



Shane Warne Legacy Heart Test

2023 Post Campaign Report

14 February 2024

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Context, Caveats & Confidentiality



- This report has been prepared by SiSU Health Group (SiSU Health) to provide Shane Warne Legacy (SWL) partners with a detailed analysis of the SWL Heart Health Test campaign which was activated on 15th December 2023 across Priceline’s national retail network and on-site over four days at the MCG Boxing Day Test from the 26th of December.
- The term “health check” is SiSU Health’s usual description of a self-serve health check conducted on the SiSU Health Station™ and is used in this report to describe the Shane Warne Legacy Heart Test. The word ‘test’ was chosen for its association with the traditional format of the game of cricket that Shane Warne is synonymous.
- This report has been compiled in good faith and all reasonable efforts have been made to ensure the accuracy of information presented herein. SiSU Health provides no warranty for any errors.
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Forewords



“The Shane Warne Legacy embodies Shane's ethos of giving back, represented by values like 'have a crack,' 'find a way,' and 'lift others.' It's about providing a leg up, a commitment echoed by the Shane Warne Legacy's initiative partnering with SiSU Health to provide free heart screening tests to the everyday Australian. Through free resources and increased awareness, the Legacy aims to empower individuals to make informed choices about their health, ultimately striving to make a significant impact on heart health outcomes in Australia as was achieved during the successful Boxing Day Test joint initiative.”

Keith Warne
Patron, Shane Warne Legacy



“Shane Warne gave so much to the Australian public throughout his life, so it's incredibly fitting that his legacy lives on by working to try and help protect the lives of people across a country he loved so much. Heart disease takes the lives of far too many of our loved ones, often like Shane, in the prime of their lives. The Shane Warne Legacy is already making an impact by raising awareness of Australia's biggest killer and most importantly of all, it is helping to identify those with risk factors for heart attack who might benefit from treatment.”

Jason C. Kovacic MBBS, PhD, FRACP, FAHA, FACC, FSCANZ, FSCAI
Director and CEO, Victor Chang Cardiac Research Institute
Robert M. Graham Chair and Professor of Medicine, University of NSW
President, Australian Cardiovascular Alliance



“Shane would be astounded by the overwhelming response to the heart tests! It's incredibly uplifting to witness the profound impact they've had on our community. This initiative has truly taken on a life of its own. The number of participants and the heartfelt stories shared highlight the importance of proactive measures for heart health. It's truly inspiring to see so many individuals stepping up. I'm confident that this initiative will continue to make a significant difference.”

Helen Nolan
CEO, Shane Warne Legacy



“Judged on participation rates and satisfaction scores alone, the inaugural Shane Warne Legacy Heart Test stands as a remarkable tribute to Shane and the vision behind his legacy. At the MCG Boxing Day Test, 7,601 individuals, or about 1-in-every-20 spectators, queued patiently between 8am and 6pm to do their check, and scored the experience an average NPS of 9.2 out of ten. Across the retail channel, a record 18,000 new users undertook a heart check between the 15th and 31st December, highlighting the power of this platform to reach and engage a new cohort of Australians about their cardiometabolic health and risk.”

Patrick Hanneberg
Head of Analytics, Insights & Research Partnerships, SiSU Health



Executive Summary



New Platform

- By beating its target of 23,000 checks by 31 December 2023 and generating extraordinary media interest, user participation and NPS in the process, the inaugural Shane Warne Legacy Heart Test (SWL HT) showcases a new, scalable platform to engage individuals about their cardiometabolic health.

Key Facts

- 31,742 SWL HTs by 28,937 individuals across MCG Boxing Day Test and Priceline national Health Station network
- 7,732 SWL HTs by 7,601 individuals at MCG Boxing Day Test alone
- 22.0% of participants had High BP (140-159/90-99mmHg),
- 106 participants recorded Severe BP ($\geq 180/\geq 110$ mmHg) and were advised to consult their GP asap
- 36.9% of participants had uncontrolled High BP
- 50.8% of participants had their BP measured for the first time in at least 12 months
- The very high Net Promoter Score (NPS) of +76 underscores deep trust and love for the SWL HT

Looking Forward

- In 2024, SiSU Health looks forward to working with Shane Warne Legacy and its key partners to scale cardiometabolic health risk awareness and screening in Australia - and beyond - to deliver on the inspiring vision of Shane Warne's legacy.

