

Know Your Number[®]

Outcomes-based Health Index delivers Actionable Knowledge

Know Your Number (KYN) is a proven, evidenced-based Health Index, used to evaluate an individual's near-term risk for 6 of the most costly and modifiable chronic diseases.

KYN improves health outcomes by 15% before any health intervention has even been implemented.

An effective "private-label" health education tool

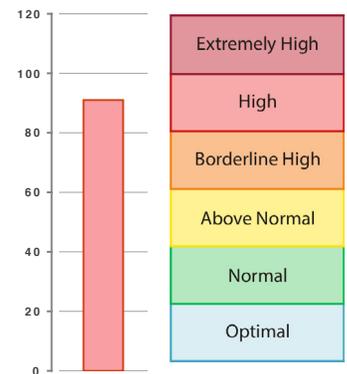
Accurate and reliable information makes a difference and so does active participation. Promoting participation in targeted health programs and interventions requires the ability to identify what is needed in the first place.

A simple one-page report creates a unique "health window", educating individuals about their modifiable disease risk—what can be controlled and minimized with behavior change and healthier lifestyle choices. KYN communicates a compelling "roadmap for change" by indicating the sources of modifiable disease risk and the impact of each modifiable risk factor.



The KYN Health Risk Index identifies for every participant:

- Overall health risk status
- Disease-specific risk
- Disease risk as compared to peer group
- Modifiable risks and their sources
- Risk related to ethnicity



KYN's Actionable Knowledge:

1. Addresses the right questions about an individual's health status
2. Tracks outcomes AND the conditions that give rise to them
3. Presents data in context (i.e. meaningful peer comparisons)
4. Bridges data divides (i.e. KYN is offered in multiple languages, shows relationship between ethnicity and risk, and is available in different viewable formats)
5. Measures the results of effective practices and interventions

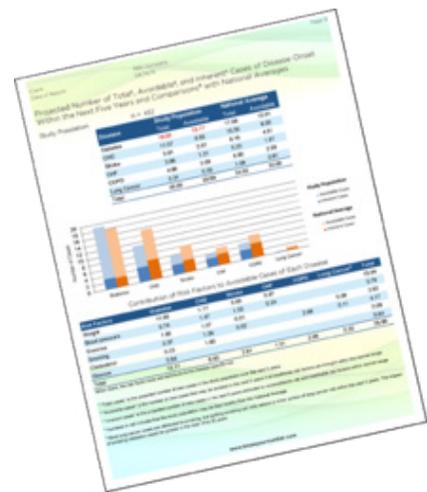
In partnership, employers, members, resellers, vendors, and physicians can build upon the data, developing and instilling higher levels of accountability necessary to make modifiable changes in health.

“Actionable knowledge is not only relevant to the world of practice, it is the knowledge that people use to create that world.”

– Chris Argyris, Researcher

A population health scorecard for employers that means something

Reports and scorecards are as much about “packaging” to help with decision making as they are for assessing quality. KYN aggregate employer reporting helps with both by illustrating the current health status of employees, including the estimated number of future chronic diseases and potential costs stemming from “avoidable” risks.



Aggregate employer reports include:

- Age/gender projections
- Population baseline vs. national averages
- Population comparisons (pre and post assessment)
- Population readiness to change
- Participant stratification analysis

KYN Key Differentiators:

- **Synthesis Analysis™** - Patented morbidity modeling eliminates the need for credit/debit approach
- **Modifiable Risk Focus** – Focuses on risk that is within your control to change
- **Objective Snapshot** – Shows current risk, prevalence, and cost of chronic diseases
- **Unbiased Aggregate Reporting** – Aggregate reporting evaluates the program’s effectiveness, helping to document the ROI of your investment