



## **Key Client Projects**

HeartMath's Fortune 500 case studies substantiate the effectiveness of the HeartMath program. This document highlights key health and performance outcomes in corporate, government and healthcare staff and patient populations.

### **GLOBAL BUSINESS**

#### **BP**

HeartMath has worked with BP on four continents since 1998, training more than 3,000 BP leaders, managers, and line staff.

BP has estimated \$1bn in annual costs globally due to the impact of stress and other risks on absenteeism, health care costs, etc.

In 2006, BP launched a Mental Health initiative to address the problem. HeartMath was offered as the only global solution for stress.

#### **Shell**

Shell identified stress as the number one employee risk through an employee survey.

Based on data collected on the HeartMath program's effectiveness at Shell since 1997, the HeartMath program has been implemented within ExPro (Exploration & Production) in Houston, New Orleans, and the Netherlands.

Previous research on 8 Shell oil platforms in the North Sea showed improvements in safety as a result of the HeartMath program.

#### **Unilever**

HeartMath productivity and performance tools – including the emWave PC® and emWave – have been provided to corporate staff in London and Rotterdam.

A Unilever study in the Netherlands found a significant improvement in blood pressure, DHEA, body mass index and waist-hip ratio as a result of practicing HeartMath techniques.

#### **Boeing**

Senior managers and senior engineers from the Boeing Commercial Airplane Group were under a tight deadline to deliver the 767-400 ERX airplane with severe late delivery penalties and limited operating budget.

Productivity improvement: project delivered on time and under budget with 12% productivity gain.

Program Results:

Stress levels significantly decreased.

Morale and overall performance improved.

The project was delivered successfully, on time and under budget.

Approximately 1000 staff were subsequently trained in the HeartMath techniques.

#### **Motorola**

Executive health improvements plus award winning study with managers, engineers and factory workers.

Results showed:

Contentment, job satisfaction and communication significantly increased  
Tension, anxiety, nervousness and physical symptoms of stress significantly decreased.  
Blood pressure in hypertensive individuals decreased  
93% demonstrated increased productivity  
Manufacturing line saw a 22% drop in defects.  
The HeartMath project won Motorola's Outstanding Process Creativity Award in their corporate-wide Total Customer Satisfaction (TCS) annual competition.

### **Redken 5th Ave NYC**

1500 Elite salon stylists have been trained in HeartMath since 2006 as part of Redken's "Live a Better Life" initiative for stylists  
Over 500 are being trained in 2008-2009.

## **HEALTH CARE**

### **Blue Cross Blue Shield of Tennessee (BCBST)**

HeartMath's program has been rolled out to over 1,000 customer service, government, sales and marketing and nursing staff, as part of their corporate wellness initiative to improve employee performance and productivity, while reducing stress.

### **Kersh Wellness**

Has embedded the emWave PC into their Health Station kiosks and companion website.

### **HealthVault – Microsoft**

The emWave® PC Stress Relief System will be connected to Microsoft's free consumer health platform, HealthVault.

### **Duke University Health System**

A HeartMath program with 350 staff in Duke's Emergency Services division began Q1 '06. Retention improved from 36% to 5% for 250 staff trained  
Est. savings: >\$3 million (1 of 3 initiatives – HM received 1/3 of the credit)  
Duke's Nursing Leadership Team of 180 nurse managers and directors received HeartMath training and the emWave Personal Stress Reliever Q1 '07. Dramatic improvements in anxiety, inadequate sleep, fatigue, and well-being have been noted. Intent to quit has also improved, representing significant cost savings to the organization. HeartMath's emWave technologies are being used in Duke's Oncology department and Diet and Fitness program.