Thank you

- To the Shane Warne Legacy Team for Shane's gift, and theirs, to cardiovascular and cardiometabolic preventive health.
- To the 7,601 individuals who patiently queued to do their SWL HT at the 2023 MCG Boxing Day Test.
- To all the commercial and media partners who made the SWL HT possible and such an outstanding success.

Acknowledgements



The extraordinary success of the Shane Warne Legacy Heart Check Campaign at both the MCG Boxing Day Test and across Australia was made possible by exceptional contributions from these partners



Participant Feedback & Impact



Sat, 30 Dec

Comments

Two days ago we went to Priceline at Westfield Plenty Valley South Morang. My husband Michael did the Shane Warne heart test he had seen advertised at Cricket and online. He is super fit at 74 but over the last week or so had experienced a bit of chest pain. The test suggested he contact his doctor. The next day he was seen by our doctor, who sent him straight to the Northern Hospital Epping. Four hours later he had an angiogram followed quickly by a stent being inserted. According to the heart doctor he had just been saved from suffering a massive heart attack.

So...

Personal awareness + Shane Warne test + quick thinking doctor+ super staff at the Northern hospital = a life saved.

Thank you for raising public awareness and being proactive with testing sites.

Teresa 29/12/23

5:11 pm

HEART TEST TALE

"YOU'RE MAKING A REMARKABLE CONTRIBUTION TO THE COMMUNITY. MY HUSBAND UNDERWENT A TEST, DESPITE NOT EXPERIENCING ANY CHEST PAIN OR HEART ATTACK SYMPTOMS, AND IT REVEALED THE URGENT NEED FOR TWO STENTS.

WITHOUT THE SHANE WARNE LEGACY, WE MIGHT HAVE OVERLOOKED THE WARNING SIGNS.

THANK YOU IMMENSELY FOR POTENTIALLY SAVING HIS LIFE".

JUDY

@SHANEWARNELEGACY



Email

kjhillier

Phone

+61.

Comments

To the Warne Legacy.

On Thursday 28th December I attended the third day of the Test in Melbourne as a guest of Cricket Victoria, as the President of the Frankston RSL which sponsors local cricket. I undertook the test outside the Olympic Room and my result suggested I see a doctor as soon as possible. On returning to Frankston, my wife took me to the emergency doctor, who could only recommend I attend an emergency hospital immediately. I spent the next two days in Peninsula Hospital, and have had an array of tests on my heart since. Since being medicated in hospital, I realise I am feeling much better than I have for quite some time. I am due to see the Heart Specialist in early February to follow up after all of the tests. Thanks to the Warne Legacy, while my case is not life threatening, I believe it has extended my time of volunteering for the wellbeing of veterans well into the future.

Kevin Hillier OAM

President Frankston RSL Sub Branch Inc.

****I give permission to share my story**

Yes



Participant Feedback & Impact...

(Actual verbatim free text responses from SWL HT Boxing Day participants in a post activation survey 2 Feb – 9 Feb 2024)



“It was suggested that I follow up with my gp after the test. I have now had further tests and determined further heart issues and am taking a course of action advised by a cardiologist. This test helped me identify a possible issue.”

“The test prompted me to see a GP the next day. I then had to have follow up blood tests and a heart CT and was prescribed BP medication. Unfortunately just as I was about to start the medication I had a stroke and am currently in my 4th week of rehab at a hospital in Warrnambool. Despite this (my wife is typing this) we’d like to stress the value of the Shane Warne test. I was completely symptom free and felt like I was fit and active. I had no idea that I had high BP. My wife was able to pass on the info to the ambulance when she called 000 which in turn prompted them to send the Stroke Assessment Vehicle to our location resulting in an immediate scan and clot busting treatment in front of the building we were staying at in the city. I would strongly encourage more people to take the test in hope that it can prevent major issues related to heart health. Thank you for the opportunity to provide feedback.”

