10–page report with a detailed understanding of your body composition. It includes:*
- ▶ Total body fat percentage
- ▶ Total lean percentage
- ▶ Bone Density
- ▶ Muscle Symmetry
- ▶ Regional composition (i.e. How much fat, lean, and bone in arms, legs, trunk, etc)
- ▶ Images of bone, lean, and fat tissue
- ▶ Trending Charts to display progress

# Are “Next Generation” Health Screening Programs Expensive?

- ▶ The Costs of Next Generation Testing has decreased every year!
- ▶ It does cost a little more than traditional screenings, however, groups see better group health results utilizing “Next Generation” Screening Programs!
- ▶ Genetic Testing in the past was very expensive but cost are now very reasonable.
- ▶ DEXA Scans in the past were only available at Hospitals, and Research Institutions, but in the last 5–6 Years that has changed and costs are very affordable today.

# What are the advantages of using “Next Generation” Health Screening Programs?

- ▶ “Next Generation” Screening Programs get RESULTS!
  - ▶ They are new, exciting and fresh for Groups and Employee’s.
  - ▶ They leverage Scientific & Technological advances to properly educate Employee’s on what they need to do to get healthier!
- ▶ Knowledge is Empowering to drive behavioral change!



# How can Wellness Professionals leverage “Next Generation” Health Screenings to FINALLY get Results?

- ▶ We are in a Health Epidemic thus we have a responsibility to our Groups and Clients to invest in “Next Generation” Technology because what we have done over the last 5–10 years is NOT working!
  - ▶ “Next Generation” Health Screenings are personalized towards an Employee’s Genetic and Obesity Biomarkers helping them leverage all tools available to get results.
  - ▶ “Next Generation” Health Screenings educate, shock and help the Employee’s FINALLY get motivated to Change!
  - ▶ “Next Generation” Health Screening places the data in the Employee’s hands for true Consumer Driven Healthcare!

# How can Wellness Professionals implement “Next Generation” Health Screenings for your clients?

- ▶ Educate your Wellness Staff & your Employer Groups of the needs for “Next Generation” Health Screening
- ▶ Incorporate a form of “Next Generation” Health Screenings ASAP to establish a chain of behavioral change and health improvements for your Groups.
- ▶ Invite 3<sup>rd</sup> party “Next Generation” Testing Providers to your Health Fairs, Benefits Fairs & other Wellness Events
- ▶ Contract with “Next Generation” Providers like Dexa Body for all of your groups “Next Generation” Screening needs.

# Question & Answer Session