

Results That Count

Case Studies Using HeartMath® Technology

Peak performance feels fantastic. It looks fantastic to customers, stakeholders and shareholders. It also gets results. Now there is interactive technology to build peak performance systematically.

One of the most significant advances in the last five years has been the scientific identification of what actually predicts business success. Numerous research studies have proven that business performance, in a rapidly changing world, is critically dependent upon the individual's ability to manage themselves, their behavior and their relationships with others successfully. HeartMath's technology and programs show dramatic, sustained and quantifiable improvements in enhanced customer satisfaction, lower cost of turnover and reduced healthcare costs.

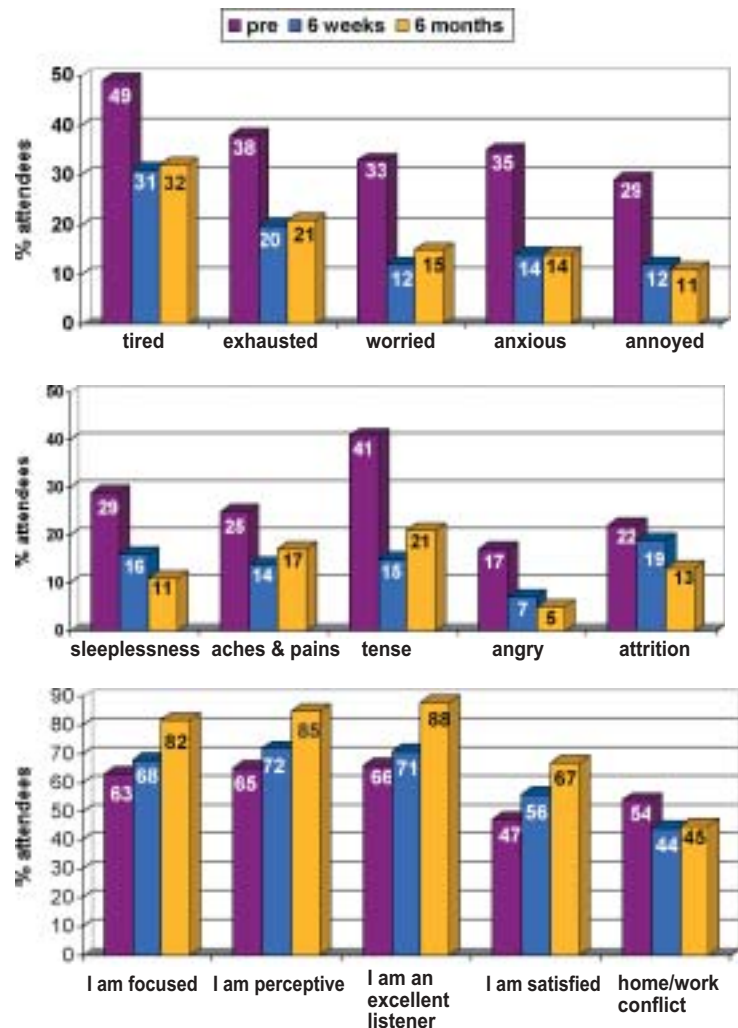
High Performance

If a workforce is tense, angry, depressed and exhausted, there is an extremely high likelihood that they are also less focused, less productive, less able to communicate well, and more likely to quit. Application of the HeartMath tools and technology dramatically improves physical symptoms resulting from a stressful job, while simultaneously enhancing performance, productivity and communication, and reducing intent to leave the organization.

Strong and Sustainable Results

Positive changes in performance must be sustained if an organization intends to thrive. The charts at right represent a cross-section of employees (n=1400) from six global companies who have been trained in the HeartMath tools and technology. Strong improvements are achieved quickly and sustained not only six weeks, but six months after initial delivery.

Personal and Business Data Before and After the HeartMath Program
(Percentage of individuals responding to agree or strongly agree of five possible answers)



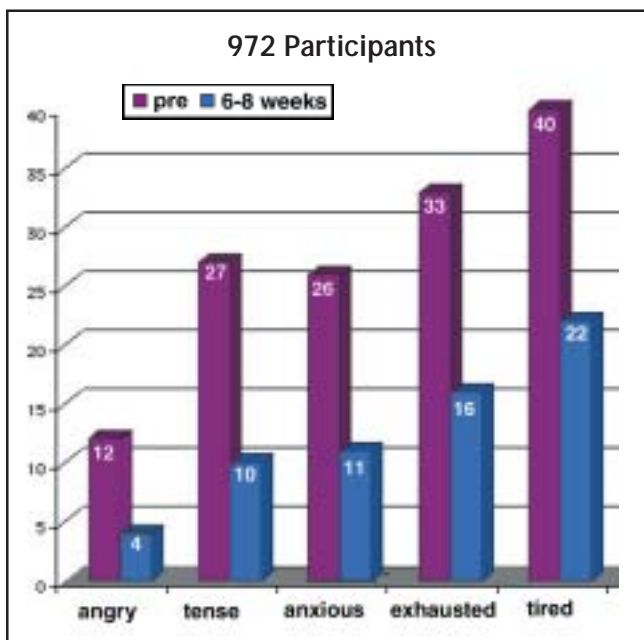
Cost Savings + Increased Retention = Healthy Bottom Line

A healthcare organization initiated a drive to create a healthier environment for their staff and patients. As a part of this initiative, HeartMath was invited to play a key role. Within a year, employee turnover dropped from 28% to 21%. While HeartMath was only partly responsible for these numbers, it is important to add that for the 40% of staff who went through the HeartMath intervention the turnover rate was only 5.9%. To date, the trackable cost savings for this part of the initiative was US\$800,000.