“Thank you for the opportunity. I did the test with a childhood mate. We’ve been friends for 40 years and never had a conversation about our health and well being. Doing the test was a catalyst for an open conversation about the positive results and areas of our diets and lifestyle that would lead to stronger health.”

“When I went to a doctor about my BP being high it hadn’t heard about the SW BP . But when I went back to my regular doctor, I was her 3rd patient who had done it and went to the doctor to follow up. Thank you for letting me tell you this.”

“As a result of the test which indicated Excessively High Blood I visited a Dr and am now under two medications for blood pressure and have a medical exercise plan. The Dr indicated I was a walking time bomb with the excessively high blood pressure.”

“As I am now under the scrutiny of a Heart Specialist I am happy to encourage men to take the test whenever possible. I am the president of an RSL and have already encouraged members of my committee to take the test. I also had the opportunity to explain my circumstance ant a regional meeting of RSL’s and encouraged them to take the test. I know that if I hadn’t taken the test there was a possibility of me having a heart attack as, due to the medication I am now on, I realise pre test I was not well. I can now walk 600 metres with no shortness of breath, which prior I put down to another illness and the fact I am 71 years old, ie getting old. Thanks (sic).”

“Even though my results were what I expected, actually seeing them has motivated me to eat better and exercise more consistently. Thanks to you all, especially the great man himself, Shane Warne ”

“I thought it was great, needed up my Bp meds and I have , just Had it retested and it’s better, .”

“Discovered I have high blood pressure and now on medication for this”

“Very simple process which should be expanded to other sporting events”

“This should be an annual feature at the Boxing Day test.”

“I’ve encouraged my friends and family to keep up with their routine tests and I’ve had blood tests to rule out some possible conditions.”

“The test confirmed that i should be doing somthing (sic) about my health. (esp diabetes) I hope to make up for it by controlling my diet and body health better than i have in the past..”

“The simple procedure provided far more information than I anticipated”

“Great set up- very easy to use, what a wonderful way to promote better health, especially for men.”

“It was a bit of a wake up call. I've seen the doctor and purchased a blood pressure machine. Medication is about to change. Thanks! ”

“This test provided a much needed prompt to do something about my blood pressure and weight.”

“LOVE THIS PLEASE CONTINUE OFFERING FREE HEALTH CHECKS EVEN FOR THE PUBLIC :)”



2023 SWL HT Campaign Overview

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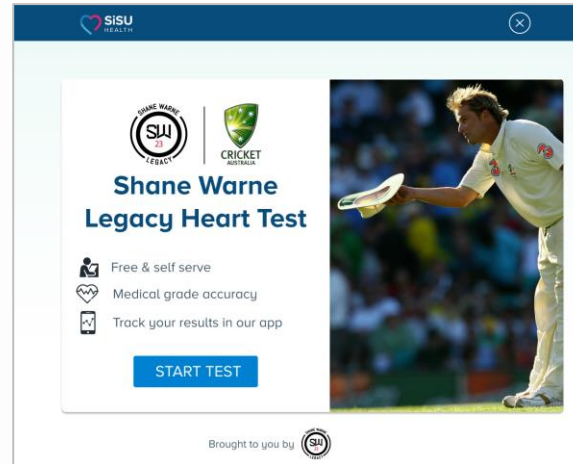
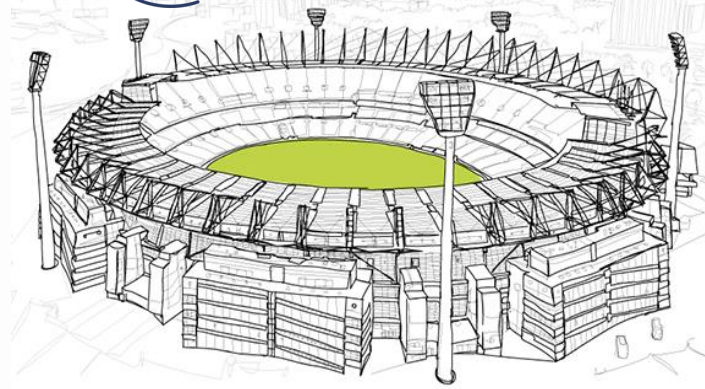
Vision

- The Shane Warne Legacy 'Heart Test' Campaign (SWL HT) is the national heart health awareness, screening and risk reduction program, honouring the great Shane Warne.
- The SWL HT campaign aims to measurably reduce the risk of CVD in Australia over the next 10 years and to save many thousands of lives.

