



Precision Heart

Concierge Cardiac Care
by TeleMed2U

EXECUTIVE BRIEF FOR **LEADERS & EMPLOYERS**

The ROI of Earlier Cardiovascular Detection

Identify Risk Earlier. Protect Performance Longer.

Executive Summary

Your organization already invests in executive health: annual physicals, wellness incentives, and benefits designed to keep leaders performing at their best. The problem is that most of those programs were never built to detect early cardiovascular disease. They were designed to estimate probability in an average population.

Precision Heart was built for the gap between “normal” and truly protected.

A leader can pass an annual physical, have acceptable cholesterol, feel completely well, and still harbor active, rupture-prone plaque. That is the blind spot Precision Heart closes: not by guessing risk, but by identifying disease biology earlier and acting before the first event.

This brief covers

- ▶ The data behind the normal cholesterol problem
- ▶ Why standard stress testing can create false reassurance
- ▶ The true employer cost of a preventable cardiac event
- ▶ How Precision Heart closes the executive screening gap
- ▶ A practical ROI framework for self-funded employers

The Data Behind the Problem

The #1 killer hiding in plain sight

Cardiovascular disease remains the leading cause of death for men and women in the United States. For employers, this is not just a population-health issue. It is a leadership-continuity issue.

941,652

Annual cardiovascular deaths in U.S.

2,500

Daily cardiovascular deaths.

66.7%

Adults 30-59 with elevated 30 years risk.

Statistic	Data	Source
Annual cardiovascular deaths in the U.S.	941,652	American Heart Association, 2025
Daily cardiovascular deaths	~2,500	American Heart Association, 2025
Heart attacks before age 65	1 in 6	American Heart Association
Adults ages 30-79 with elevated 10-year CVD risk	20.2%	JACC, 2025
Middle-aged adults ages 30-59 with elevated 30-year risk	66.7%	JACC, 2025

The normal cholesterol problem

One of the most dangerous assumptions in executive health is that a standard lipid panel is enough. It is not.

An executive can have “normal” cholesterol and still develop rupture prone plaque.

This means leaders can pass their annual physical, receive reassuring lab results, feel completely fine, and still have silent atherosclerosis progressing beneath the surface.

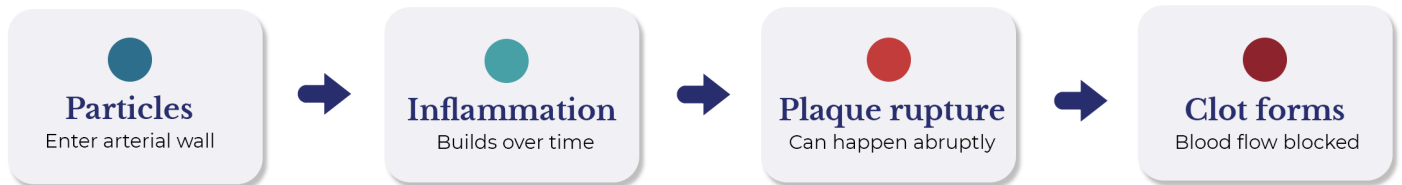
What standard testing misses

Test	What it measures	What it can miss
ECG	Heart rhythm and electrical conduction	Arterial plaque, vascular inflammation, and early disease activity
Stress test	Blood-flow limitation, typically from advanced obstruction	Non-obstructive plaque, vulnerable lesions, and early inflammatory risk
Standard cholesterol panel	Total cholesterol, LDL-C, HDL-C, triglycerides	Particle number, particle size, Lp(a), inflammation, oxidative risk, and cardiac strain

How Heart Attacks Actually Happen

Most people picture a heart attack as a pipe slowly narrowing over decades until it finally closes. That is not how heart attacks occur.

The actual mechanism is plaque rupture. Cholesterol particles enter the arterial wall, inflammation builds over time, the plaque surface suddenly ruptures, and a clot forms at the site of injury. Blood flow can be blocked abruptly, often without warning.



A heart attack is often not a slow march from 20% to 40% to 80% to 100% narrowing. It is frequently non-obstructive plaque that suddenly ruptures and immediately occludes the vessel. - Jonathan Sheinberg, MD, FACC



Jonathan Sheinberg,
MD, FACC

The Economic Impact on Employers

National cost of heart disease

Cost category	Annual amount	Source
Total heart disease cost: healthcare + lost productivity	\$417.9 billion	CDC
Lost productivity due to heart disease	\$203.3 billion	JAMA Network Open
Projected CVD cost by 2050	\$1.8 trillion	American Heart Association

Per-event exposure

Expense	Typical employer exposure
Hospitalization for a cardiac event	\$21,560+
Lost productivity for a senior leader over 45 days	\$25,000-\$250,000
Executive replacement or disruption, if applicable	\$25,000-\$250,000
Total preventable - event exposure	\$50,000-\$500,000+

For a self-funded employer, a cardiac event is not an abstract claim. It directly affects the plan, the stop-loss profile, and the organization's operational capacity.

