



# VOXIVA<sup>TM</sup> HealthConnect

**CardioNet** is a patient engagement solution aimed at helping people maintain healthy eating habits and exercising regularly, to control their blood pressure and weight.

**Customer Profile:** The ICS (Instituto Carso de la Salud) is a non-profit organization which guides private resources in financing social interest projects in the health sector, nutrition and the environment. The main objective of ICS is to contribute to resolving large and serious health problems in Latin America. ICS seeks to take advantage of new technological innovations and reduce common health risks in Mexico, such as heart disease.

**Situation and Challenges:** Obesity has become a serious public health problem in Mexico, partly because of improper nutrition and lack of information about the importance of eating healthy and exercising. Millions of people suffer high blood pressure, which is a frequent chronic disease in Mexico. In addition people are not used to maintaining healthy eating habits or regular exercise and do not try to control their cholesterol, blood pressure or weight on their own.

**Solution:** Voxiva, along with ICS, has developed CardioNet, a technology solution that helps self-health care, health risk prevention, and adherence to prescribed treatments. Individuals complete a questionnaire asking them questions such as sex, age, weight, height, or other health problems they may have (i.e. diabetes or smoking) as well as blood pressure and cholesterol if known. Based on these answers, the individual is evaluated according to the standards set by the World Health Organization (WHO) and begins receiving customized educational messages encouraging him/her to exercise and eat healthy. Examples of health foods and exercise are given to increase the messages effectiveness.

Individuals in this at-risk population can calculate their Cardiovascular Risk Assessment via SMS or web every 3, 6, 9 and 12 months after their registration date. From these updated assessments individuals will be sent new messages.

## Capabilities of Solution:

- ⊙ **Educational messages:** Participants receive these messages on a regular basis via SMS on their cell phones and e-mail.
- ⊙ **Track exam results in graphs:** Participants can calculate their Cardiovascular Risk Assessment every 3, 6, 9 and 12 months.

## Benefits:

- ⊙ **Patient Empowerment:** Participants have a better understanding of their disease with increased engagement and improved adherence leading to an overall better quality of life.
- ⊙ **Cost Effectiveness and Efficiency:** CardioNet promotes self-monitoring and adherence, decreasing outpatient visits and improving the way doctors track and monitor their patient's progress.