Objectives

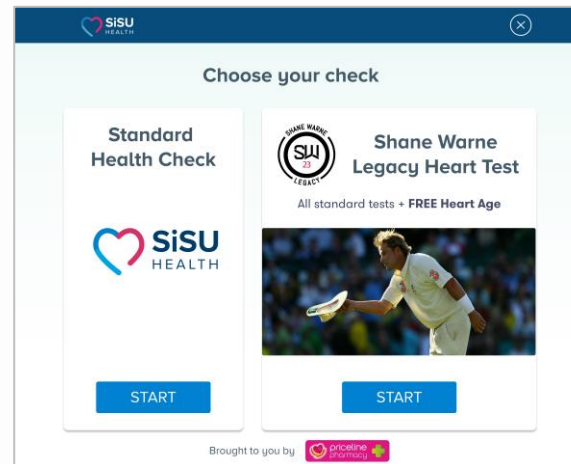
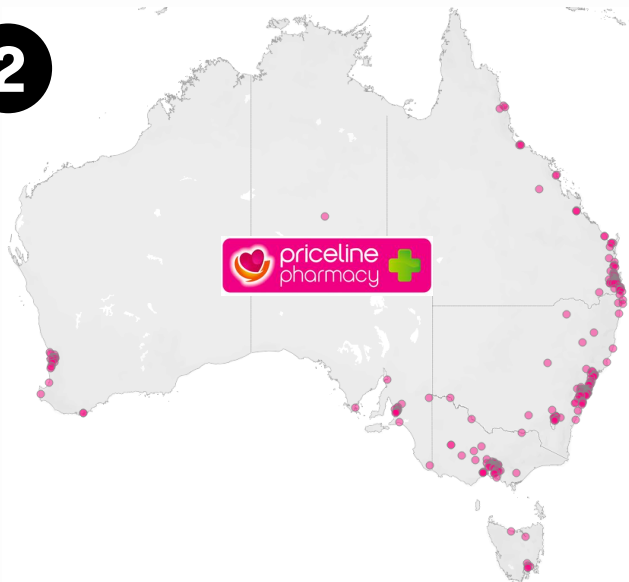
- Launch the SWL HT at the 2023 MCG Boxing Day Test
- 23,000 SWL HTs by 31 December 2023
- Improve CVD awareness and its treatability, with early detection.
- Partner with leading CVD research and advocacy bodies and publish the outcomes of the campaign

Activation Channels & Partners



Health Station Main Screen – MCG

- 2023 MCG Boxing Day Cricket Test
- Four (4) days, 26th – 29th December 2023
- 23 SiSU Health Stations deployed – 13 outside and 10 inside MCG



Health Station Main Screen - Priceline

- SWL HT on Priceline national retail network
- Activated Friday 15 December 2023
- 311 Priceline pharmacies & stores across every Australian State & Territory



Participant Engagement Journeys



1 Promotion & Awareness

'Tip Your Hat to Wornie' and take a Shane Warne Legacy Heart Test during the Boxing Day Test

Find your nearest health centre

Herald Sun

4 min. Shane Legacy Test here

NEXT STEP IN SHANE WARNE LEGACY HEART TESTS AVAILABLE IN 500 PRICELINE PHARMACIES

2 Activation Channels

CRICKET AUSTRALIA

Latrobe HEALTH SERVICES

novo nordisk

priceline pharmacy

3 SWL Heart Test

Shane Warne Legacy Heart Test

- Free & self serve
- Medical grade accuracy
- Track your results in our app

START TEST

Choose your check

- Standard Health Check
- Shane Warne Legacy Heart Test

START

4 SWL Heart Test Results

Hi Sam, nice work on completing a health check today at Priceline Chabstret!

