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MyBodyCount Launches First Universal Health Score Based on Lifestyle Risk Factors

New platform is similar to a credit score – offering individuals incentives to establish and track their health and wellness

Baltimore, Maryland [June 24, 2013] - [MyBodyCount](#)® (MBC), a health and wellness platform that enables individuals to track their lifestyle-based health risk, today introduced the first-ever clinical health score available to the public. The MBC Health Score was developed using predictive modeling science working in conjunction with Dr. Hunter Young, Assistant Professor of Medicine and Epidemiology at The Johns Hopkins University School of Medicine (JHUSOM) and Dr. Dhananjay Vaidya, Associate Professor of Medicine at JHUSOM.

The score is based on a panel of biomarkers, referred to as the BodyCount7™, that are predictors of the risk of health events and conditions related to heart, kidney and lung diseases and diabetes. The biomarkers can be affected by modifying behaviors including: eating, exercising, smoking and medication adherence. The score enables consumers to understand their lifestyle-based risk relative to their age group and gender.

When fully launched, MBC plans to make the screenings available for individuals in retail locations, enabling them to take measures that positively affect their quality of life and out-of-pocket healthcare costs. Sponsors, such as employers or health plans, will be able to leverage the patent-pending MBC Health Score Bureau™ and platform in their wellness and affinity programs to provide health engagement and incentives. For individuals, the MBC platform is a portable experience that is hard-wired to him or her as they change jobs and health plans. They can receive free screenings and incentives such as contributions to health accounts and premium discounts from any Sponsor connected to them through the MBC platform.

The score and user experience have been designed to be easy to understand and convenient for the public to use. For example, a non-smoker who exercises regularly and maintains a healthy diet and weight might expect a score of 800. Someone who is overweight, uses tobacco every day, and is prone to forgetting his or her medication, could score in the 500s.

MBC plans to launch its Beta product in Fall 2013 through the employee populations of corporate Sponsors based in the mid-Atlantic. Martin Knott, President of [Knott Mechanical](#) and a Beta customer, said, "Healthy employees create a more productive workplace. MyBodyCount provides the first scientifically based, measurable platform by which to understand the actual health of our employee population."

Mr. Knott added, "Understanding our scores will enable us to better address lifestyle health risks and incentivize employees with targeted motivation based on actual data."

“Similar to how a credit score and driving record affect how we spend money and get around every day, a universal health score can help us curb behaviors that damage our health and well-being. We can use our healthy behavior, reflected through our score, as currency because MBC connects us to any Sponsor organization that has an interest in our good health, productivity and longevity,” commented Teresa O’Keefe, CEO/co-founder of MyBodyCount.

The public can visit www.mybodycount.com to use an estimator tool that educates them on the BodyCount8 and enables them to estimate their score and provide feedback to the solution. MBC plans to deploy general consumer and Sponsor services beginning in 2014.

About MyBodyCount

MyBodyCount® (MBC) is a consumer health and wellness platform that enables individuals to track their lifestyle-based health risk over their lifetime with a universal score backed by leading researchers. MBC Partners provide screenings for the BodyCount8™, a set of lifestyle-based biomarkers that drives the health score. For MBC Sponsors (e.g. employers, health plans, life insurance companies, etc.), MBC functions like a *Health Score Bureau*, facilitating incentive programs and personal health engagement through non-self-reported screenings and the MBC platform. The public can visit www.mybodycount.com for more information.