- ▶ Catastrophic claim exposure
- ▶ Higher stop-loss pressure
- ▶ Three to six months of reduced leadership capacity
- ▶ Strategic initiatives delayed or derailed by an avoidable medical crisis

The Precision Heart Solution

Precision Heart does not rely on generic probability estimates. We evaluate the biology of cardiovascular risk: plaque activity, inflammatory burden, advanced lipid physiology, cardiac strain, and longitudinal response to intervention.

Precision Heart component	What it means for executives
40+ advanced biomarkers	Far beyond standard cholesterol testing, including lipid particle number and size, HDL function, Lp(a), inflammatory markers, oxidative risk, and cardiac strain signals.
Direct plaque detection	Identifies vascular inflammation and plaque activity at an earlier, more treatable stage.
Physician-led strategy	Every plan is directed by a board-certified cardiologist. No generic algorithm. No one-size-fits-all protocol.
Longitudinal tracking	Ongoing measurement and strategy refinement based on actual progress.
Complete privacy	No insurance reporting. Executive health data remains confidential.

The physician behind the program

Jonathan Sheinberg, MD, FACC, is a board-certified cardiologist, Chief Medical Officer and Co-Founder of Sigma Tactical Wellness, and a Lieutenant with the Travis County Sheriff's Office in Texas. His work has focused on detecting hidden cardiovascular disease in high-stress, high-consequence professions.

Dr. Sheinberg's work with first responders has shown that traditional screening can miss a substantial percentage of high-risk individuals, including younger people with pre-clinical disease. The lesson for corporate leadership is clear: sustained stress, long hours, travel, poor sleep, and metabolic strain can create risk long before a standard physical raises an alarm.

ROI for Employers

The value of Precision Heart is not simply in testing. It is in avoiding the preventable event, protecting the leader, and preserving organizational continuity

Sample ROI signal



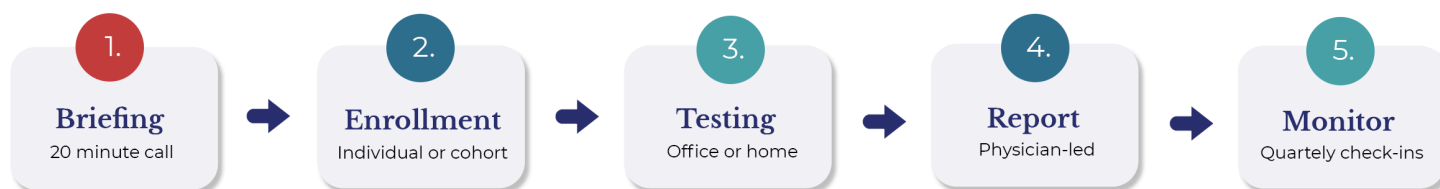
Investment / exposure	Estimated value
Precision Heart program per executive per year	\$4,200-\$5,000
Average heart attack hospitalization	\$21,560+
Senior-leader lost productivity over 45 days	\$21,560+
Preventing one cardiac event	Can offset years of program investment

Sample ROI model: 1,000-employee company

Metric	Value
Company size	1,000 employees
Baseline annual cardiac event rate, ages 45-60	1.5%
Expected events per year without program	15 events
Events prevented, assuming 70% risk reduction in the top 10% enrolled	10.5 events
Direct medical savings	\$226,380
Productivity savings	\$272,601
Replacement-cost avoidance	\$315,000
Total annual savings	\$813,981
Program cost, 100 executives at \$5,000/year	\$500,000
Net ROI	62.8%
Payback period	7.4 months

Implementation for Companies

White-glove. Concierge. Zero friction.



Metric	Value
Corporate briefing	A 20-minute call with our medical director for your benefits or executive leadership team.
Executive enrollment	Individual or cohort-based enrollment, with custom solutions for groups of five or more.
At-office or at-home testing	We come to the executive. Blood draw, coordination, and consultation are designed around their schedule.
Cardiologist report	Individual physician reports with optional anonymized aggregate insights for the employer.
Ongoing monitoring	Quarterly check-ins and continuous risk-management updates.

What executives experience

- ▶ No unnecessary time away from work
- ▶ Private, direct-pay membership with no insurance reporting
- ▶ Clear physician explanation of what the data means
- ▶ A plan built around measurable cardiovascular biology

Privacy guarantee

- ▶ No insurance reporting
- ▶ No employer access to individual medical records
- ▶ Optional aggregate, de-identified reporting for employer wellness strategy

Frequently Asked Questions

Question	Answer
Do executives need to take time off work?	No. We coordinate blood draw and consultations around their schedule, including office or home options when appropriate.
Does this go on their insurance record?	No. Precision Heart is private and direct-pay. We do not file insurance claims.
What is the minimum group size?	We work with individual executives and cohorts of five or more. Custom pricing is available for companies.
How is this different from an existing wellness program?	Most wellness programs estimate risk. Precision Heart looks for the disease biology that leads to events: plaque activity, inflammation, lipid particle burden, and cardiac strain.
Can we receive aggregate reporting?	Yes. Individual data remains private. Employers may receive de-identified aggregate insights for wellness strategy.
How quickly can we start?	Corporate briefing within 48 hours, enrollment within two weeks, and first visits typically within 30 days.



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Learn how Precision Heart can help protect the leaders your organization cannot afford to lose.

Schedule a Corporate Briefing

Info@precisionhearthealth.com | www.precisionhearthealth.com

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