



**Validation**Institute

# 2020 Validation Report

**Review for: It Starts With Me Health**  
**Valid through December 2021**



# Company Profile

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<b>Category:</b>	Wellness
<b>Website:</b>	<a href="http://www.itstartswithme.com/">http://www.itstartswithme.com/</a>
<b>Public or Private:</b>	Public
<b>Year Established:</b>	2001
<b>CEO:</b>	Dan Keith
<b>Company contact:</b>	(406) 541-2036

## Description:

**It Starts With Me Health** can help optimize the health of the most important company asset: Its valued employees.

At the same time, **It Starts With Me Health** can help contain one of largest company expenses: The self-funded health plan.





It Starts With Me Health endeavors to support overall employee health for clients and our employees/health plan members. We heartily endorse the Employee Health Vendor Code of Conduct, which states that any health and wellness programming should do no harm to employee health, employee morale, corporate integrity or employee/employer finances.

## Employee Benefits and Harm Avoidance

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It Starts With Me Health will recommend health & wellness efforts that are done “with and for” employees & health plan members, not “to” them.

Our focus will be on the promotion of personal well-being of employees, identification and/or avoidance of potentially negative health outcomes for employees/health plan members, analyzing data, and assistance in improving the financial stability of the health plans of our clients.

Our choices and frequencies of suggested health interventions, testing, and educational materials will be as generally consistent as possible with expert guidelines such as Harvard Medical School, the United States Preventive Services Task Force (USPSTF), the CDC, and Choosing Wisely (an initiative of the American Board of Internal Medicine). This is done in an effort to minimize over-programming, over-spending, overwhelming, over-screening, over-diagnosis, and over-treatment. As a specific example, we will discourage our clients from implementing universal financial incentives for annual checkups.

We will recommend to our clients that potential programs and services be evaluated to ensure that employees will not be singled out, fined, or embarrassed for any reason due to our health status.

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## **Respect for Corporate Integrity and Employee Privacy**

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When analyzing our data or other client vendor data, we will provide unfiltered, unbiased, & unspun data, good or bad, so that our clients can make sound business decisions about their mix of services and vendors.

We will not share employee-identifiable health data with employers.

## **Commitment to Valid Outcomes Measurement**

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Our relevant staff will understand USPSTF guidelines, employee harm avoidance, wellness-sensitive medical event measurement, and outcomes analysis.

If clients wish to engage in health improvement programs internally or via other vendors, we will recommend that we include warnings of any adverse effects that participants might encounter (e.g. with the popular “Biggest Loser” competitions, the programs should be accompanied by warnings regarding potential unhealthy eating behaviors, weight-cycling, awareness of issues with other health conditions and/or medications, and poor long-term results that can result).

In addition, we will advise our clients that for true measurement of any type of cessation or reduction program (weight loss, tobacco, etc....), vendors should be required to provide aggregate reports that outline both immediate improvement and most importantly, the true measure of success – the continued maintenance of that improvement by each individual for at least 12 months.





Our contractual language and data reports will be valid. If we must measure outcomes using other than one of the valid techniques, we will disclose the invalidity (such as “healthy volunteer bias” or the “natural flow of risk” or ignoring dropouts) that is likely to cause savings to be overstated. If we use a participants-vs-non-participants methodology, we will disclose that in the three instances in which we were tested, we were shown to be invalid.





# Validation and Credibility Guarantee

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**It Starts With Me Health** has achieved a level 3 – Metrics validation. Validation Institute is confident that **It Starts With Me Health** performs as they state they are willing to provide up to a \$10,000 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





**Validation Expiration: December 2021**

# CERTIFICATE OF VALIDATION

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<b>Applicant:</b>	<b>It Starts With Me Health</b> 29 Fort Missoula Road Missoula, MT 59804
<b>Service:</b>	Clinical analysis of health data, in combination with analysis of employee health and benefits design
<b>Claim:</b>	Use valid outcomes measurement to engage and promote the personal well-being of employees
<b>Validation Achieved:</b>	Level 3 - Validated for Metrics
<b>Validation Award Date:</b>	January 2021

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**Al Lewis**  
**Senior Advisor**  
**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.

