



**Validation**Institute

# 2020 Validation Report

**Review for: U.S. Preventive Medicine  
Valid through December 2023**



# Company Profile

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<b>Category:</b>	Wellness
<b>Website:</b>	<a href="http://www.uspm.com">http://www.uspm.com</a>
<b>Public or Private:</b>	Private
<b>Year Established:</b>	2004
<b>CEO:</b>	Ron Loeppke
<b>Company contact:</b>	sales@uspm.com



## Description:

**U.S. Preventive Medicine** is leading a global preventive health movement focused on saving lives and money by keeping people healthy and better managing chronic conditions before they progress. The company has developed The Preventive Plan®, an innovative health management program that is based on the clinical science of preventive medicine: primary (wellness and health promotion to keep healthy people healthy), secondary (screening for earlier detection/diagnosis) and tertiary (early evidence-based treatment to reduce complications and disability). The Preventive Plan, which is available to consumers and employer groups, identifies each individual's top health risks and designs a customized plan of action to reduce those risks, supported by health coaching, robust online tools and plan-wide challenges with incentives.



# Claim Assertion for Validation

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By assessing health risk and providing specific supports and interventions to individuals, **U.S. Preventive Medicine's** Preventive Plan strives to interrupt the natural flow of people from lower to higher risk levels. The natural changes in a population's mix of health risks is described by Dee Eddington in *The Impact of the Prevention Plan on Employee Health Risk Reduction, Population Health Management, Vol 13, No 5, 2010.*

The intervention includes high-tech/high-touch support and encouragement that participants need to adopt healthy behaviors. Support services include 24/7 nurse hotlines, one-on-one health coaching, contests, group events, and employer incentives.

## **Intervention link to outcome**

- **Summary of intervention**

US Preventive Medicine's Preventive Plan gives individuals a health and wellbeing assessment, plus biometric and lab tests which then inform a personalized preventive plan. Resources are offered to support the person implementing the preventive plan.



- **Describe the outcome being measured**

The population's mix of risk profiles (high, medium, low) after one year of Preventive Plan implementation.

- **Has the applicant shown with published literature or other credible sources that the outcome being measured is correlated with the intervention being described?**

Yes. The applicant has published work on its program; these articles have extensive citations of other published work.

## Method / Calculation / Examples

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The assessment of each individual's risk level is determined by the program's Health Risk Assessment; criteria for scoring and determining risk levels are described in *The Impact of the Prevention Plan on Employee Health Risk Reduction, Population Health Management, Vol 13, No 5, 2010*.

The 2,606 participants' baseline scores were compared to their score one year after program implementation. Each risk score was assigned to low, moderate, and high based upon the scoring rubric. The mix of the population's risk scores was then assessed at baseline and at one-year post implementation.





- **Data Source**

- **Describe the data source**

The risk profile for each participant is determined from the program's Health Risk Assessment. The criteria for placement in the high-risk category are described in their published article, The Impact of the Prevention Plan on Employee Health Risk Reduction, (Population Health Management, Vol 13, No 5, 2010).

- **Did the applicant have adequate data from a credible, reliable source?**

Yes. It is not clearly specified whether the HRA itself is a validated survey instrument; however, it was used consistently and refers to topics proven to correlate with health risk.

- **If the data source is a survey, are there validation studies available?**

None were offered.

- **Is the data source appropriate for the outcome being measured?**

Yes.

- **Comment on the overall quality of data source.**

Validation studies of the HRA would have been helpful to strengthen the quality of this data source.





# Findings & Validation

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There was a net increase of 9.40% of people in the low-risk category, a decrease of 3.61% in the moderate-risk category, and a 5.79% decrease in the high-risk category.

## Outcome Measure

- **Describe the outcome measure**

The health risk as measured by the Health Risk Assessment.

- **Is the outcome measure reflecting something important to health improvement, quality of care, and/or value/ financial savings?**

To the extent that health risk correlates with cost, this is a cost measure. There is literature supporting this correlation.

- **Describe the overall approach - a trend from pre- to post-, comparing similar groups, etc.**

The applicant took the participants' baseline scores and compared it to their score two years after program implementation. At the level of the entire population, this was compared to the mix of risk profiles that would have occurred without any intervention.

- **Did the applicant use the data source correctly to compose the measure?**

Yes.



## **Bottom Line**

- **Did the applicant clearly trace a correlation between the intervention, the outcome, and the measure?**

Yes. The Preventive Plan focuses on the topics addressed in the Health Risk Assessment. Thus, improvement on those health issues gets reflected in the HRA scores over time.

- **Were there significant flaws in the data source, measure approach, or other aspects of the application?**

No significant flaws were apparent.

- **Highlights of analysis**

- Comparing the shift in health risk for the intervention population to what would naturally have occurred, using the Eddington Natural Flow of Risk. This means that the program is not getting “credit” for the normal course of events, but rather only for its impact above and beyond what would have occurred without the intervention.
- Extensive use of published literature, which also contained good literature citations from other researchers.
- Having previously achieved validation for its work from the Validation Institute.



# Validation and Credibility Guarantee

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**U.S. Preventive Medicine** achieved level 2 validation for Outcomes.

Validation Institute is confident that **U.S. Preventive Medicine** performs as they state they are willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program\*.

## Level 1 - Savings

Can produce a reduction of health care spend including the cost of the provider. Product/solution has produced, and replicated a lower cost for healthcare overall or a specific component of healthcare

## Level 2 - Outcomes

Product/solution has measurably “moved the needle” on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

## Level 3 - Metrics

Claim is made that – with sourced, overridable assumptions linked to peer-reviewed or government sources

## Level 4 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees “at risk” as a guarantee







# Limitations

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As the participants came from several different employers, we cannot determine what other factors may have influenced the results.

Also, there is lack of clarity about whether the HRA used validated survey questions.





**Validation Expiration: December 2023**

# CERTIFICATE OF VALIDATION

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**Applicant:** **U.S. Preventive Medicine**  
12724 Gran Bay Pkwy W, Ste 150  
Jacksonville, Florida, 32258

**Product:** **Preventive Plan**

**Claim:** Interrupt the natural flow of people from lower to higher risk levels.

**Validation Achieved:** Level 2 – Validated for Outcomes

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**Linda Riddell**  
**VP, Population Health Scientist**  
**Validation Institute**

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**Benny DiCecca**  
**Chief Executive Officer**  
**Validation Institute**





# About Validation Institute

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**Validation Institute** is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of healthcare.

To strengthen our offering and provide additional credibility around our service, the **Validation Institute** recently announced a Credibility Guarantee\* that offers customers of validated solution providers up to a \$25,000 guarantee. This guarantee confirms that a validated solution provider will, achieve what the validation language on a marketing claim says it will achieve.