Now, you have access to:

- Your health check results
- The ability to track your health status over time
- Access to evidence-based programs, tools, challenges and much more.

VIEW TODAY'S RESULTS

Cardiovascular Health

133/84 mmHg

GET IT ON Google Play

Download on the App Store

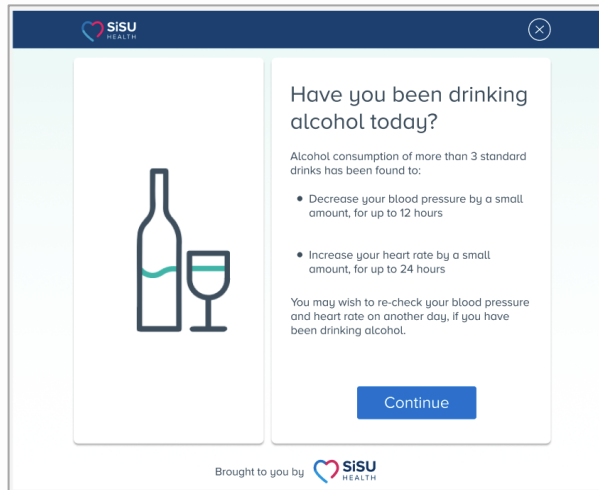
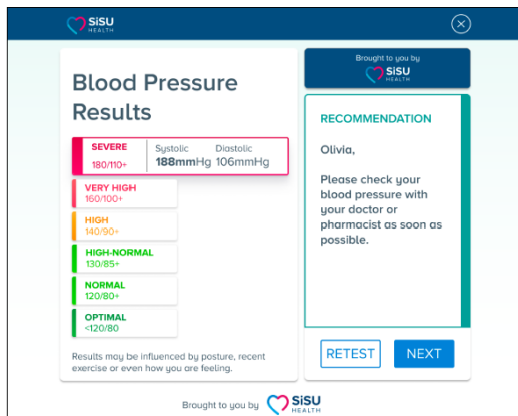
Participant Safety & Duty-of-Care - MCG Operating Protocols



WHAT TO DO IF PARTICIPANTS ARE CONCERNED ABOUT THEIR RESULTS

- On average, 1.3% of people will have a 'Severe' blood pressure reading
- If participants approach you about a 'Severe' Blood pressure or 'Very High' Heart rate result:
 - Step 1 – Get them to re-check their blood pressure
 - Step 2 – If it is still 'Severe', find the nearest security guard/Cricket Australia Event staff to direct them to the nearest Medical Edge First Aid office
- High, Very High and Severe Blood pressure and heart rate station recommendations are shown on the following pages.

