



EHE International: A History of Longevity



William Howard Taft, 27th President of the United States and the Chairman of EHE's first Board of Directors (above); Dr. Herbert Insel oversees a cardiac stress test (bottom right); EHE healthy lunch recipes (opposite page)

“To live long has been a favorite ambition with many, but a successful art for only a few.” These words from a December 1913 press release announcing the start of the Life Extension Institute, now known as EHE International, (www.eheintl.com) launched not just a company, but a radical new approach to healthcare. Together, Ley and Fisher embarked on an enterprise that would lengthen people's lives through regular physical exams and preventive care. For 100 years, EHE International has carried on that mission, providing high quality, comprehensive preventive care and improving countless lives.

The Next 100 Years

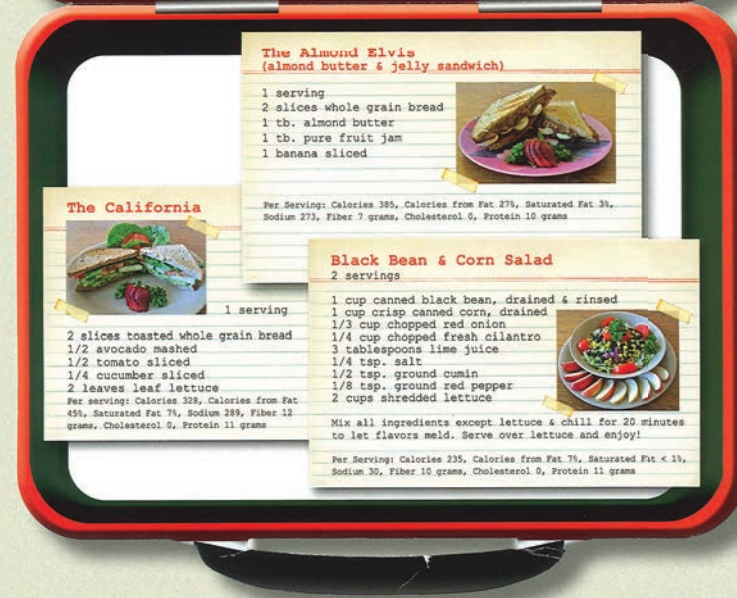
Today more than ever, as the United States prepares for the enactment of the Patient Protection and Affordable Care Act, employers and individuals are giving ‘healthcare’ a hard look. The new Act hopes to reduce costs and improve individual health by shifting from a treatment model of illness (or ‘sick care’) to one that prevents illness before it occurs.

Over the last century, EHE has been successful in keeping the patient at the center of everything that they do. The end goal is the attainment of optimal health through regular preventive screenings and engagement with a physician and health professionals. With unwavering conviction, EHE carries on the original mission encapsulated in its founding name: the Life Extension Institute. While preventive medicine may be a recent focus for some, it has been EHE's mission for 100 years. In the next 100 years, the healthcare model will change, technology will advance and medicine will evolve –and EHE's mission will remain the same as it embraces the opportunities that lie ahead.

1913 – 2013: The “Power of Prevention” Legacy

When EHE International began in 1913, the company offered medical exams for life insurance companies and the general public. EHE's esteemed founders, Harold A. Ley and Irving Fisher, together with renowned experts in the fields of public health, hygiene and medicine, took positions on the board of the fledgling company, recognizing its potential for health on a national scale. William Howard Taft, former U.S. President and an avid proponent of public health, served as the Board of Directors' first Chairman.





Ahead of Its Time

EHE has always been ahead of its time. In the beginning, the company led the charge in routine health screening, encouraging the public to undergo regular examinations to prevent serious illness and lengthen life. Throughout the years, the company's medical advisory board has continuously reviewed new tests and screenings and made them part of its standard protocol when warranted on an evidence basis. Each comprehensive physical exam is integrated with family health history and designed to meet personal health needs.

EHE maintains the world's largest clinical outcome data warehouse on healthy individuals (those not under the care of a physician due to disease). This data warehouse is used to identify new preventive health opportunities, validate current ones and challenge existing practices. As an example, the established medical community recommends screening colonoscopies at age 50. EHE's research clearly demonstrates the benefits of colon cancer screening beginning at age 40. It is the power of this type of research that continually positions EHE ahead of all others.

More than a Physical Exam

EHE's physical exam protocols include screenings for cancer, diabetes, vascular disorders, sexually transmitted diseases and immunizations in order to catch diseases in their earliest, most treatable stages, to prevent disease and to identify modifiable health conditions before they lead to illness.

More than annual exams, however, EHE empowers individuals to take control of their health by making wise lifestyle choices. While preventive medicine is crucial for avoiding illness, a healthy lifestyle is the most essential aspect of being and staying well.

The identification of illness and modifiable risk factors is only one component of the EHE program as EHE members enjoy year-round services that build upon the results of the physical exam. EHE's personal health coaching program is just one of those services. By providing evidence-based strategies, support and motivation in the key areas of nutrition, physical activity, pre-diabetes management, stress management and tobacco-use cessation, EHE patients are given a toolbox to make optimal lifestyle modifications. EHE&me is the company's electronic patient portal that allows patients to schedule an exam; interact with a physician, personal health coach and other EHE members; track health progress; and securely store information. Patients can also access an array of resources including weekly newsletters and videos from EHE experts, up-to-the-minute health news, a health encyclopedia and a drug interaction database.

A Healthy Future

The company's overarching goal has always been longevity and greater quality of life through preventive medicine. This concept – one that so many of us take for granted now as 57 percent of adults still do not have a personal physician – was revolutionary then. But it turns out Ley and Fisher were on to something – a whole century ago. ●