



# Health Scores: Incentivizing Consumers to Adopt Healthy Behaviors

Thursday, October 22, 2015





**Todd Tweedy**  
Moderator  
Summit Education Series  
Motionsoft





# Upcoming Webinars

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October 27, 2015  
Tuesday

**Dr. Paul Bedford, Principle, Retention Guru**  
The VIPs of Retention: Visits, Interactions and Programming (VIP)  
Track: Retention

October 29, 2015  
Thursday

**Houman Arasteh, President, h2 wellness**  
Connected Health: Understanding How to Leverage Technology to Influence Human Behavior  
Track: Connected Health and Member Engagement

November 3, 2015  
Tuesday

**Weidong Yang, CEO, Kineviz**  
Actionable Information From Meaningful Member Data in the Fitness Industry  
Track: Data Visualization and Predictive Analytics.

# Motionsoft Member Management Solutions



B.O.S.S.

## **B.O.S.S. - Back Office Support Services**

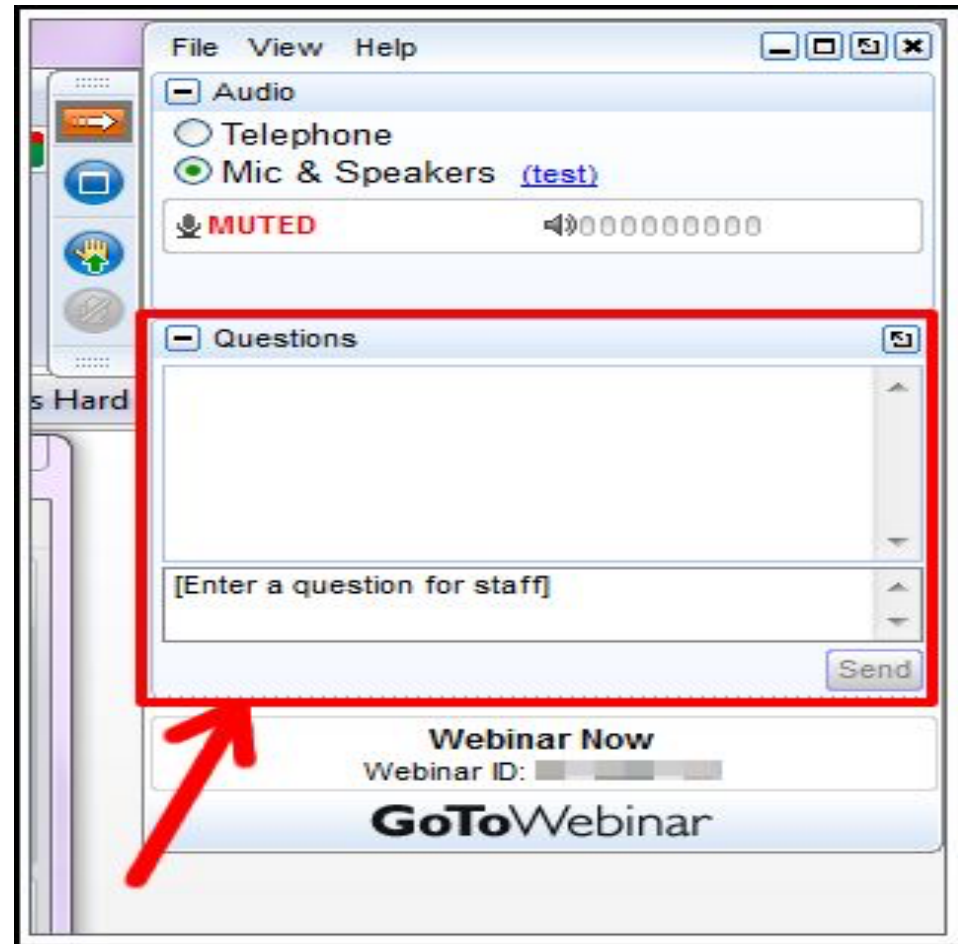
An automated billings solution that includes three core methods of communication:

- **Automated Phone Calls**
- **Email Generator**
- **Letters**

To learn more about B.O.S.S. contact  
[support@motionsoft.net](mailto:support@motionsoft.net) or call 1-800.829.4321



## Asking Questions in GoToWebinar





Your Presenter

**Tim Davenport, CEO**  
Consumable Science





*Connecting World Class Science to Consumer Health*

*Founder Teresa O'Keefe*

*CEO Tim Davenport*

Introduction  
Tim Davenport

CEO of Consumable Science, creator of MyBodyScore from research out of Johns Hopkins.