Severe BP – Retest then seek medical assistance at MCG or GP within 24 – 72 hrs

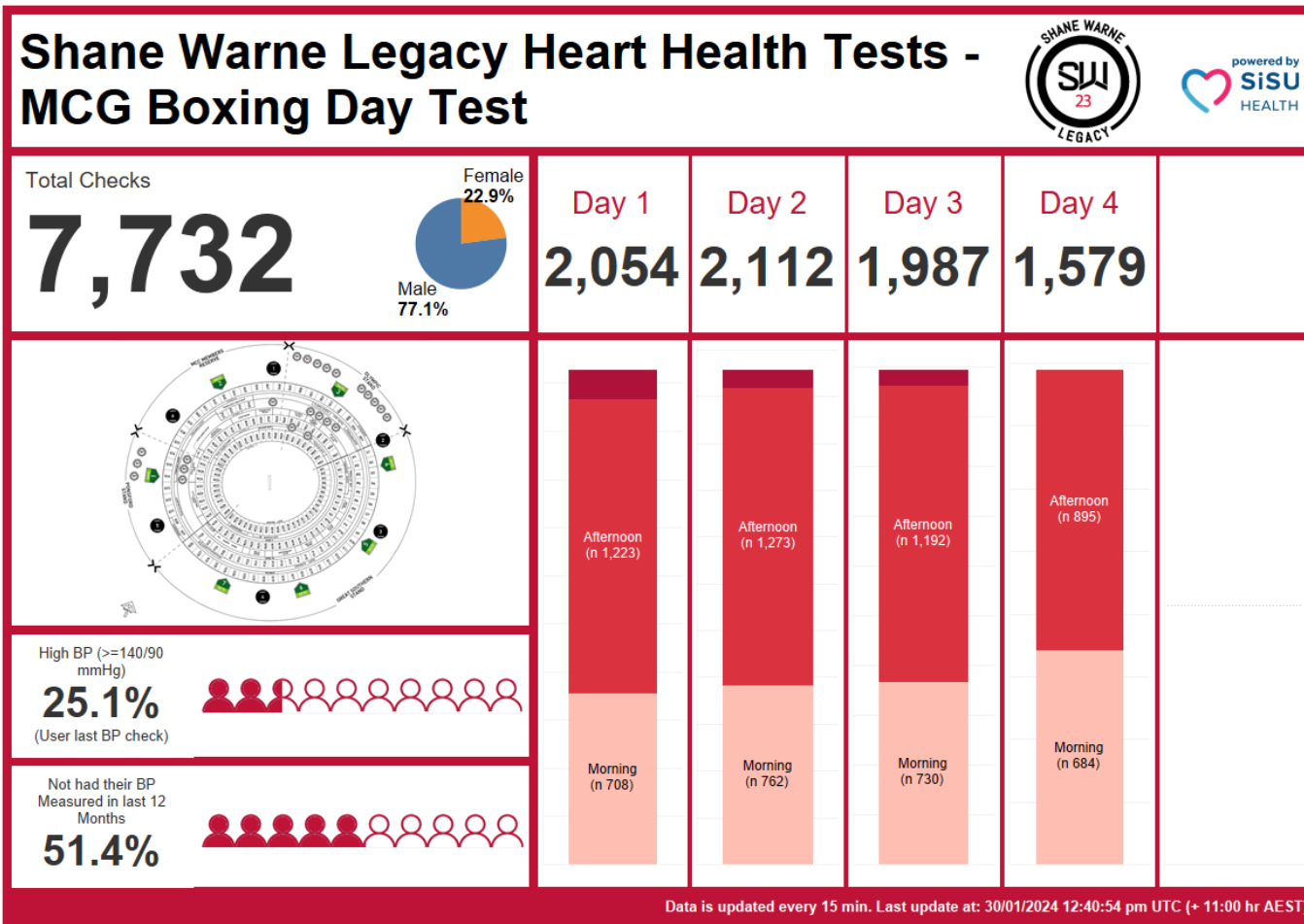


The safety and duty-of-care to people using the SiSU Health Station™ in any setting is paramount to SiSU Health. Additional safety protocols were successfully deployed for the MCG Boxing Day Test, and these included;

- Operational health and safety training including detailed written protocols for all support staff
- Additional prompts about alcohol and its effects on blood pressure

The full list of SiSU Health's safety and duty-of-care protocols for the SWL HT at the MCG Boxing Day Test can be viewed in the Appendix.

Key Campaign Statistics



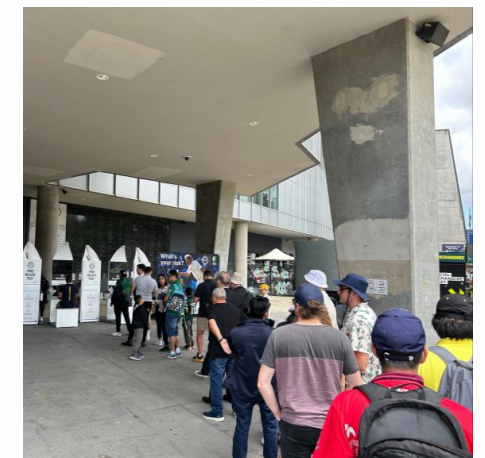
- In honour of Shane Warne’s favourite number, ‘23’, a target of 23,000 heart checks was set before year’s end.
- To reach the target in this timeframe, it was calculated that SWL HT would need to be activated in Priceline retail network, as well as the Boxing Day Test.
- The target of 23,000 checks was reached in the afternoon session of Day 3 (28 December)
- MCG Boxing Day Test: 7,732 checks (24.4.% of total)
- Priceline network: 24,010 checks (75.6% of total)
- By New Year’s Eve, the total number of checks was 31,742, 38% greater than the target.

