



**FOR IMMEDIATE RELEASE**

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**Boston Heart Further Enhances its Personalized Nutrition and Lifestyle Program to Help Patients Manage Heart Health**

*The scientifically designed and individually customized plan motivates patients to adhere to treatment plans and to improve their test results*

FRAMINGHAM, Massachusetts (January 20, 2016) – Boston Heart today announced the launch of Life Plan 2.0, the next generation of its scientifically-designed nutrition and lifestyle plan that helps patients achieve their weight management goal and their overall heart health. This easy to understand plan provides patients at risk for cardiovascular disease with a highly personalized strategy to help them take control of their heart health. Grounded in science, Life Plan 2.0 takes Boston Heart’s Nutrition and Lifestyle Program to the next level by providing a truly individualized plan for each unique patient. The plan features customized weight and fitness goals and specific recommendations to improve biomarker test results and to reduce heart disease risk. “We are thrilled to announce the launch of Life Plan 2.0,” said Dr. Michael Dansinger, Medical Director of Patient Wellness at Boston Heart. “Our team listened to feedback from both clinicians and patients, and incorporated cutting edge nutritional science to make the program even stronger. Life Plan 2.0, combined with coaching from our registered dietitians, provides a first in class Lifestyle Program that is unmatched by any other wellness program.”

Life Plan 2.0 employs a new, even more sophisticated algorithm that incorporates over 100 patient attributes including biomarker test results, food and fitness preferences, patient demographics and personal history. With even more personalized recommendations, including a seven-day menu tailored to the patient’s individualized caloric target and health goals, patients will be armed with the practical tools they need to change the way they eat and live. This unprecedented level of personalization keeps patients engaged in the program and provides a framework for long lasting success. Importantly, a recent landmark study showed that it’s a patient’s adherence to a prescribed plan that is the most important factor in weight loss and lowering risk of heart disease<sup>1</sup>. The updated plan also factors in national guidelines and protocols as well as cutting edge nutritional science to provide the most

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<sup>1</sup> Stone, NJ, et al. 2013 ACC/AHA Guideline on the Treatment of Blood Cholesterol to Reduce Atherosclerotic Cardiovascular Risk in Adults. *J Am Coll Cardiol*. 2013 accepted manuscript.



sophisticated scientifically-designed lifestyle program on the market. Life Plan 2.0 makes healthy eating easier by generating patient-specific calorie goals, nutrient targets, seven day menus, food lists, and activity plans.

Core to Boston Heart's mission is driving better patient outcomes. With the integration of Boston Heart's Lifestyle Program, data illustrates that patients who participate in the Program achieve greater improvement in test results than those who participate in standard lipid panel testing, including:

- 1.5x improvement in LDL-C
- 3x improvement in sdLDL-C
- 3x improvement in triglycerides
- 1.3x improvement in HDL-C

Additionally, the Lifestyle Program motivates patients to return to their healthcare provider for follow-up appointments sooner than those who are not in the program: six versus eight months<sup>2</sup>.

"Life Plan 2.0 and our Lifestyle Program as a whole blends next generation diagnostics, personal choice and expert support into an integrated solution to change patient behavior and help drive compliance and adherence to treatment plans," said Susan Hertzberg, President and CEO of Boston Heart.

A change in lifestyle is the key to preventing or reversing heart disease and diabetes risk. However, change, especially to diet and physical activity, is hard. The Boston Heart Life Plan 2.0 uniquely blends diagnostics and personal choice to create personalized nutrition and activity plans to help patients at risk for cardiovascular disease maintain a healthy diet and exercise regimen and take control of their heart health.

### **About Boston Heart**

Boston Heart Diagnostics, a subsidiary of Eurofins Scientific (EUFI.PA), is transforming the treatment of cardiovascular disease by providing healthcare providers and their patients with novel, personalized diagnostics and integrated customized lifestyle programs that have the power to change the way clinicians and patients communicate about disease and improve heart health. Boston Heart looks beyond the "good" and "bad" cholesterol assessment that conventional labs provide to give a more complete picture of heart health. Founded by renowned cardiovascular researchers and led by seasoned lab and diagnostic executives, Boston Heart is one of the fastest growing health companies in the country. For more information on Boston Heart Diagnostics, please visit [www.BostonHeartDiagnostics.com](http://www.BostonHeartDiagnostics.com)

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<sup>2</sup> Test improvement data based off of 1:1 match of 2,662 Boston Heart patients with same healthcare provider, gender and baseline LDL-C.