Other significant results obtained were:

- ▶ Inpatient satisfaction jumped from the 73rd percentile to the 93rd percentile.
- ▶ Medicare LOS (length of stay) decreased by 9%, representing US\$1.4 million annualized savings.

The organization is continuing to roll out the HeartMath intervention to the entire staff and two nurse trainers have been certified and are working full time to accelerate this process.



Results above represent 972 participants from high tech, world class banks, federal and state agencies and manufacturing firms after receiving HeartMath's Inner Quality Management® (IQM) program.

The pace and complexity in today's work place continues to accelerate. Getting ahead seems so illusive when just keeping up is a huge challenge. With HeartMath's new interactive technology, the Freeze-Framer™, you can not only catch up, you can build reserves for whatever you need—better performance, smoother relationships, enhanced creativity and most importantly—improved health to handle it all.

The Freeze-Framer gives you instant Heart Rate Variability (HRV) feedback, a key measure and predictor of overall health. Using it lets you build emotional reserves and restore emotional balance when faced with people and situations that try to upset the flow and ease you seek. You don't have to guess if you are in a high performance zone anymore. With the Freeze-Framer, you can see it and learn to make it happen when you need it.

The very affordable Freeze-Framer technology will let you arrest the negative impact of stress, change and uncertainty, and improve your health. And a stronger, healthier you will bring greater vitality, resilience, performance and creativity not just to your work, but to your whole life.

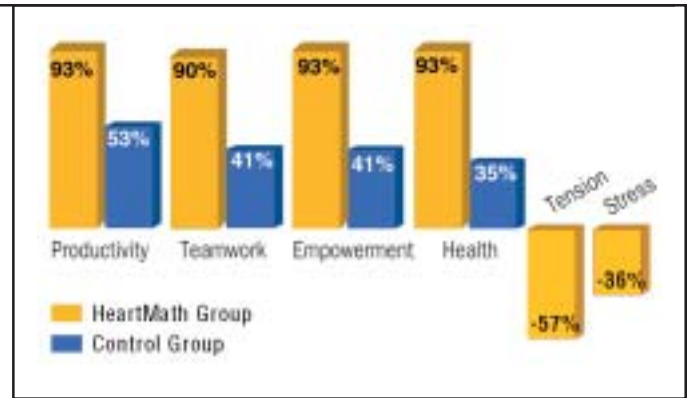
“Like many organizations, the organization I work for is performance driven—it's data driven—and people like to see the proof that something works. HeartMath gives you that proof..”

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

The Executive Health program is based upon cutting-edge research and uses HRV technology. By measuring HRV for 24 hours it is now possible to definitively assess the internal conditions within senior executives that not only undermine their performance and vitality on a daily basis but also impair their ability to drive the business forward over time.

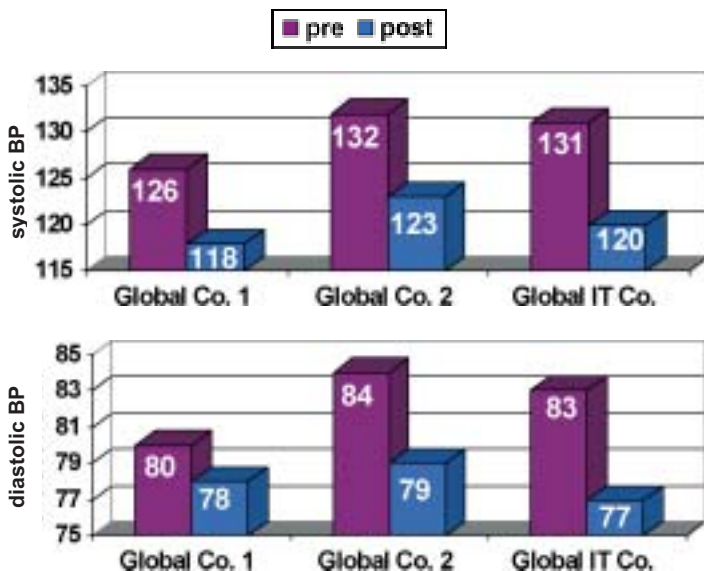
Improved Quality of Work

In an international electronics company, 93% of HeartMath participants at a manufacturing site reported increased productivity and teamwork with a 22% gain in quality. 26% of the executive participants were hypertensive at the onset of the training. After six months none were hypertensive and could control their blood pressure in stressful moments.