Real-time dashboard (on 15 min data refresh) used to track progress during MCG Boxing Day Test. This total excludes 115 health checks undertaken on health stations at the MCG in days prior.

SWL HT - MCG Boxing Day Test 2023



- “Taking heart health awareness to the people”
- 4 days (rain-affected)
- 26th–29th December 2023
- 23 SiSU Health Stations (13 outside, 10 inside MCG)
- 7,732 Heart Health checks
- 7,601 individuals
- Equates to ~5.1 % of all attendees (164,835 total, non-unique attendees with conservative 17.5% duplication rate for days 2-4)
- Average hourly utilisation ~85%> (9am-6pm)
- User NPS +77 (n 7,637)



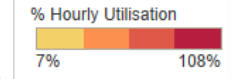
Hourly Utilisation by Day - MCG



SWL - MCG - Hourly Utilisation Heatmap



station_name	Day of date_created / date_created																								Grand Total																
	26-Dec-2023						27-Dec-2023						28-Dec-2023						29-Dec-2023																						
	9 am	10 am	11 am	12 pm	1 pm	2 pm	3 pm	4 pm	5 pm	6 pm	9 am	10 am	11 am	12 pm	1 pm	2 pm	3 pm	4 pm	5 pm	6 pm	9 am	10 am	11 am	12 pm	1 pm	2 pm	3 pm	4 pm	5 pm	6 pm	9 am	10 am	11 am	12 pm	1 pm	2 pm	3 pm	4 pm	5 pm	6 pm	
SISU000025	67%	59%	86%	89%	90%	93%	90%	90%	89%	82%	73%	91%	86%	90%	88%	92%	89%	89%	95%	62%	91%	88%	94%	89%	89%	89%	93%	88%	97%	92%	93%	88%	80%	98%	86%	88%	81%	72%	85%		
SISU000027	90%	79%	92%	80%	96%	82%	85%	96%	46%		89%	92%	90%	92%	88%	94%	94%	87%	84%	78%	87%	84%	75%	72%	75%	84%	83%	75%	81%	73%	88%	89%	92%	89%	62%	89%	82%				
SISU000028	84%	90%	81%	91%	80%	89%	86%	88%	3%		90%	86%	94%	85%	76%	81%	98%	74%	88%	3%	92%	89%	102%	78%	82%	96%	88%	73%	82%	87%	76%	92%	75%	86%	80%	78%	83%				
SISU000074	82%	85%	84%	85%	87%	84%	89%	90%			84%	90%	85%	92%	88%	94%	91%	92%	53%		87%	88%	93%	84%	95%	87%	88%	91%	86%	86%	89%	80%	83%	92%	76%		82%				
SISU000121	93%	86%	77%	86%	96%	88%	91%	88%	3%		93%	86%	82%	93%	95%	84%	87%	89%	55%		86%	85%	91%	92%	83%	87%	89%	95%	3%	81%	92%	81%	77%	83%	85%	87%	83%				
SISU000133	60%	62%	94%	86%	93%	78%	92%	92%	91%	79%																												83%			
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SISU000150	70%	90%	94%	89%	85%	89%	86%	84%	92%	83%	84%	80%	100%	91%	82%	87%	93%	79%	89%	66%	4%	88%	96%	88%	94%	91%	81%	91%	88%	79%	72%	79%	81%	81%	90%	84%	94%	85%	53%	84%	
SISU000167	74%	60%	90%	78%	81%	86%	95%	83%	94%	66%	66%	75%	88%	90%	89%	85%	94%	90%	88%	3%	54%	79%	76%	81%	88%	88%	91%	87%	86%	73%	55%	72%	84%	83%	79%	83%	89%	87%	4%	79%	
SISU000220	90%	85%	85%	85%	87%	78%	90%	86%	80%		83%	85%	91%	79%	91%	82%	75%	90%	79%	3%	99%	91%	84%	92%	91%	88%	94%	83%	4%	88%	88%	78%	79%	73%	90%	76%		81%			
