

Overview



***Awarded “Emerging Business of the Year 2016”
by the Kansas Small Business Development Center***

My HeartCheck
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Why Screen Youth for Heart Defects?

Screening youth for heart abnormalities has become a hot topic in many circles from medical professionals, to sports organization, to concerned parents. There has been no shortage of opinions on methodology (what tests to provide), who should do the testing and whether to make screening mandatory or voluntary. While the American Heart Association (AHA) and the American College of Cardiology (ACC), are quick to weigh in on the potential pitfalls of doing heart screenings, they offer little on the standards to follow.

We have all heard stories about youth that are seemingly in excellent health, collapsing suddenly, only to later learn it was caused by an unknown heart condition that predisposed them to sudden cardiac arrest (SCA). According to estimates from the American Heart Association, at least one-half million children in the US have some form of cardiac problem; 1 in 100, (excluding high blood pressure) and approximately 9,500 of those children (<18 years old) experience sudden cardiac arrest (SCA) each year in which only 5% survive.

What is My HeartCheck doing to make a difference?

Many screening programs are born out of the loss of a child and operate with the assistance of volunteers, and adult cardiologists or family physician. Typically, these screening programs use electrocardiogram's (ECG) exclusively due to the low per-test cost and ease to perform on the masses. But as popular as ECG's seem to be, using it exclusively as a screening tool for genetic or congenital heart disorders in young people does not uncover all important and potentially deadly heart abnormalities.

To properly assess the heart's structure and function, an echocardiogram (Echo or heart ultrasound) is a much better choice. Echo will not only confirm or eliminate concern for what the ECG shows, it can also uncover many additional congenital abnormalities, such as septal defects (an estimated 25% of the population), muscle structure and valve function abnormalities, coronary artery anomalies, and even look for a dilated aortic root, an indicator of a potential connective tissue disorder (Marfan's). According to the Mayo Clinic, the echo is the "Gold Standard" in evaluating the structure of the heart.

My HeartCheck is different.... because we aren't just looking for the obvious. My HeartCheck uncovers hidden dangers because of the more effective and thorough testing we provide. Parents should assume when they sign their child up for a heart screening, all aspects of the hearts function are being evaluated for underlying and undetected conditions.

How Do We Provide the My HeartCheck?

When we set out to build the best heart screening organization in the country, we knew we needed to solicit the advice from the leading experts in the healthcare sector. We looked at what tests to offer, the thoroughness of each exam, age groups, and athletes versus non-athletes. We knew input from Dr. James Seward, Director of the Cardiac Echo Lab (Mayo Clinic), or Dr. Jamie Decker, Director of the Pediatric Electrophysiology & Pacing Services (Johns Hopkins-All Children's Hospital), along with our Medical Director, William Drake, MD, MS, would be vital in building an organization second to none. We explored what hidden heart abnormalities we needed to potentially uncover and it quickly became apparent it needed to be a series of tests, not just one.

In early-stage development, the company founder worked with Mayo Clinic and John's Hopkins Health to develop a screening program that was based on sound medical protocols but would still be cost effective. We built the Heart Check program from the ground up and utilize blood

pressure, electrocardiogram (ECG), and an echocardiogram (heart ultrasound) to allow for the most accurate analysis of youth heart abnormalities.

All exams are reviewed by Board Certified Pediatric Cardiologists, with results returned to the child's parent, as well as sent to their personal physician as requested. If any abnormalities are identified, the participant is instructed in the report, and by phone contact from us, to seek further care from their personal physician.

The Cost

These tests if done in a hospital or doctor's office would cost upward of \$1,500. But through efficiencies and removing typical medical overhead that inflate healthcare costs, My HeartCheck has designed a program that is very affordable and extremely thorough. Because these screenings are considered voluntary, insurance plans will not provide coverage for the costs.

" Brandon ended up having two extra electrical pathways on the left side of his heart along with one on the right that needed to be removed. The cardiologists had to speed up his heart during the surgery to map out the abnormal electrical pathways you found when we had him screened at school by ATS. He's recovered really well. The cardiologists said these tests probably saved his life because he wouldn't have made it through ROTC Military Physical Competitions scheduled next year having WPW. The money we spent on the tests from ATS is the best money we've ever spent and ever will spend! Thank you, thank you, thank you!!! We feel so lucky and blessed the school district had ATS to do the screening! - Stacey D.

Our program can be paid for with HSA or FSA accounts. We also accept credit cards or PayPal for payment. There is also financial aid available for those that apply and qualify. Financial aid is provided through My HeartCheck and non-profit foundations with like interests in healthy kids. For more information about pricing, contact us at (888) 537-2597.

Our Social Duty

My HeartCheck was founded with a rebellious spirit and lofty objective; to provide the best heart screening program, at a revolutionary price, helping to protect kids all across the U.S., all while leading the way for socially conscious organizations. Our firm belief is we have a responsibility to our communities, as well as an obligation to set the standard as an employer and business leader. For us, social responsibility is defined by the contributions we make through our business operations, our support for community initiatives, our respect for people, promoting healthy youth initiatives and maintaining the strongest possible ethics and compliance.

.....Because it Happens in a Heartbeat!

The My HeartCheck is part of our ongoing commitment to the health and well-being of the children and families across the states in which we operate. To date, over 11,000 children have been impacted as a result of investments from both My HeartCheck and our partners. We continue to build on our legacy of caring with increased community support we receive from many school districts, youth organizations and non-profit foundations. We are pleased to say our brand is recognized not only for providing high-quality heart screenings but also for offering compassion to those in need.

In addition to improving the health of our communities, you will see that our commitment to diversity and inclusion, ethics and compliance is as strong as ever. We are honored to be leading a strong, caring company that provides great value in the communities we serve.

On behalf of My HeartCheck, we are proud we've made a significant difference in the lives of so many families and individuals. Our social responsibility efforts demonstrate just one more way our brand is synonymous with a company that cares.

About My HeartCheck

My HeartCheck is a group of medical professionals with expertise in providing remote group event services that include comprehensive testing. Our management team has over 30 years' experience in both healthcare and business management, with specialized experience in mobile cardiac testing.

It is our philosophy to provide the highest quality medical services through well run events throughout the US. We work with the best trained medical professionals, with like interests in children's health programs; utilize state-of-the-art

"MyHeartCheck" is providing a tremendous service for Public Schools by providing student athletes affordable and convenient testing for undetected heart conditions. Through the heart imaging and other tests, parents can obtain information on their child's physical condition that can't be achieved thru the typical pre-participation physical exams. They do all the heavy lifting, signups, setup, and testing. As a district athletic director, all that was required was to secure a location for testing and provide information to parents and coaches. This is a great program that all school districts should take advantage of."

Lane Green - Athletic Director, Blue Valley Schools

equipment and ancillary services to ensure high value results.

My HeartCheck currently works with Kansas City Pediatric Cardiology to provide the highest quality test results and reporting. Our Medical Advisory Board consists of a stellar group of physicians including:

William Drake, MD, MS (Pediatric Cardiologist) Medical Director – Kansas City Pediatric Cardiology, KCMO

Carrie Totta, MD (Cardiologist) Medical Advisor - HCA Midwest Heart & Vascular, KCMO

James Seward, MD (Peds & Adult Cardiologist) Medical Advisor - Mayo Clinic Echocardiography Lab, Rochester MN

Jamie Decker, MD (Pediatric Cardiologist) - Johns Hopkins University Hospitals, Saint Petersburg, FL

Sanjay Sharma, BSc, MD, FRCP (UK), FESC (Cardiologist) – St. George's Healthcare – London, England