2019 Press Kit
EHE is a managed service for preventive health care that drives validated clinical outcomes while delivering enterprise-wide value. Founded in 1913, EHE is the first – and only – health care provider in America specializing in prevention, partnering with businesses to create a healthier, happier, and more productive workforce. Patients receive comprehensive age-based and risk factor-based on periodic health examinations, in addition to in-depth assessments and consultations relating to lifestyle.
A Managed Service for Preventive Health Care
Driving Validated Clinical Outcomes and Delivering Enterprise Value

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<thead>
<tr>
<th>EVIDENCE BASED PERIODIC HISTORY AND PHYSICAL EXAMS</th>
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<tbody>
<tr>
<td>• ACA and USPSTF</td>
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<tr>
<td>• Selected other national recommendations</td>
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<td>• Progressive elimination of inappropriate testing</td>
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<tr>
<th>PERSONAL HEALTH ASSET SUPPORT AND OPTIMIZATION</th>
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<tr>
<td>• Re-designed digital personal health record that tracks health assets</td>
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<td>• Eat, think, and move personalized health mentor support</td>
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<td>• Employer sponsor/partner integration</td>
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<tr>
<th>NATIONAL CURATED PREVENTIVE HEALTH PROVIDER NETWORK</th>
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<tr>
<td>• Qualified, credentialed</td>
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<td>• 7 owned clinics and &gt; 150 national providers</td>
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<td>• Bundled, discounted fees</td>
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<td>• Incentivized for outcome and patient satisfaction</td>
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<th>ENGAGING THE UNENGAGED TO DRIVE PARTICIPATION</th>
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<tr>
<td>• Omni-channel segmentation/personal approach</td>
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<td>• Best of retail sector breed targeted patient communication</td>
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<tr>
<td>• Relevant patient preferred content delivery</td>
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<td>• Private, secure</td>
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<th>TRANSPARENT PROGRAM EVALUATION</th>
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<tr>
<td>• Third-party independent participation</td>
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<tr>
<td>• Tracks pan-enterprise value of preventive health</td>
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<td>• Provides group data to help target appropriate health management programs</td>
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<td>• Enables program continuous improvement</td>
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**EHE and Prevention**

**THE THREE LEVELS OF PREVENTION**

**PRIMARY**
Intervening before health effects occur, through measures such as vaccinations, altering risky behaviors (poor eating habits, tobacco use), and banning substances known to be associated with a disease or health condition.

**SECONDARY**
Screening to identify diseases in the earliest stages, before the onset of signs and symptoms, through measures such as mammography and regular blood pressure testing.

**TERTIARY**
Managing disease post diagnosis to slow or stop disease progression through measures such as chemotherapy, rehabilitation, and screening for complications.

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**PREVENTIVE HEALTH**

Preventive health care focuses on the prevention of disease as opposed to the treatment of disease. The Affordable Care Act (ACA) established coverage free of patient cost-sharing for preventive health services that have been graded “A” or “B” by the U.S. Preventive Services Task Force (USPSTF). Discussions of this provision often note that if individuals received all recommended care, these services could help prevent nine of the top 10 leading causes of death and could prevent 100,000 deaths annually.

**OUR APPROACH**

We prevent disease through the primary tactics of prevention including regular comprehensive health exams based on U.S. Preventive Services Task Force (USPSTF) recommendations and health mentoring to facilitate positive behavioral changes. We know that some of our patients may already be dealing with medical conditions, so we provide guidance to help stem any negative progressions and avoid future complications.
How We Deliver

**CLINICAL VISIT**

The power of prevention drives EHE care. We use evidence-based screenings and validated assessments to provide patients with unprecedented insight into their health. The Affordable Care Act first opened the door by making preventive services accessible to everyone. EHE delivers on that promise with an approach that helps individuals lower their health risks and improve performance, productivity, and longevity. The result is the most comprehensive care anywhere, a pioneering clinical program that’s the first of its kind in positioning prevention as the guiding force of patient care.

The consultation with an EHE physician is the crux of the patient’s in-clinic experience. It’s an opportunity for an unrushed and comprehensive conversation about health. In addition to performing an enhanced physical examination and meticulously reviewing every aspect of the online and in-clinic assessments, the physician takes time to discuss the concerns of each patient, their risks and lifestyle, and any factors that could impact their well-being. It goes far beyond what’s provided in a primary care setting. It’s a full-scale investigation into the essence of a patient’s health.

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**EAT**

The foods you put in your body provide energy and nourishment. Our assessments focus on the quality, quantity, and times of day you consume food so that our physicians and health mentors can make recommendations for Optimal Eating for Life.

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**THINK**

Stress, depression, anxiety, anger, and more affect the way we think. Our mind can be a powerful influence on our overall health, productivity, and performance.

