



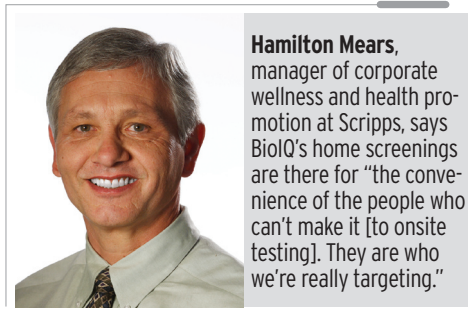
House call, with a twist

Home-delivery health screening kits being called 'Netflix of health care'

BY KATHLEEN KOSTER

Similar to how Netflix subscribers simply open the mailbox and find their favorite movies and send them back when they've finished viewing, recently launched BioIQ is using that same model for health screenings. Being called the 'Netflix of health care,' BioIQ brings the blood screening lab to employees through home-delivery health screening kits to test for and monitor chronic conditions like diabetes and heart disease — huge cost sources for employers.

With a prick of the finger, employees can prepare their own blood work at home and



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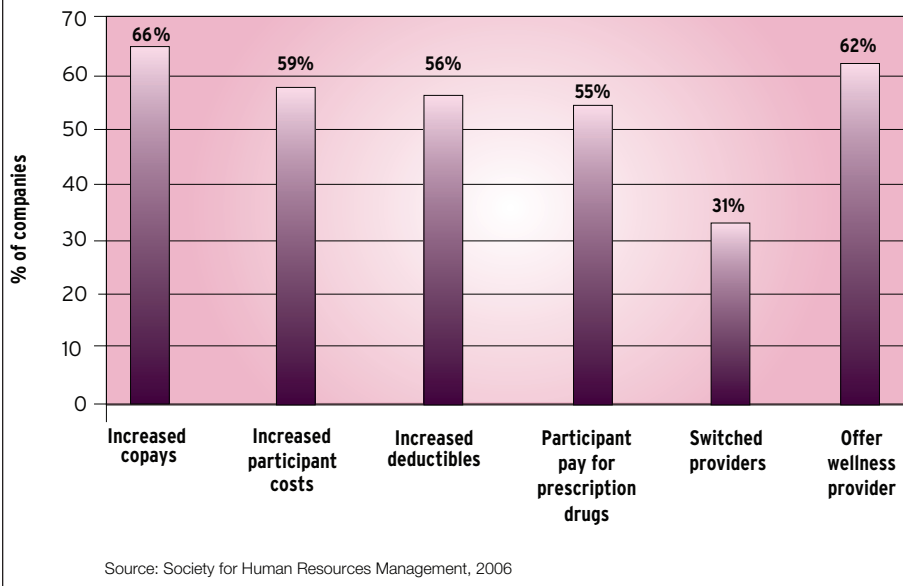
send it one of BioIQ's certified laboratories. The results are uploaded to participants' individual, secure Web pages and mailed directly home, along with healthy lifestyle recommendations

or reminders of office wellness initiatives, if the employer so chooses.

"A lot of consumers want to take their health matters into their own hands. People want to take the initiative," says Justin Bellante, BioIQ CEO.

BioIQ helps make sure employees take the reins, not only by encouraging them to participate in the screening through the employers' communication channels, but by delivering tailored information on the individual's Web portal and providing a health coach, who serves as an intermediary step between the patient's home and the doctor's office, to answer any

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lingering questions over the phone.

The online interface, integrated with help from Alere, a Nevada-based disease management company, features a risk test for diabetes and heart disease as well as a comprehensive health assessment. Once employees receive their results by mail and online, they can review suggested literature specific to their disease.

The Web site features a clear dashboard interface that shows, in easy-to-understand graphs, employees' health trends as measured by the tests and the online health risk assessment.

"When you think about the typical lab report, it's usually just a black-and-white printout, [it's] fairly cryptic [and] hard to understand. Whereas here, it's designed to be understood by lay people and presented in an appealing way," asserts Charles King, Alere vice president of product marketing and health improvement.

There is also an online store listing the four tests currently available for an A1c/diabetes exam, cholesterol exam, colorectal exam or a combined A1c/diabetes and cholesterol panel test. Tests for osteoporosis, kidney disease, prostate cancer and thyroid disorder are advertised as soon to come. Prices range from \$24.95 to \$65.95 for an individual client.

When one considers the average incident cost of coronary heart disease as \$10,090 per patient per year, or \$11,892 for diabetes, according to the American Heart Association and the American Diabetes

Association, the \$50 per employee that an employer spends on the screening, the online interface and health coaching seems a modest fee. According to BioIQ, employer return on investment ranges from \$1.20 to \$5 for every dollar spent on the program within the company's larger wellness initiative.

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overall health of their population," explains Bellante. We can also integrate that data with the health plan or disease management company that that employer works with."

Case in point

Scripps Health, a nonprofit, community-based health care delivery network in San Diego, Calif., and one of BioIQ's 30 employer clients, already has seen positive results in its well-

ness program — 80% employee participation, up from 69% last year, in addition to a 14% improvement in population risk. Scripps also took more than 1,000 initial orders for BioIQ kits from their 12,700-person workforce, with two-thirds completing the tests.

"As you're providing people with the results [of the home health screenings], you have the opportunity for counseling," affirms Hamilton Mears, the manager of corporate wellness and health promotion at Scripps. "As people are entering information into their wellness assessment [online], they are given very explicit directions as to what their risks are, what they can do about it, and are pointed toward the appropriate types of interventions."

Scripps signed up with BioIQ to supplement their onsite screening initiative for those who worked second and third shifts (the onsite screenings take place in the morning for fasting purposes) or for those on vacation. Twelve percent of those screened took the BioIQ tests.

"The onsite screenings have an advantage in that not only do they provide the information, but because they are so visible, people get as excited as at a [health] fair kind of atmosphere," explains Mears. The home health tests are there for "the convenience of the people who can't make it; they are who we're really targeting."

BioIQ's CEO, Bellante, agrees. "Partly, on-

site screening is good because it's capable of going into a location and creating a stir or buzz because it is a very physical and invasive program," he says. At the same time, for small and midsize employers or large employers that have multiple campuses or satellite offices, it's not necessarily cost-effective to do onsite testing. From that standpoint, BioIQ really gives you access to a lot of people, including dependents, that onsite testing can't access." —K.K.