

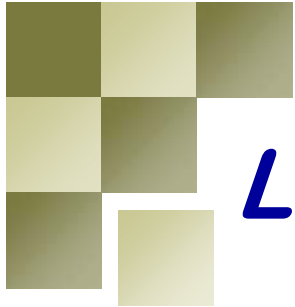


Executive Health Programs & Services

Presentation to the Medical Fitness Association

November 11, 2004





Learning Objectives

- **Participants will learn:**
 - **What trends are driving the evolution of executive health programs**
 - **How to determine if an executive health program makes sense for their organization**
 - **What are the components of a successful executive health program**
 - **What are the economics of an executive health program**



Overview of Executive Health

- **National Trends/Drivers**
- **Executive Health Programs**
- **Critical Success Factors**
- **Fitness Opportunities**



Good Health = Good Business

According to 2002 findings by the University of Michigan Management Research Center, executives who underwent physical exams had 20% fewer health claims and lost 45% fewer workdays than those who did not.

Costs = \$1,500 to \$3,000 for basic program



Trends/Drivers

- Executive compensation strategies
- Executives as corporate assets
- Key man insurance
- Good business sense for corporations
- Technological developments
- Competitiveness in healthcare
- Potential new revenue stream



Executive Health Rewards

- **Business opportunity for new revenue stream**
- **Image/Prestige**
- **Relationships/referrals**
- **Synergies with other programs & services**



Determining Feasibility

- **Goals and objectives of program**
- **Market assessment**
- **Healthcare system support/integration**
- **Facility and equipment requirements**
- **Operational requirements**
- **Financial performance**



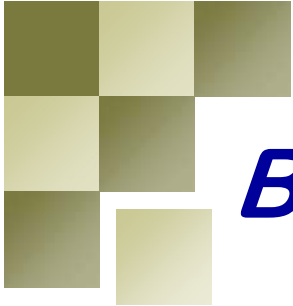
Goals & Objectives

- Understand the over-arching goal
- Define what is already in place
- Identify the gaps in service
- Develop plan to fill gaps
- Get buy in of key executive staff



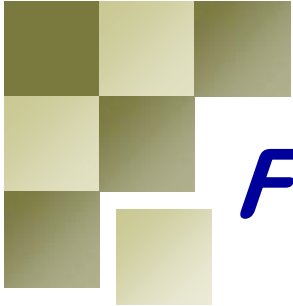
Market Assessment

- **Analyze the market for potential volumes**
- **Determine the expectations and buying patterns of corporations**
- **Assess your competition**
- **Understand your image in the market**
- **Determine potential capture**
 - **Is it adequate to justify going forward?**



Business Parameters

- **Define the business needs**
 - Healthcare system support/integration
 - Facility and equipment requirements
 - Operational requirements
- **Outline marketing strategy**
- **Determine the cost to launch business**
- **Identify potential partners**
 - Share risk/reward
 - Added capabilities



Financial Performance

- **Define financial assumptions**
 - Initial investment
 - Ongoing operating costs
 - Projected revenues
- **Develop pro forma**
 - Does it meet the financial objectives?
- **Determine breakeven point and estimate time to reach breakeven**



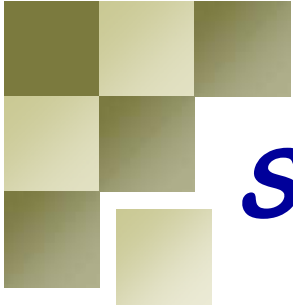
Facility Needs

- **Dependent on scope of operation**
 - **Physician offices**
 - **Exam rooms w/attached restrooms**
 - **Nursing stations**
 - **Treadmill stress test rooms**
 - **Consultation rooms**
 - **Procedure room**
 - **Mammography room**
 - **Chest x-ray room**
 - **Hydrostatic tank**
 - **Basal metabolic rate testing room**
 - **Strength, balance, flexibility testing room**
 - **Male & female changing rooms/areas**



Equipment Needs

- **Dependent on scope of program**
 - **Comprehensive online report system**
 - **OSHA certified hearing booth**
 - **Vision machine**
 - **Tonometry machine**
 - **Strength equipment**
 - **Balance equipment**
 - **Treadmills**
 - **Stress test equipment**
 - **Bike ergometer**
 - **Hydrostatic tank**
 - **BMR equipment**



Staffing Needs

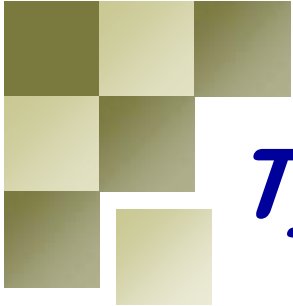
■ **Dependent on scope of operation**

- **Program director**
- **Physician(s)**
- **Nurse(s)**
- **Patient coordinator**
- **Exercise physiologist(s)**
- **Dietician(s)**
- **Lab tech/phlebotomist**
- **Marketing director**
- **Sales staff**
- **Accountant/bookkeeper**
- **Receptionist**



Medical Resources

- **Dependent on scope of program; may be available on campus**
 - **Cardiologist**
 - **Radiologist**
 - **Urologist**
 - **Dermatologist**
 - **Endocrinologist**
 - **Gastrointestinal specialist**
 - **Plastic surgeon**
 - **Psychologist**
 - **Podiatrist**
 - **Physical therapist**
 - **Esthetician**



Typical Program Standards

- Privacy, convenience and quality
- Comprehensive assessments
- Elegant, professional environment
- Same-day results on most tests
- Personalized assistance with scheduling tests/referrals
- High technology imaging capabilities



Multi-Disciplinary Team

- **An effective Executive Health Program will require coordinated communication and a multi-disciplinary team, including**
 - **Physicians**
 - **Nurses**
 - **Dietitians/Nutritionists**
 - **Exercise physiologists**
 - **Educators**
 - **Administrators**



Standard Program Components

- Medical history
- Physician consult
- Radiology procedures
- Preventive screening tests
- Pulmonary function testing
- Lab tests: blood work, urinalysis
- Cardiovascular screening
- Nutritional consult
- Colorectal cancer screening
- Fitness and performance evaluation
- Prostrate screening or pelvic examination
- Hearing, vision screening and tests
- Full body CT imaging
- Electrocardiogram
- Comprehensive written report of findings



Fitness Center Integration

- **Fitness assessment/testing**
- **Nutrition counseling**
- **Educational support**
- **Exercise prescriptions**
- **Exercise support**
- **Retail setting**



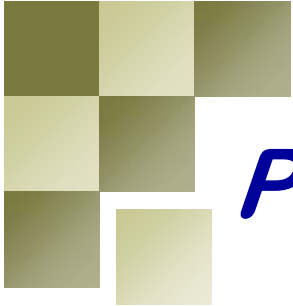
Executive Health Programs

- Google produces nearly 5 million hits for executive health programs
- Examples of healthcare players:
 - Cooper Clinic/Cooper Aerobic Center
 - Mayo Clinic
 - Cleveland Clinic
 - Johns Hopkins
 - Duke University Health System
- Examples of other players
 - Canyon Ranch
 - Greenbrier Resort



Critical Success Factors

- **Comprehensiveness**
- **Privacy, convenience and quality**
- **Catering to needs of busy executives**
 - **Concierge services**
 - **Business services**
- **Extended one-on-one time with physician**
- **Same day results on my tests**
- **Written reports**
- **Making referrals/follow-up appointments**
- **Immediate treatment for any health emergencies**



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