

Scientifically Validated Tools and Technologies That Make Significant Improvements in Health and Performance.



HeartMath Executive Health Assessment Program



Executives face increasing pressure to perform at the highest levels. They must work long hours, travel, make the right decisions and effectively guide their organizations during times of unprecedented change. In order to perform at these high levels it is increasingly important that executives are in good health and that their health is maintained.

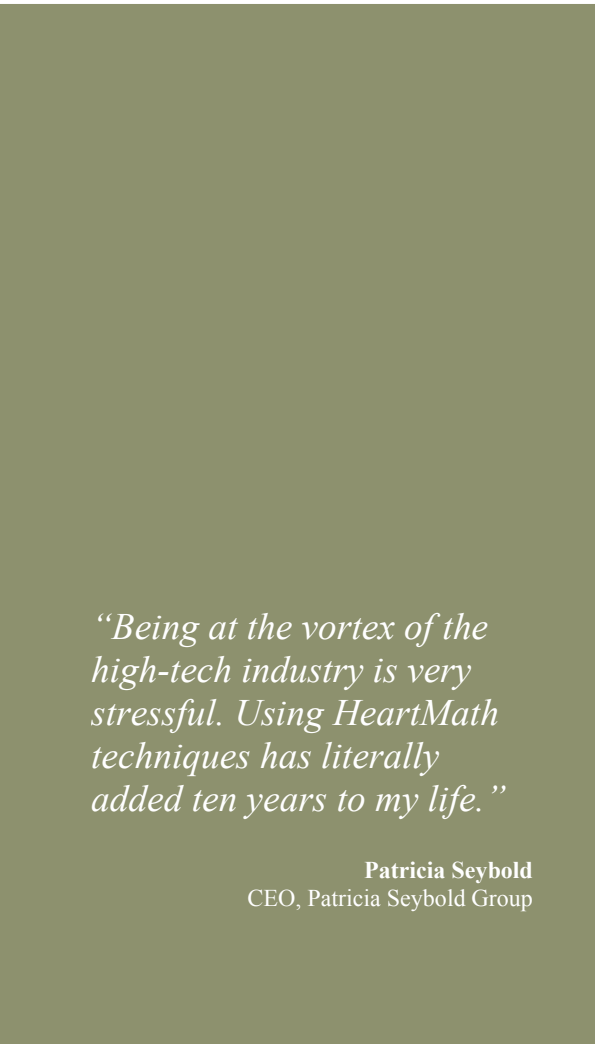
HeartMath, with a decade of leadership in performance based training and assessment, has produced an innovative and meticulously tested Executive Health Assessment Program that combines its advanced research, proven techniques and innovative technology, providing executives with improved personal health and business performance. Using advanced health assessment measures not available in traditional health risk assessments, you will be provided with new information regarding your short and long-term health – information essential for maintaining optimal performance.

The power of this program is in the private training you will receive, based on HeartMath's proven *Inner Quality Management*® system, recently featured in Harvard Business Review. This program will give you new tools to maintain and improve your health while increasing your leadership effectiveness.

You will learn how to achieve and sustain an optimal physiological state for peak performance and health, which enables you to thrive in today's complex and hyper-competitive business environment.

“Being at the vortex of the high-tech industry is very stressful. Using HeartMath techniques has literally added ten years to my life.”

Patricia Seybold
CEO, Patricia Seybold Group





“Like many organizations, the organization I work for is performance driven – it’s data driven – and people like to see the proof that something works. HeartMath gives you that proof.”

Chris Roythorne, M.D.,
Chief Medical Officer, BP

HeartMath’s Executive Health Assessment Program Benefits

Health Benefits:

- Early warning of serious health conditions
- Increased stamina, vitality and resilience
- Improved cardiovascular function
- Improved blood pressure
- Improved nervous system synchronization
- Improved immune function
- Improved hormonal balance
- Stress reduction
- Reduced impact of international travel on health and performance
- Improved sleep patterns and endurance

Business Benefits:


- Increased perceptual clarity and accuracy
- Enhanced decision making
- Reduced decision making fatigue
- Increased emotional balance
- Enhanced ability to see the “big picture”
- Improved work/life balance
- Increased ability to respond quickly and dynamically to challenges



Your Health Assessment

HeartMath researchers and physicians, using proprietary assessment methods, will analyze and evaluate your health in five ways.