### **Stanford Hospital and Clinics**

HeartMath's Transforming Stress program is regularly offered to clinical staff as part of Stanford Hospital's public professional education and development series.  
A pilot study conducted through Stanford School of Medicine on congestive heart failure included HeartMath training (see Research Summaries above)

### **Center for the Health Professions (at UCSF)**

HeartMath's Power to Change Performance program is part of the Center's curriculum for:  
Kaiser Pharmacy Leaders  
California Health Care Fellows Program  
Catholic Healthcare West (CHW) Pharmacy Leaders  
The emWave PC technology is being used at UCSF's Integrative Medicine Center

### **Sutter Health**

650 leaders in Sutter's Sac/Sierra region have received HeartMath training. More than 100 physicians from the Palo Alto Medical Foundation have received training. Mills Peninsula Hospital's 200 administrative and clinical leaders received HeartMath training, along with the emWave PSR (Handheld) Q2 '07. Sutter East Bay Medical Group is piloting HeartMath programs to their patients as part of a wellness initiative.

### **Kaiser Permanente**

HeartMath programs and technology have been used throughout the Kaiser system:

- Pain management clinics
- Leadership training for pharmacy leaders
- Psychiatry leaders for mental health improvement
- Call center training to reduce absenteeism
- Nurse retention and nurse leadership

### **Swedish Medical Center (part of HCA)**

Reported staff turnover improvements from 22% to 9% for the first 600 staff trained in the HeartMath program, saving 78 jobs.

### **Sierra Providence Health Network (part of Tenet)**

In the first year, for HeartMath-trained staff:  
Reduced nurse turnover from 21% to 3% in the first year.  
Reduced overall staff turnover from 21% to 5% in the first year.  
Based on Staff Turnover cost of \$48,000, the network saved:  
19 nursing jobs = \$912,000  
45 overall jobs = \$2,160,000

### **Delnor-Community Hospital (Chicago, IL)**

Delnor has successfully maintained employee turnover at 14% since they began working with HeartMath in 2000.

The turnover rate for HeartMath-trained staff has held consistently at 6% for five years.

First year's savings for retention improvements was approximately \$800,000.

Delnor has been ranked #1 nationally in employee satisfaction the last four consecutive years, according to a survey of community hospitals.

Delnor's customer (patient) satisfaction scores have consistently exceeded the 90th percentile range.

Delnor won the 2002 Corporate Health and Productivity Management Award (along with Lockheed Martin and Pitney Bowes).

## **EXECUTIVE EDUCATION**

### **Stanford University Graduate School of Business**

HeartMath learning and performance technologies have been part of the Stanford Executive Program since 1998.

Program focuses on helping the 100+ global executives:

Maximize the learning experience at Stanford through the aid of emWave Personal Stress Reliever.

Transition back to their home country, company and family after six weeks of intense business and professional development at Stanford.

### **London Business School**

HeartMath's Power to Change Performance program and emWave technology have been imbedded in various MBA and executive education programs at London Business School.

### **International Center for Leadership in Finance (Kuala Lumpur)**

HeartMath's Power to Change Performance program is a core component of a four week leadership program for senior executives of Malaysian, Singaporean and Asian companies, delivered twice a year in the US since 2004.

### **Global Institute for Leadership Development (GILD)**

The HeartMath program has been included in the leadership curriculum of this annual global conference, put on by Linkage.

### **Harvard Business Review**

HeartMath's research on executive health and stress reduction was featured in the July 2003 issue, entitled "Pull the Plug on Stress."

## **NON PROFIT and GOVERNMENT CLIENTS**

### **Reformed Church of America (RCA)**

The HeartMath program is a key part of the successful RCA health cost reduction initiative. Two years of excellent results have contributed to both a reduced risk and reduced health cost trend. The program received 100% satisfaction from the 250 clergy and staff who have taken the program

In 2008-9, all 1800 insured clergy will be offered the program

RCA is tracking health costs, HRA and HeartMath's Stress and Wellbeing Survey.

### **Government Clients**

Kansas National Guard Pre-Deployment Stress Program – 2008/2009

35 VA Medical Centers – PTSD coaching with emWave

NASA – Goddard Space Flight Center

Lawrence Livermore National Laboratories

Office of Personnel Management

All four branches of US Military

US Department of Education

Department of Defense

FDA

FAA

IRS

California Department of Justice

California Department of Corrections

CalPERS