Previously CEO of Revolution Health and Sermo, representing broad interests in consumer health.

Working for two years with Teresa O'Keefe, founder of Consumable Science on idea of biomarker-based FICO score.

Previous CEO and executive roles at: Parature, Best Software and Lotus.

Founder Teresa O'Keefe

CEO Tim Davenport



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- Proliferation of programs
  - Far beyond subsidized fitness
- Health Risk Assessments
- Biomarker screenings
  - “Know your numbers”
- Mental health

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- Headline is now “Wellbeing”
  - Health, financial security, mental
- But, the buzz is now “Wearables and Campaigns”

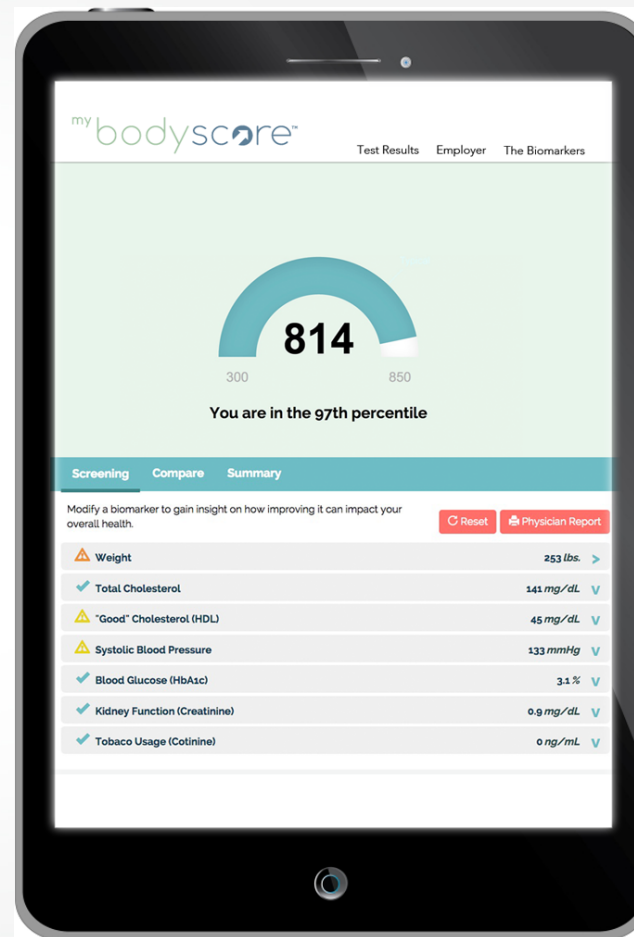
# Are You Healthy? How Do you Know?



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### What we measure

A simple blood test tells us a great deal about your overall health.



#### Body-Mass Index (BMI)

BMI is a number calculated from a person's weight and height. BMI is a fairly reliable indicator of "adiposity" (fat stored in the fatty tissue of the body) for most people. In the future, we may use additional measures to better account for adiposity.



#### Total Cholesterol

Cholesterol is a wax-like substance found throughout your body. Your body needs a little bit of cholesterol to work properly. But too much cholesterol can clog your arteries and lead to heart disease.



#### HDL ("Good") Cholesterol

HDL is the "good cholesterol." This friendly scavenger cruises the bloodstream, removing harmful bad cholesterol.



#### Systolic Blood Pressure

Systolic blood pressure measures the amount of pressure that blood exerts on arteries when the heart contracts with each beat.



#### Blood Sugar (HbA1c)

HbA1c shows the average level of blood sugar (glucose) over the previous 3 months. It indicates your risk for diabetes, or if you already have it, how well you're controlling it.



#### Kidney Function (Creatinine)

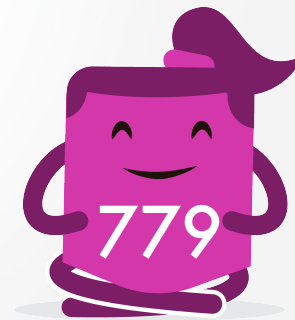
Creatinine levels correspond with kidney function giving an estimate of how well your kidneys are doing their job of filtering waste. When the kidneys are not filtering well, Creatinine may increase.



