

innerReach[®] Corporation

a Health Psychology Preventive Care Technology Company

THE TYPICAL PREVENTION PITCH

The Pitch: Consumers hear it all the time. Eat healthfully, lose weight, exercise, stop smoking, get enough sleep, practice safe sex, and don't use drugs. This makes sense. But has the pitch worked? Evidently not, from the continuing cacophony. More is needed. Real knowing is in the doing!

PREVENTION PROBLEMS

The Government Oversight Problem: The U.S. government tracks the population and finds it is getting fatter, sicker, and more costly to treat. As government regulates and legislates for businesses to implement certain healthcare policies, government pushes prevention agendas that may not be practical. Why are government required prevention programs costly & hard to implement?

The Medical Care Problem: Trained to diagnose and treat disease and medical conditions, physicians are neither trained in nor have time for preventive interventions. To teach prevention it first must be learned. Most medical prevention is SECONDARY, TERTIARY, & QUATERNARY. These consist of early detection of disease already present, supportive services, or trying to correct medical mistakes.

The Implementation Problem: Government wants to reward/pay doctors for disease not being present in their patients. Could this be a slippery slope for fraud and failing medical care? How do you know when something has been prevented from happening that someone wouldn't get otherwise? How can doctors teach what they are not trained to do? How can doctors address prevention when there is barely time to adequately treat disease? How do we motivate consumers to know more about themselves and to do 'the right thing' to have health?

The Consumer Motivation Problem: Are consumers lazy about attending to their health? Most are not trained medical professionals so they don't know what is relevant to them or not. Incentivizing smart programs can help.

There are 4 Types of Prevention:

1. **PRIMARY PREVENTION**
(what healthcare needs and does not do and is not trained or paid to do)
2. **SECONDARY PREVENTION**
(early detection of disease)
3. **TERTIARY PREVENTION**
(for monitoring status)
4. **QUATERNARY PREVENTION**
(for iatrogenicity; medical errors)

Healthcare is NOT Equipped to Provide Prevention:

- Physicians are NOT trained in Prevention.
- Physicians do NOT have enough time to provide prevention.
- Physicians do NOT get paid to provide prevention.

www.higshealth.com

A Solution: The Inner Reach HiGS Health Biography Manager addresses all 4 types of prevention. Most importantly, HiGS effectively facilitates PRIMARY Prevention through users' collecting and looking at their heredity, diet, risks, habits and lifestyle, as well as their health promotion activities, including fitness. PRIMARY Prevention is a health span and longevity promoter, advancing optimal health not 'mopping up' after-sickness is already present.

Inner Reach wraps together health psychology, software technology, prevention, and internet communication. Health psychology is based on health preservation, disease prevention, and disease delay and the delay of disease progression. It is pro-active not reactive.

HiGS is a Health Biography Manager for all Types of Prevention though Consumers' Self-introspection, Self-knowledge, Risk Identification and Disease Management.



The graphic features the HiGS logo at the top left, with the tagline 'HEALTH FOR A LIFETIME' and the website 'www.higshealth.com'. Below the logo is a dark red box containing the text: 'To know where you're going you have to know where you've been.' To the right of this box is a long-exposure photograph of a highway at night, showing light trails from cars. Below the photograph, the text reads: 'HiGS Health Biography helps you to tell your story of who you are and where you have been for self-knowledge and for preventive self-care and healthcare.' At the bottom left of the graphic, there is a small copyright notice: 'Copyright Inner Reach Corporation ©1998-2012 All rights reserved.'

Healthcare is based on the western medicine 'illness' model. Providers and consumers are led to believe that prevention is a theme of running tests and diagnosing problems at the earliest possible time to minimize complications and cost. This is not real prevention. This is SECONDARY prevention or TERTIARY prevention. This care is "reactive", after someone has lost their health; it is curative and palliative.

The thrust of HiGS is the facilitation of pro-active self-knowledge through Health Biography. This, thus, enables PRIMARY prevention to reveal risk so the consumer can take measures to prevent diseases, injuries, and health problems. Therefore there is no need for treatment.

The HiGS product suite is the first and the only Consumer-Authenticated Information System (CAIS) for Health Biography. HiGS tells the story.

GENUINE PREVENTION STARTS WITH THE MOTIVATED CONSUMER

A pitch about prevention does not get the job done. A pro-active stance by the consumer is needed. To check habits and change behaviors the consumer needs relevant information that is applicable to their own health and situations - their own story. Incentivizing HiGS can help motivate usage.

Genuine Prevention is a reliable, realistic and dependable type of prevention that keeps disease from happening in the first place. Genuine prevention is PRIMARY Prevention.

Health Biography is the Comprehensive Story that brings about PRIMARY Prevention. It is the collection of self-test results (within the HiGS) relevant to the consumer. It is the data gathered by the consumer that includes up to 60 e-Histories, 180+ Health Risk Assessments (HRAs), Signs & Symptoms Tracker, Monitoring Calendars, Third Party Integration i.e., Fitbit, iHealth, & Withings devices and more - which yields 'the story'.

HiGS collects health psychology data from its biological, psychological, sociological, nutritional, environmental, and occupational components for a total person approach.

The First Line of Defense: PRIMARY Prevention

HiGS has evolved since 1993 to be a Preventive Care Technology with relevant health education applicable to each consumer to preserve health and prevent and delay disease. HiGS is a pivotal line of defense for self-knowledge and prevention.

WHO CAN BENEFIT FROM USING THE COST SAVINGS HIGS?

- Insurers, Companies, and Governments
- For their Insured/ Employees/Consumers... the End Users of HiGS