- 1. Heart Rate Variability Analysis (HRV)** – HRV is a sophisticated noninvasive physiological measure of neuro-cardiac fitness and nervous system function and balance. With this test the heart and autonomic nervous systems can be examined in great detail and accuracy.
- 2. Arterial Elasticity** – An innovative advancement in cardiovascular health is done by measuring the stiffness of blood vessels. Clinical investigators have been able to identify a reduction in arterial elasticity in patients without evidence of traditional risk factors, suggesting the early presence of vascular disease.
- 3. Adrenal Stress Index** – Provides information about how the adrenal gland is functioning. The Adrenals produce the hormones Cortisol, DHEA and Adrenaline. Adrenal rhythm can influence many key functions of the body, some of which are: energy production, muscle and joint function, bone health, immune system health, sleep quality, skin regeneration, thyroid function.
- 4. S-IgA (Secretory Immunoglobulin A)** – S-IgA is the immune system's first line of defense against pathogens. Short and long-term stress is known to suppress the immune response on the surfaces of our body as in lungs, throat, urinary and intestinal tract. With the reduction in the surface antibody (called secretory IgA) the resistance to infection is reduced.
- 5. Personal and Organizational Quality Assessment (POQA)**
The POQA is a broad-based psychometric instrument designed to measure key elements of individual effectiveness. This assessment tool includes measures of psychological health resilience, stress symptoms, emotional competencies, and work performance.



"The HeartMath programs have enabled our leaders to sustain peak performance, to manage more efficiently in a changing environment, and to maintain a work/life balance...I believe without HeartMath, we could not have reached our potential."

Tom Wright
COO,
Delnor-Community Hospital,
Chicago IL.



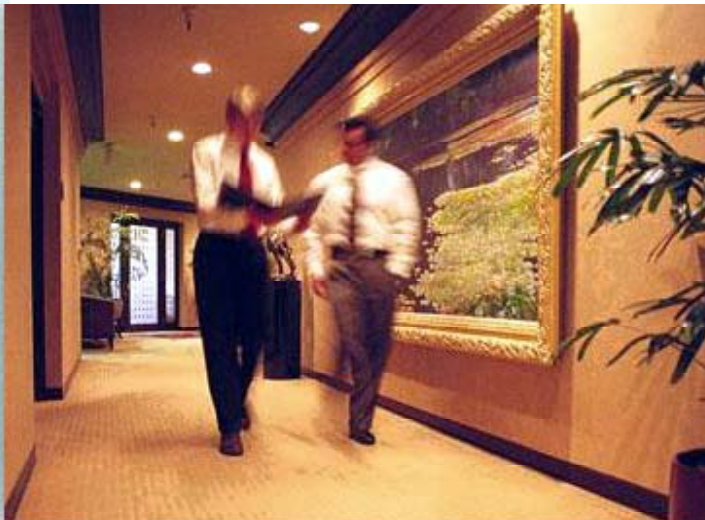
Your Personal Training Program

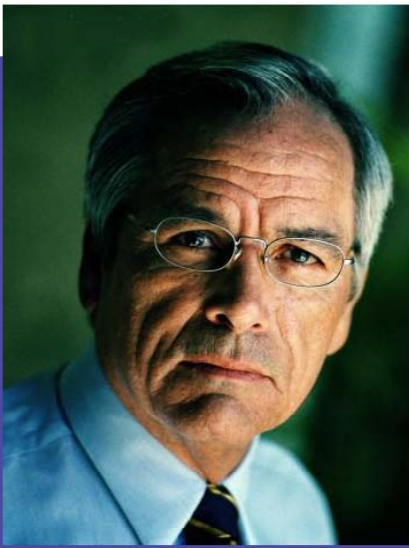
HeartMath Inner Quality Management programs have been conducted for thousands of executives in hundreds of organizations around the world. These science-based programs are designed to improve individual and organizational performance while simultaneously reducing the effects of workplace stress. HeartMath programs have been shown, through numerous case studies in Global 500 companies, to positively impact key performance indicators and business outcomes.

