

Revitalize You!TM

HeartMath's System for Building Resilience and Transforming Stress.



Health care costs in the US now exceed \$2.3 trillion, or \$7,681 per person. The two conditions that increase the risk of disease the most, creating tomorrow's high claims, are stress and metabolic syndrome. Effectively addressing these two issues can slow the production of disease and therefore reduce health care costs.

Client Health Care Cost Savings

Medical Cost Trend

- 4% decrease in costs* for HeartMath cohort
- 9% increase in costs for Non HeartMath cohort

Essential Hypertension

- 22% decrease in cost of HeartMath cohort
- 47% increase in cost for Non HeartMath cohort

Pharmacy

- 7.9% increase in cost of HeartMath cohort
- 13.3% increase in cost for Non HeartMath cohort

First Year ROI = 1.95 : 1, projected second year ROI = 3.9 : 1

- Annual Savings HeartMath participant = \$585

*2007 covered charges vs. 2008 covered charges

Figure 1

HeartMath has proven to effectively improve three key metrics:

- Health Care Costs (Figure 1)
- Psychological Health and Behavior (Figure 2)
- Biometrics – Metabolic Syndrome (Figure 3)

Psychological Health and Behavior Results

Stress Risk Reduction n=3129

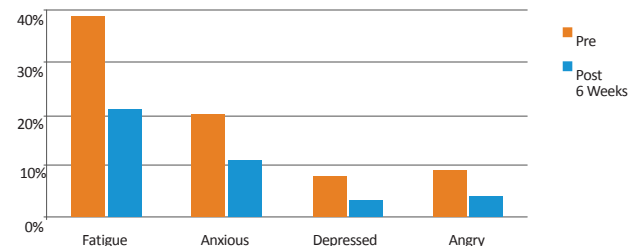


Figure 2

Biometric Results

Clinical Lab Improvements Metabolic Syndrome

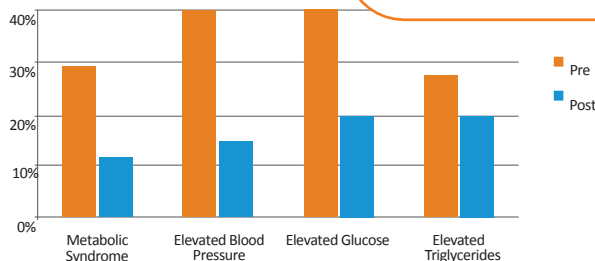


Figure 3

59% reduction in # participants with metabolic syndrome (three or more measures at risk)
26% decrease in triglycerides
12% decrease in systolic BP
10% decrease in diastolic BP
10% increase in HDL
10% decrease in LDL

How Revitalize You! Delivers Results

The Revitalize You! program focuses on managing the key precursors to disease: stress and metabolic syndrome. HeartMath's case studies have shown measurable results reducing both of these conditions. Employees also report better health, performance and well-being.

This high impact program is sustained through the use of the award-winning emWave[®] technology providing employees with real-time feedback on their level of coherence and resilience. Your employees will gain a better understanding about what happens to their bodies when they are stressed and how their reactions to everyday challenges can either rob them of the vitality they want, or be transformed into healthier, more satisfying, resilient and productive energy.

“For over 4 years, Blue Cross Blue Shield of TN has incorporated HeartMath’s stress reduction programs into our organization with positive results for improved employee health and performance.”

Sharon Gilley, Manager of Organizational Development
Blue Cross Blue Shield of Tennessee

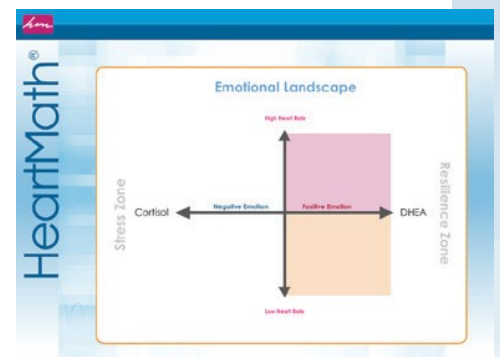
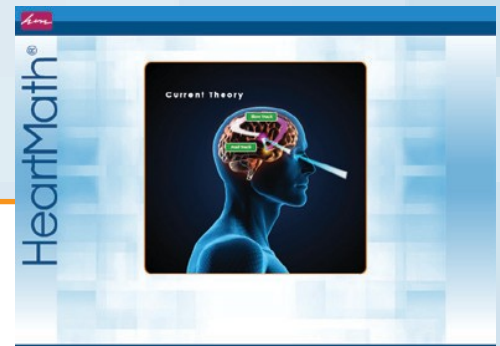
Revitalize You! Program Highlights

- Research-based program leverages new understanding of physiology for rapid, sustained behavior and health improvement
- Engages user to practice with emWave® feedback technology
- Can be introduced across broad populations - scalable
- Easily integrates with existing programs

Revitalize You! Program

- Video-based online learning program
- Five 1-hour sessions teaching more than ten health-promoting HeartMath tools and techniques
- Includes worksheets, weekly quizzes and online support and coaching
- emWave Personal Stress Reliever® technology for each participant that provides real time, immediate feedback
- Online application, registration and surveys
- Fully managed robust platform
- Biometric (optional) and psychometric measures to validate program effectiveness
- Health counselor for support and questions
- Full technical support
- Analytics and reporting of results

HeartMath manages the full implementation and administration of the program.



Contact us for more information or to arrange for a private consultation or web-based presentation for you or your team.



HeartMath Benelux BV, info@heartmathbenelux.com
tel: (31)43-3655626, www.heartmathbenelux.com

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