



An investment in your most valuable asset

Heart disease and stroke poses a heavy burden on quality of life

- 1/3 of men ¼ of women have heart disease or a stroke before 60 years of age
- Heart disease is 1st and stroke 4th on the WHO list of disease causing disability.
- 90% of cardiovascular disease is caused by 9 risk factors that can ALL be controlled to prevent disease progression.

What is the process of disease progression?

Risk factors interact to produce injury and inflammation to the blood vessel walls – initially on a microscopic level. Chronically raised blood lipids accumulate and cause thickening of the wall with narrowing of the lumen resulting in long term impaired circulation. Acute incidents (heart attacks/strokes) presenting with symptoms follow occlusion of narrow arteries – usually due to a thrombus forming in individuals with a genetic tendency to thrombosis.

What are the consequences of disease?

- The risk for a heart attack is 130 times higher in someone with all 9 risk factors than in someone who has none.
- Obesity leads to high blood pressure, diabetes and thus heart attacks and stroke, gout, cancers (colon/breast)
- Diabetes + high blood pressure followed by a heart attack has same mortality to having lung ca
- Smoking causes more deaths from heart disease than from lung cancer

Why do we need intervention?

Quality of life perspective: We have an option to delay onset or prevent disease.

Financial perspective: Acute care will be afforded at a lower premium when needed if individual risk factors are well controlled.

Why do we need a managed intervention program?

- Our society has been unsuccessful to maintain healthy habits in the face of a Western lifestyle that relies on consumerism and a fast pace.
- People do not view their health as a manageable part of their lives.
- Health has not been seen as a desirable goal in itself.
- It is human nature to lack the internal motivational forces to stick to goals that take discipline.

Who then is the high-risk individual that will benefit from a lifestyle program?

- Positive family history: ischemic heart disease / diabetes / stroke / high blood pressure / high cholesterol
- Known disease: heart attack/stroke/ bypass/stenting/peripheral vascular disease
- 2 or more known risk factors: high blood pressure / diabetes / high cholesterol / obesity / inactivity / smoking / low fibre and high GI diet / total lack of red wine / psychological stress



The Blueprint Health programme provides practical solutions to risk management

Blueprint Health seeks to provide a managed health care solution where quality of care equates to quality of life and an extended disease-free period. By providing an integrated preventative care system, cost of care is balanced with risk reduction that is supported by scientific data.

While cardiovascular disease and stroke are the number one and four causes of morbidity and mortality respectively, the occurrence of these diseases depends largely on interaction of our environment on our genetic predisposition. By altering this environment through exercise, dietary intervention or simply to stop smoking, we optimise our ability to limit the expression of these genes.

Once the disease process is established, pharmacological intervention alone **only reduces progression**. Lifestyle changes potentially **REVERSE** the process. When referred to the Blueprint Health program, we will advise you on the potential interaction between your genetic susceptibility and your lifestyle that lead to the current state of your health. As all 9 risk factors are potentially modifiable, we can stop disease development or progression by reducing or even eliminating these risk factors effectively through lifestyle changes.

We will provide you with a comprehensive program that is *based on personal guidance and regular follow-up* by professionals in the field of nutrition and exercise. The program is co-ordinated and supervised by physicians and high-risk individuals will always be referred if needed.

Adherence to the program is encouraged through motivational interviewing, newsletters, support groups and monitoring of physical and blood chemistry changes at set intervals. The program can be discontinued at any stage or once personal targets have been reached. Your own family doctor can also be involved in following your progress.

Benefits of reversal:

- Exercise reduce blood pressure, cholesterol values, postpones the development of diabetes and makes it easier to maintain a healthy weight.
- Exercise reduces heart disease by 30-50%
- Specific dietary changes minimise the process of injury in blood vessels to arrest and potentially reverse disease - provided you stick to your guns.

Assessing your genetic profile will powerfully influence your motivational levels to address unhealthy lifestyle habits while providing the team with very specific information to personalise your nutritional requirements to minimise disease progression.

Knowledge of our genetic heritage now provides a sound basis on which proactive long term planning can take place in order to invest in the most valuable asset anyone can own, namely your health.