After receiving your first health assessment report a senior HeartMath consultant will provide you with a three hour personalized in-person training. During this learning session you will receive compelling information on the physiology of high performance as well as key techniques for increasing business effectiveness and improving health. Over the next three months you will also receive two telephone consultations. The program includes:

- Exercises on identifying key drivers of performance
- The science of nervous system synchronization, hormonal balance and performance
- An understanding of the importance of heart/brain communication and cognitive function
- Instruction on how to achieve new levels of coherence and synchronization emotionally, mentally and physically
- The Freeze-Frame® technique for reducing stress and improving decision making
- The Heart Lock-In® technique for regeneration and creative enhancement
- Instruction with the Freeze-Framer® software learning system

*Efficiency +
Care =
Effectiveness*





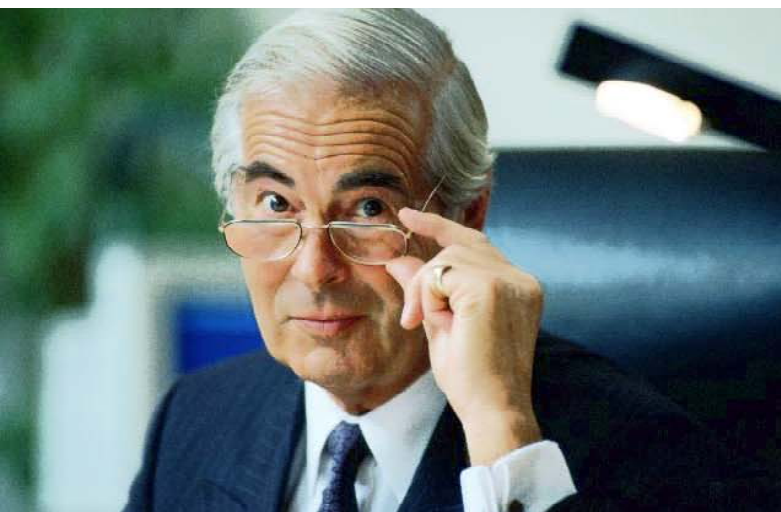
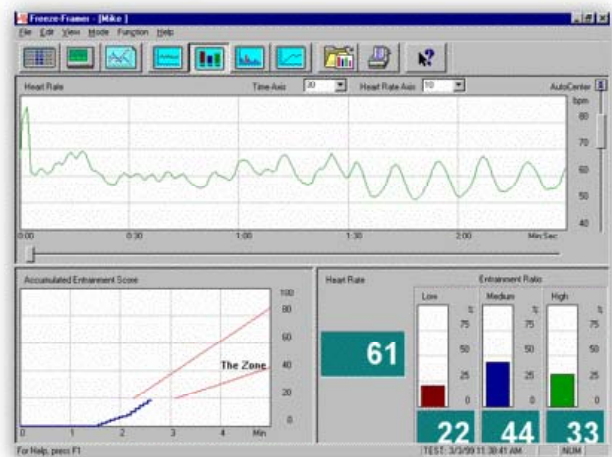
A key factor in the program's effectiveness is the Freeze-Framer technology, HeartMath's patented, interactive learning system and HRV monitor. You will learn how to use this innovative technology to monitor and change your HRV patterns, reducing stress and improving energy and overall health everyday. By applying HeartMath techniques you will be able to change your physiology on demand – from a disordered and chaotic heart rhythm pattern to an ordered and coherent one. This will have a dynamic effect on your stress levels, mental clarity, creativity and insight – key factors in determining your performance. With the Freeze-Framer, you will watch these changes occur in real time, providing an exceptional training tool for achieving your health and performance goals.

