

# innerReach<sup>®</sup> Corporation

a Health Psychology Preventive Care Technology Company

## HEALTH BEHAVIORS

**Behaviors:** Behaviors and genetic predisposition put people at risk for disease. Most health problems start with behaviors and bad choices. Bad health behaviors and bad choices can be changed. Effective change brings good health or at least prevents illnesses from getting worse.

**Habits and Lifestyle:** Habits are routine practices and patterns. Most habits are daily. Humans are creatures of habit. We select the same chair in each room. We eat the same food, food we like. We chose to smoke or not. We chose to exercise or not. Our choices bring good or bad health. Health behaviors determine health span and lifespan. Problem behaviors are robustly related with disease occurrence, the quality of life, and death.

## CHANGING HEALTH BEHAVIORS

**Health Behaviors** are actions taken to maintain, attain, or regain good health and to prevent illness. Health behaviors reflect a person's health beliefs. Health behavior change is intrinsically linked to the types of health behaviors and to one's beliefs. LIFESPAN is important but HEALTH SPAN determines the quality of the years we live. Health span is that time in which we remain healthy before we become ill and lose our good health forever.

**The Health Belief Model (HBM):** Originally conceived by social psychologists in the public health sector, HBM explores the likelihood that a person will take action to prevent illness, depending upon the person's perceptions. Beliefs and lack of motivation are blockers of change.

**Perceived Susceptibility** is the probability that a person assigns to their own personal vulnerability to develop a condition. The motivation for changing behavior depends upon how much a person believes he/she is vulnerable. Perceived susceptibility is known to be predictive of a number of behaviors that protect health.

**Perceived Severity, Benefits, and Barriers** to taking action also play a part in a person's changing their Health Behaviors or not. Initiating motivation determines change.

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## Health Behaviors

Changes for Health

HiGS<sup>®</sup>  
HEALTH FOR A LIFETIME

**What Helps Change Health Behaviors?**

1. Health Beliefs
2. Perceived Susceptibility
3. Perceived Severity
4. Perceived Barriers
5. Self-Knowledge
6. Health Risk Identification
7. Willingness to Change
8. Strategies for Motivation
9. A Plan of Action
10. Self-Efficacy (confidence in oneself to do what's needed)

## A Solution to Health Behavior Change:

The Inner Reach HiGS Health Biography Manager includes multidisciplinary/interdisciplinary health features to facilitate the capturing of health behaviors and health risks so change can be made. Change in health behaviors starts with Health Biography knowledge and these beliefs:

1. Perceived vulnerable to a condition
2. There are serious consequences of inaction
3. Preventive behavior will avert the condition
4. Benefits to reducing the threat of the condition

People do not easily know what to change. Knowledge of one's habits, lifestyle, and risks provide the first step to know what to change. HiGS Health Biography helps this to happen. Inner Reach wraps together health psychology, software technology, prevention, and internet communication. It is pro-active not reactive.

**HiGS** is a Health Biography Manager to Collect Risk and Health Behaviors for Consumers' Self-knowledge to Change Health Behaviors.



THE SELF-TEST, WEB BASED SYSTEM FOR SELF-CARE AND HEALTHCARE

- 60+ e-HEALTH HISTORIES
- 180+ HEALTH RISK ASSESSMENTS (HRAs)
- SIGNS & SYMPTOMS TRACKER
- FITNESS TRACKER in Monitoring Calendar
- Other MONITORING CALENDARS
- THIRD PARTY INTEGRATION i.e., FITBIT™, iHEALTH®, AND WITHINGS FEATURES
- 120+ HEALTH EDUCATION VIDEOS

**HiGS**  
HEALTH FOR A LIFETIME  
[www.higshealth.com](http://www.higshealth.com)

Use HiGS self-tests to make your Health Biography for self-knowledge and for preventive self-care. HiGS Health Biography helps you to identify your health risks. When you know your risks you can make changes for health.

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## WHAT HELPS CHANGE HEALTH BEHAVIORS?

1. Health Beliefs
2. Perceived Susceptibility to a condition
3. Perceived Severity of a condition
4. Perceived Barriers to changing
5. Self-knowledge
6. Health Risk Identification
7. Willingness to Change
8. Employed Strategies for Motivation
9. A Plan of Action – A Proactive Stance
10. Self-Efficacy (confidence in oneself to do what is needed to have and to maintain health)

Through HiGS usage consumers can explore the impact of their personal beliefs and personality, their family and social makeup, their general health issues and concerns, and their habits and behavior patterns on their health improvement, health maintenance, and health restoration.

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

References: 1) Redding, C.A.; Rossi, J.S.; Rossi, S.R.; Velicer, W.F.; Prochaska, J.O. Health Behavior Models. *International Journal of Health Education*, 2000; 3 (Special Issue: 180-193). 2) Is the US Population Behaving Healthier? David M. Cutler, Edward L. Glaeser, and Allison B. Rosen NBER Working Paper No. 13013, April 2007, JEL No. I12,J11

## HEALTH BEHAVIOR CHANGE STARTS WITH THE MOTIVATED CONSUMER

The biggest health risk factor is the inability or refusal to make changes where needed. Risk factors for health include: demographics, genetics, behaviors, and biological factors. People's age, gender, genetics, and race cannot be changed but their behaviors and health education can be changed. It's the person's own risks that matter not broad information found on the Internet. Risk is personal. Personal/familial risks can be collected by a HiGS user into their own Health Biography.

7 Biggest Health Behavior Risks are in these areas:

1. Smoking
2. Eating wrong food, too much and too often
3. Having excess belly fat
4. Being obese or overweight
5. No consistent exercise routines
6. Drinking alcohol
7. Unhealthy lifestyle: drugs, unsafe sex, etc..

HiGS helps the user discover many detailed factors that impact health in the following areas:

- Biological – Physical
- Psychological – Emotional - Mental Health
- Sociological – Family and Relationships
- Nutritional - Diet
- Environmental
- Occupational

**HiGS Health Behaviors Tracker:** To check habits and change behaviors consumers need relevant information that is applicable to their own health and situations - their own **Health Behaviors** story.

## WHO CAN BENEFIT FROM USING THE COST SAVINGS HIGS?

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