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**MOVE**

It’s important both to increase your physical activity and to make sure you move in ways that don’t put you at risk for injury. Discovering the right movement for you can help lead to active and healthy habits for life.
Health Mentorship

The clinical visit serves as a conduit to a year-round, solution-oriented preventive program. It's an experience built for sustained engagement and long-term benefits. Each patient receives the guidance and resources to meet their goals and feel their best; with this insight, they start their year-round health mentorship plans. This personalized prescription for healthy living enables each patient to discover solutions for achievable transformation that fit into their daily lives.

**COMPONENTS OF A YEAR-ROUND PLAN**

- **Physician-initiated post-exam plans** are created for our patients who gain access to health mentorship for year-round guidance.
- **Optimizing employer benefits** such as wellness vendors and other benefits that may be available to patients.
- **Leveraging community programs** such as support groups and farmers markets for healthy resources.
- **Digital content and recommendations** around health apps and wearables that have been formally vetted by our expert medical team.
WHAT IS THE EHE APPROACH?
We improve health through the primary tactics of prevention, including regular comprehensive health exams based on U.S. Preventive Services Task Force (USPSTF) recommendations and health mentoring to facilitate positive behavioral changes. We know that some of our patients may already be dealing with medical conditions, so we provide guidance to help stem any negative progression and avoid future complications.

HOW DOES EHE DELIVER ITS SERVICES AND PRODUCTS?
The power of prevention drives EHE care. We use evidence-based screenings and validated assessments to provide patients with unprecedented insight into their health.

The Affordable Care Act (ACA) first opened the door by making preventive services accessible to everyone. EHE delivers on that promise with an approach that helps individuals lower their risks and improve health, productivity, and longevity. The result is a more holistic, effective, and personalized experience. In the past, sheer quantity and specialization of screenings were believed to give patients an advantage. However, this model was susceptible to inefficiency and complications.

EHE takes a different approach. We provide patients with the exact assessments they need and then work with them on an individualized plan for improving their health. Even the simplest behavioral adjustments can have a major impact on improving health, productivity, and longevity. Our program engages lifestyle medicine, which uses validated tools to identify underlying factors and help people eat, think, and move for better health. We take into account each individual’s capacity for behavioral change and create a holistic prescription for healthier living.

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WHO IS EHE? EHE Health is the only health care company in America that specializes in prevention. We prove that preventive care is worth the investment for businesses, which benefit from healthier and happier employees. EHE prevention improves health, productivity, and longevity. We help people feel their healthiest and stay that way. At our 160+ locations nationwide, we partner with each individual to develop a personal plan for improving and maintaining better health.

HOW DOES EHE PROVIDE LIFESTYLE MEDICINE? Lifestyle medicine is our evidence-based behavioral approach to prevent, treat, and reverse chronic disease. It addresses underlying risks by using comprehensive interventions (including nutrition, physical activity, and stress management) to decrease the incidence of illness and improve clinical outcomes. EHE emphasizes holistic treatment tailored for each person. This approach takes into consideration the patient’s motivation to change and focuses on our three pillars of How You Eat, How You Think, and How You Move.

WHAT CAN YOU EXPECT FROM YOUR EHE HEALTH EXAM? Your EHE visit is designed with your comfort and convenience in mind. Your experience includes comprehensive assessments along with enhanced preventive screenings, a physical examination, and a discussion with your physician.

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HOW DOES EHE CARE CONTINUE AFTER THE EXAM? Following the comprehensive exam and consultation with an EHE physician, patients have a new understanding of their health. With this insight, they start their year-round health mentorship plans to build a healthier, more productive life. This personalized prescription for healthy living enables each patient to discover solutions for achievable transformation that fit into their daily lives.

The components of this program include: Personal health coaching, optimization of employer benefits such as wellness vendors and other benefits that may be available to employees already, leveraging community programs such as support groups and farmers markets for healthy resources, as well as digital content and recommendations around health apps and wearables that have been formally vetted by our expert medical team.
Logos

There are 4 versions of the logo for use. The primary logo and the secondary logo both have black and white versions.

Always use the supplied artwork and never try to re-create our logos.

If you are still unsure which version of the logo to use, please reach out to the creative team at creative@ehe.health.
Color Palette

The color palette is used to support design that is engaging to the consumer.

The color palette has 2 primary colors and 3 secondary colors.
Image Usage

When possible, use EHE’s proprietary photography.

**EHE PHOTOGRAPHY IS:**
- **Honest:** Free of forced poses and unrelatable models.
- **Crisp:** Clean backgrounds and great negative space.
- **Unfiltered:** Free of distracting techniques or applications.
- **Timeless:** Stylish, but not trendy.
- **Energetic:** People in motion and thoughtful cropping.
- **Pleasant:** Challenging, but pleasurable.
Thank you!