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HealthFitness' HRA Detects Health Risks of Client's Global Employees

INSIGHT® International HRA provides multinational employers with critical data to design programs that reduce employee health risks and costs based on geographic location.

MINNEAPOLIS, MN Aug. 12, 2008—Medical cost increases for employers throughout the world are expected to accelerate during the next five years, according to a survey conducted by Watson Wyatt, a global consulting firm.¹

To contain these costs, multinational employers can use data collected with HealthFitness' new INSIGHT® International Health Risk Assessment (HRA) to tailor benefits and health improvement programs to specific cultures, and create a clear doorway into comprehensive health and wellness programs for geographically diverse employee populations.

HealthFitness' INSIGHT International is a brief, easy-to-complete HRA that is translated and culturally validated by in-country translators. For employees, the HRA raises awareness about health risks and gives personalized feedback about lifestyle changes to improve their health. Data collected from the HRA provides employers with identification of the top six chronic conditions and health risks among employees at domestic and international locations.

“As multinational companies address rising health care costs, today’s emerging trend is to take a global approach to employee health,” HealthFitness Chief Medical Officer Jim Reynolds, M.D., said. “But before a company embarks on this approach, it needs to think critically, identifying and evaluating the specific issues that will affect outcomes, such as cultural and language differences. INSIGHT International is a tool that allows employers to pinpoint these issues.”

INSIGHT International:

- Is tailored with different dialects for specific populations, e.g., HealthFitness offers its assessment tool in several dialects of Spanish.
- Covers biological areas and lifestyle questions, including body composition, cholesterol, triglycerides, glucose, blood pressure, depression, physical activity, nutrition, alcohol, tobacco, stress, productivity, seat belt and helmet use.
- Identifies chronic conditions through self-report.
- Asks multiple questions on nutrition, such as consumption of fruits and vegetables, total fat, healthy fat, sodium, high-sugar drinks, and whole grains.
- Provides immediate personalized report of HRA findings to the participant.
- Generates reports for the employer detailing population summary results.
- Maintains confidentiality of employees.
- Includes the most up-to-date scientific information.

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“To effectively engage and empower employees with information about key health risks, we developed INSIGHT International with three top goals in mind,” Reynolds added. “First, keep the questionnaire short; our international HRA takes 10-15 minutes to complete for the slowest participants. Second, make it easy to access and complete, so we only offer it online. And third, keep the basic participant report short so employees can easily read and absorb the information.”

By the end of 2008, HealthFitness will offer INSIGHT International in 11 languages, which are slated to include: English (U.S.), English (U.K.), Spanish (Puerto Rican, Latin America), Brazilian Portuguese, Canadian French, Swedish, Japanese and German. By the end of 2010, HealthFitness expects to have INSIGHT International available in 33 to 35 languages, including several from Asia and the Pacific Rim.

In addition, HealthFitness has developed a global model for service delivery of health promotion, health risk reduction and chronic condition management that can be adapted to the local country and culture. This model includes a consulting component that works with the employer to develop global strategy; to design, implement and provide the supporting services; and to measure the outcomes.

INSIGHT International is a global extension of INSIGHT, HealthFitness’ established health risk assessment. Almost 100,000 client employees have completed an INSIGHT HRA to date in 2008. Through HealthFitness’ extensive database of completed HRAs, HealthFitness is able to provide comparative data to employers to gauge the health of their employee population against others in the same or similar industry.

About HealthFitness

HealthFitness is a leading provider of employee health improvement services to Fortune 500 companies, the health care industry and individual consumers. Serving clients for more than 30 years, HealthFitness partners with employers to effectively manage their health care and productivity costs by improving individual health and well-being. HealthFitness serves more than 300 clients globally via on-site management and remotely via Web and telephonic services. HealthFitness provides a complete portfolio of health and fitness management solutions including a proprietary health risk assessment platform, screenings, EMPOWERED™ Health Coaching and delivery of health improvement programs. HealthFitness employs more than 3,000 health and fitness professionals in national and international locations who are committed to the company’s mission of “*improving the health and well-being of the people we serve.*” For more information on HealthFitness, visit www.hfit.com.

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¹ “Medical Cost Increase to Accelerate Worldwide Over Next Five Years, Watson Wyatt Poll Finds,” <http://www.watsonwyatt.com/news/press.asp?ID=18622>