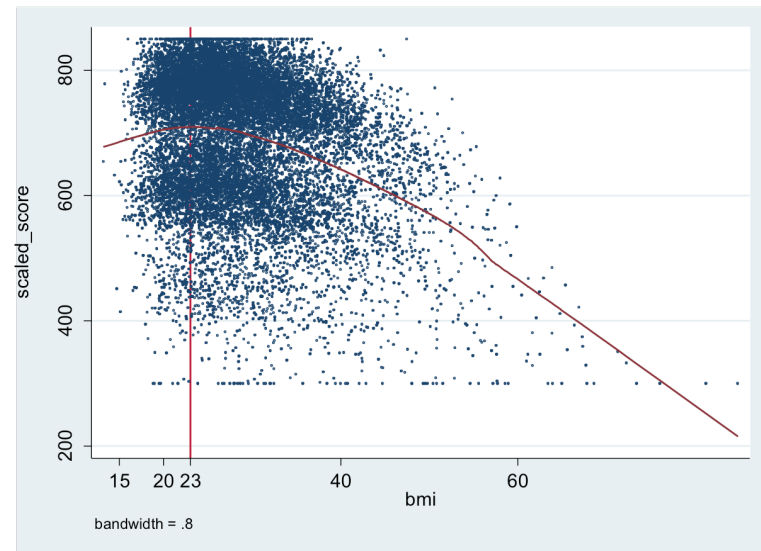
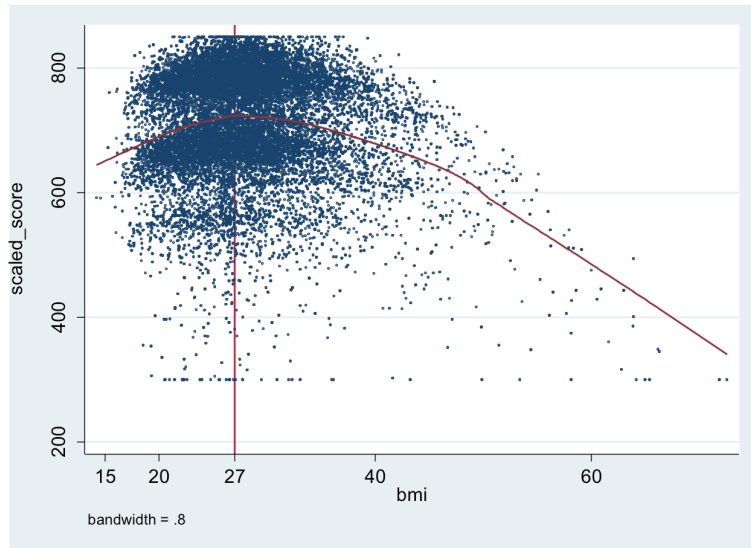
#### Tobacco Use (Cotinine)

Cotinine levels correspond with levels of exposure to tobacco smoke. Even people who don't smoke can be exposed to secondhand smoke.

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# Science Behind the Score





# How it Works



Get Screened



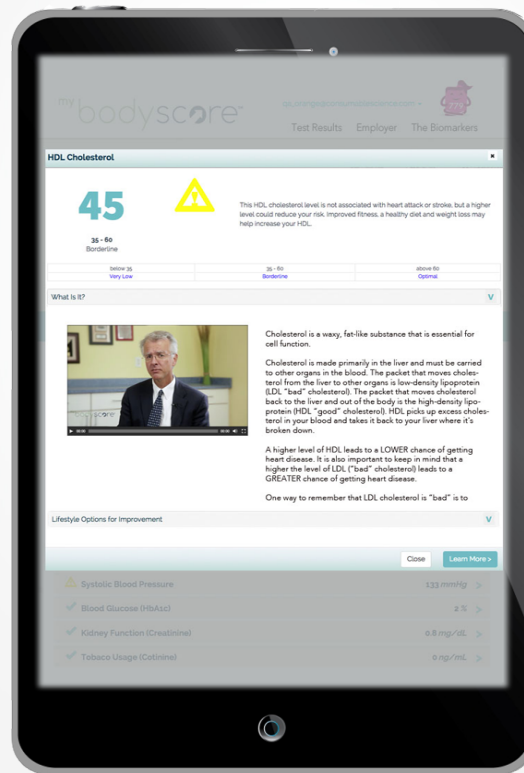
Get Scored



Get Healthy

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# Beyond the Score





# Thank You

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***"IT WAS IMPRESSIVE TO SEE  
THE INTELLECT AND BUYING  
POWER IN THE ROOM."***

**ANDREW KOLMAN  
DIRECTOR OF PRODUCT DEVELOPMENT  
CONSOLE TECHNOLOGY  
JOHNSON HEALTH TECH. CO. LTD**