

Healthcare

Professional Briefing

Imperative provides completely bespoke empathetic programmes, which provide guidance, support and encouragement to make lifestyle change achievable for those with identified cardiovascular risk factors, such as obese, hypertensive, diabetes or those with hypercholesterolaemia.

The need

The relentless increase in the number of people with diabetes and hypertension increases the need to find solutions for secondary prevention, to keep their cardiovascular risk as low as possible, and to address the primary prevention of those with risk factors. There is a need for a scaleable, efficient and cost-effective solution to help address the unsustainable cost of chronic disease across the UK. Imperative supports the change in behaviour that is necessary for better health to be achieved across the UK.

A groundbreaking new service

Specially designed by medical professionals, Imperative Health will help and support their clients through those first steps and on to long term change. It is a unique service bringing together the support of physiologists on the phone, with effective online coaching, motivational tools and simple lifestyle devices to track progress.

A lifestyle partner for healthcare professionals

The doctor is the authority on any patient's care. Imperative delivers a lifestyle intervention support to help people increase physical activity, lose weight and improve the quality of their diet, in the context their very specific needs. Imperative's physiologists act under the clinical governance of Dr. Sabine Donnai and act within our core expertise of behaviour change. For all matters of disease management, Imperative will refer the client back to their general practitioner or healthcare team.

Safety Features

The Imperative service is designed with constraints to recommend safe limits to clients. All clients fill in a questionnaire when they begin. If there are serious contraindications, they will not be able to access the website programme until they have spoken to one of Imperative's physiologists. If the client's biofeedback data shows a serious breach of Imperative's recommendations, such as physical activity being too high or weight being lost too fast, the alert care pathway is triggered for the physiologists to address this with the client as soon as their data is uploaded.

Evidence

The Imperative system is the result of five years research and development in the large multinational, Unilever. Imperative have published three peer-reviewed papers on sustained engagement with the coaching system¹, boosting physical activity by 138 minutes a week² and deployment of a weight management system covering diet and physical activity³ in which those trying to lose weight achieved a mean weight loss of 4.2% (mean of 4.4% for those over BMI 30) in 3 months. 8/10 of those losing more than 2kg were still better off one year later. This resulted in a mean diastolic blood pressure improvement of 5.7 mmHg. Following up at 12 months showed that mean systolic was down 7.7mmHg and diastolic down 4.7mmHg.

How does Imperative Work?

Imperative is scalable, affordable and effective because the service applies the appropriate level of intervention at the appropriate time. A great deal of the work

is done by the coaching system, which is always available online. It recommends achievable goals for weight, activity, diet and nutrition, then creates personalised programmes tailored to the individual. It adapts programmes dependent on the biofeedback generated by the devices taking into account the client's feedback, progress and personal preferences. Physiologists are available on the phone 09.00-17.30 to address any questions or concerns clients may have about their healthy lifestyle and review their progress regularly.

Imperative and the NHS

Imperative work are conducting patient focus groups around the UK. Imperative also work with charities to help their members, with companies to help their staff.

References

1. Hurling R; Bataveljic O; Fairley BW; Dias MB. *Psychology and Health* December, 2006; 21(6): 757-772
2. Hurling R; Catt M; De Boni M; Fairley BW; Hurst T; Murray P; Richardson A; Sodhi JS. *J Med Internet Res*, 2007, 9(2) e7
3. Ware LJ; Hurst T; Murray P; Rennie KL; Tomkins CE; Finn A; Cobain MR; Pearson DA; Foreyt JP. *J Med Internet Res*, 2008, 10(4) e56.

Any queries? Call us on 0845 888 88 77



“Imperative have shown high engagement and real behaviour change for a healthier way of life. The simplicity of Imperative activity monitor and smart scales, combined with a personalised programme and progress tracker, make it an ideal system for people who want to get active and eat smarter – the best prescription for a healthy blood pressure.”