A regional office of a large computer reseller saw its revenues and customer satisfaction plummet over a six month period, going from US\$5 million in revenues to US\$1 million per month. Things got so bad they even had a streak of 34 consecutive proposals lost. A comprehensive HeartMath program was instituted for all 125 people in the division, along with special strategy sessions with the management team, sales team and executive coaching. Increasing personal and organizational coherence was the target so the company could attract and keep good customers. Six months after the program was launched, during a three-week period the firm won US\$45 million in new contracts.

Blood pressure data before and eight weeks after HeartMath program



Blood Pressure/Hypertension

A healthy employee will have reserves of energy that can be channeled into high performance. The HeartMath organizational programs focus on performance, yet health benefits are also gained by participants.

In programs delivered to senior and mid-level managers at three global corporations, significant drops in blood pressure were measured as early as eight weeks following program delivery (see graphs at left). A number of other indicators showed dramatic improvement as well: reductions of 65% in tension, 87% in fatigue, 65% in anger and 44% in intention to leave the organization.

“...HeartMath's Inner Quality Management system [has] provided ideal and simple tools for the internal transformation within our people. The results speak for themselves. Our airline, Cathay Pacific, now prides itself on delivering an individual style of service, straight from the heart. This has resulted in consistently being rated as having the best inflight service in the world.”

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

Heart Rate Variability (HRV)

New advances in cardiovascular health research have led to the measurement of Heart Rate Variability (HRV). HRV is derived from a standard electrocardiogram (ECG) and is a sophisticated measure of overall health. It has also been shown in numerous studies to underpin human performance and vitality. HeartMath programs have a positive impact on HRV.

The HRV of 46 individuals was measured before and again eight weeks after the HeartMath program. Of these 46 individuals, 34 were actively practicing the techniques taught during the program and 12 individuals were not. The results show that the users of the techniques improved their physiology significantly while the non-users deteriorated.

HeartMath

HeartMath is a research and training organization with a focus on optimal performance at times of change. Our newly developed interactive software system, Freeze-Framer is currently being used in roll-outs by global corporations. This powerful tool moves people into a high performance zone, especially essential during periods of rapid change and economic uncertainty.

As you can see by the results we have been able to demonstrate significant and measurable improvements in a wide variety of business performance and health indicators. Our data clearly shows that individuals can learn techniques that not only enhances their performance, productivity and creativity, but also improves their physiology.

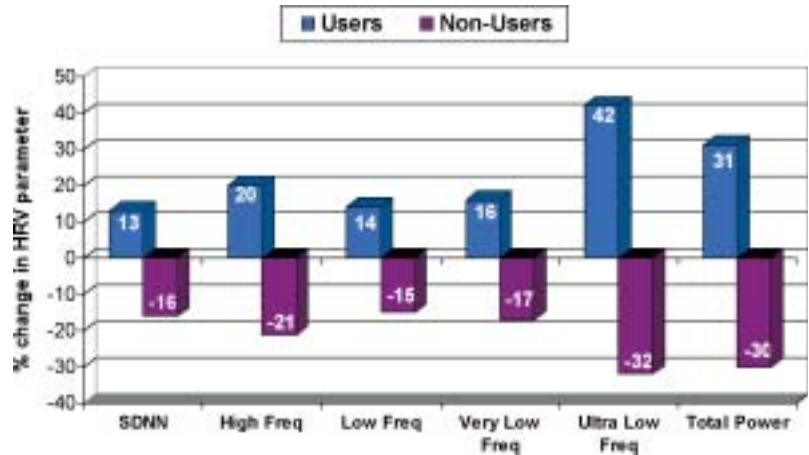
HeartMath clients include Hewlett-Packard, Shell, BP, AT&T, Unilever, Boeing, Sony, Cisco Systems, EMC, Ford, Sears, Prudential Securities, Bank of Montreal and the World Bank.

Represented by:
Macquarie Institute (Aust) Pty Limited
Level 11, Tower B, Zenith Centre, Chatswood,
NSW Australia
Ph: 61 2- 9412 2500
Fax: 61 2- 9403 7900
info@macquarieinstitute.com.au
www.macquarieinstitute.com.au



A Change of Heart Changes Everything

Percentage Change in Some Standard HRV Parameters After the HeartMath Program



“The background physiology and the science underpinning this technique [HeartMath] are absolutely sound, which is why we went ahead with pilot studies at Shell. Seeing a self-induced change in their own heart rhythms impressed the company’s otherwise skeptical engineers.”

—Dr. Graham Bridgewood,
Chief Medical Officer,
Shell International (U.K.)

“Don’t underestimate the power of the HeartMath tools. Their simplicity and ease of use are compelling in today’s roller coaster world. In our online, wired lives HeartMath gives us a way to reclaim control and regain clarity about the ‘who, what, where and why’ that can get lost when we move at internet speed.”

—Buddy Teaster, CEO, knowledgebuilder.com

14700 West Park Avenue
Boulder Creek CA 95006
831.338.8700
www.heartmath.com