“HeartMath’s Inner Quality Management system has provided the ideal and simple tools for the internal transformation within our people. The results speak for themselves.”

Peter Buecking
 Director, Sales and Marketing
 Cathay Pacific Airways Ltd.



Freeze-Framer Technology





Our organizational clients include Bank of Montreal, Boeing, BP, Cisco Systems, Hewlett-Packard, Liz Claiborne, Motorola, Shell, Sony, Unilever, United Technologies and The World Bank.

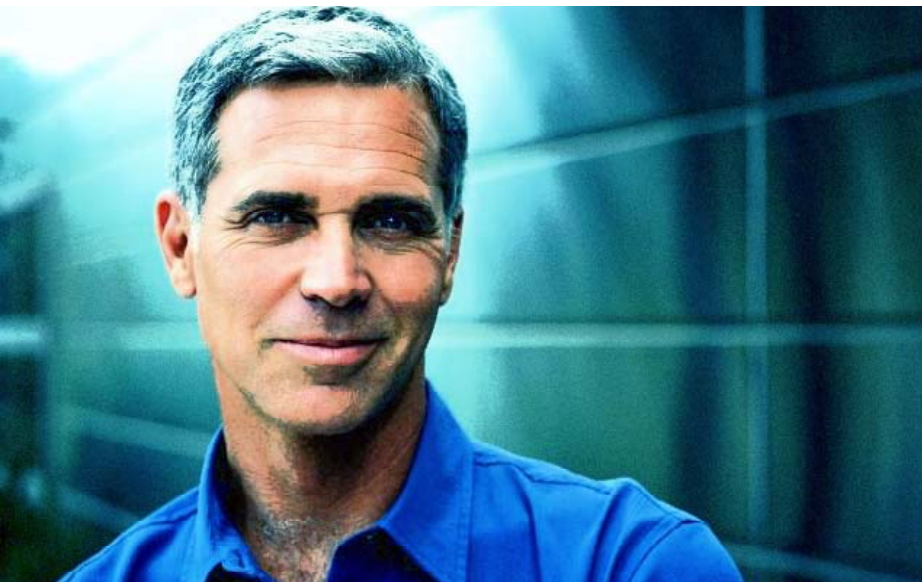
The Process

Upon completion of the data analysis you will be provided with a comprehensive report. Additionally, you will be provided a consultative session by phone with a HeartMath physician who will review and explain your report and make suggestions on how you can improve your health. Approximately three months after your first assessment you will be tested again. Further analysis and physician consultation will take place to review any changes found in the report.

The entire HeartMath Executive Health Assessment program will be conducted at your location. We recognize the importance of your time so we have made the process as convenient and efficient as possible.



Note: All health-related information is strictly confidential and will be made available only to HeartMath researchers and physicians.





Who We Are

HeartMath is an innovative human performance training, consulting and technology company dedicated to improving the health and performance of both individuals and organizations.

Our programs have been used by over 100,000 executives, managers, staff, physicians, educators, health professionals, athletic coaches and trainers as well as individuals interested in improving their health, performance and well-being.

HeartMath's research has been published in peer-reviewed journals such as *The American Journal of Cardiology*, *The Journal of Stress Medicine* and *Journal of Advancement in Medicine*.

Media coverage on HeartMath includes feature stories in *Harvard Business Review*, *The Wall Street Journal*, *The New York Times*, *Business 2.0*, *CNN*, *ABC World News Tonight*, *ABC Good Morning America*, *Industry Week*, *Sydney Morning Herald* and *Nat.Saf.Cncl.Aust. journal*.

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In an age of "Internet Time", move at the speed of balance.

From Chaos to Coherence
Doc Childre & Bruce Cryer

