



Press Release HCM Ltd.

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MON-CHECKUP.CH

A prevention website for Geneva's people

- In Switzerland, 86% of deaths are attributable to chronic diseases.
- Four modifiable risk factors are the cause of most chronic diseases: an unhealthy diet, addiction, inadequate physical activity and smoking.
- Most of the deaths and most of the costs of health system are related to individual behavior.
- The challenge to improve this situation is to induce changes in behavior.

An innovative tool for motivating change

The site www.my-checkup.ch is an innovative tool for prevention, and has proved its effectiveness in the motivation to change.

This website was developed by HCM Ltd, in collaboration with the Health On the Net Foundation (www.hon.ch) and supported by the State of Geneva

The website www.my-checkup.ch allows everyone to look over an ideal and virtual patient, of the same age and sex, taking into account its heredity and behaviors (diet, exercise, smoking, alcohol, etc. ..).

Following a very fast and simple introductory module, the user can (in a completely anonymous) see their risk of diabetes, cardiovascular disease, stroke and cancer, this taking into account its specific situation.

Simulators enable it to measure the importance of their behavior on the risk of disease.

Links to medical websites with the HONcode are offered for those who want to learn more.

This model was tested with employees of local administrations and private enterprises.

A study has shown very encouraging results (59.3% changed something, and for tobacco, in 68% of cases, the change was the decision to stop smoking) of this approach based on the pedagogy of adult and scientific most recent data.

The website is actually available for the Geneva's population, either in French or in English no matter the type of Internet interface used.

For further information :

Health on The Net Foundation
Mrs Celia Boyer CEO
E-mail : celia.boyer@healthonnet.org