SISU000229	74%	82%	98%	88%	92%	84%	85%	94%	89%	65%	83%	92%	76%	99%	85%	96%	84%	96%	84%	66%	4%	96%	80%	90%	92%	67%	92%	97%	79%	78%	70%	86%	91%	82%	86%	97%	91%	85%	63%	84%	
SISU000246	73%	82%	85%	93%	80%	88%	88%	87%			97%	83%	84%	94%	89%	85%	91%	91%	4%		91%	87%	81%	86%	86%	90%	88%	84%	4%	95%	80%	90%	65%	71%	84%	80%		79%			
SISU000282	89%	86%	87%	86%	94%	89%	89%	89%	3%		82%	91%	83%	93%	85%	87%	91%	80%	57%		92%	91%	85%	82%	82%	94%	89%	83%	4%	88%	103%	73%	84%	82%	82%	91%		84%			
SISU000447	53%	63%	86%	94%	84%	91%	90%	92%	81%	65%	58%	89%	88%	90%	89%	93%	95%	83%	93%	57%	93%	88%	87%	96%	86%	88%	83%	94%	103%		82%	83%	90%	73%	85%	86%	89%	83%	3%	81%	
SISU000454											71%	85%	85%	86%	92%	91%	89%	90%	91%	3%	47%	90%	90%	86%	87%	89%	95%	84%	82%	74%	54%	82%	88%	93%	79%	93%	94%	84%	55%	77%	
SISU000477	85%	90%	94%	74%	94%	89%	90%	98%			82%	95%	83%	87%	81%	78%	95%	85%	88%		85%	90%	92%	86%	81%	83%	83%	94%	70%	88%	86%	87%	86%	72%				84%			
SISU000481	84%	103%	74%	90%	87%	95%	87%	90%	4%		100%	86%	90%	96%	87%	91%	87%	99%	52%		89%	92%	80%	85%	85%	78%	69%	92%	66%	84%	86%	88%	89%	87%	88%	83%	67%	84%			
SISU000482	54%	81%	82%	102%	82%	89%	92%	94%	86%	59%	71%	90%	87%	94%	77%	87%	96%	81%	96%	51%	79%	88%	93%	85%	100%	88%	88%	91%	89%	2%	75%	88%	96%	89%	77%	93%	79%	64%	83%		
SISU000525	47%	74%	87%	93%	86%	91%	92%	93%	70%	82%	73%	82%	88%	93%	85%	88%	90%	88%	90%	60%	4%	87%	86%	72%	97%	87%	94%	90%	80%	69%	83%	91%	90%	86%	81%	93%	80%	89%	83%		
SISU000526	95%	87%	87%	88%	83%	92%	84%	86%	4%		92%	87%	97%	88%	86%	92%	89%	93%	79%		92%	108%	81%	81%	105%	76%	81%	81%	72%	92%	83%	89%	82%	83%	71%	80%	81%	85%			
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SISU000528	85%	86%	81%	86%	91%	85%	87%	82%	3%		95%	88%	91%	89%	86%	91%	81%	92%	68%		87%	90%	83%	97%	87%	90%	71%	85%	71%	86%	101%	79%	87%	95%	79%	87%	79%	84%			
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SISU000530	85%	96%	83%	78%	85%	78%	81%	90%	3%		92%	91%	89%	93%	72%	99%	95%	80%	94%		87%	85%	89%	87%	91%	90%	88%	84%	77%	86%	90%	85%	81%	75%	80%	66%	64%	81%			
Grand Total	73%	77%	85%	85%	85%	81%	86%	85%	55%	67%	80%	84%	88%	90%	83%	85%	87%	85%	77%	4%	77%	85%	85%	83%	89%	83%	84%	85%	69%	59%	78%	83%	85%	81%	82%	83%	83%	74%	4%	81%	



- Extraordinarily high hourly utilisation was recorded across all stations and all days of Test, irrespective of daily attendances (see below)
- Participants queued at all five activation hubs, each day
- This data indicates the MCG site activation can comfortably support 2x this station footprint

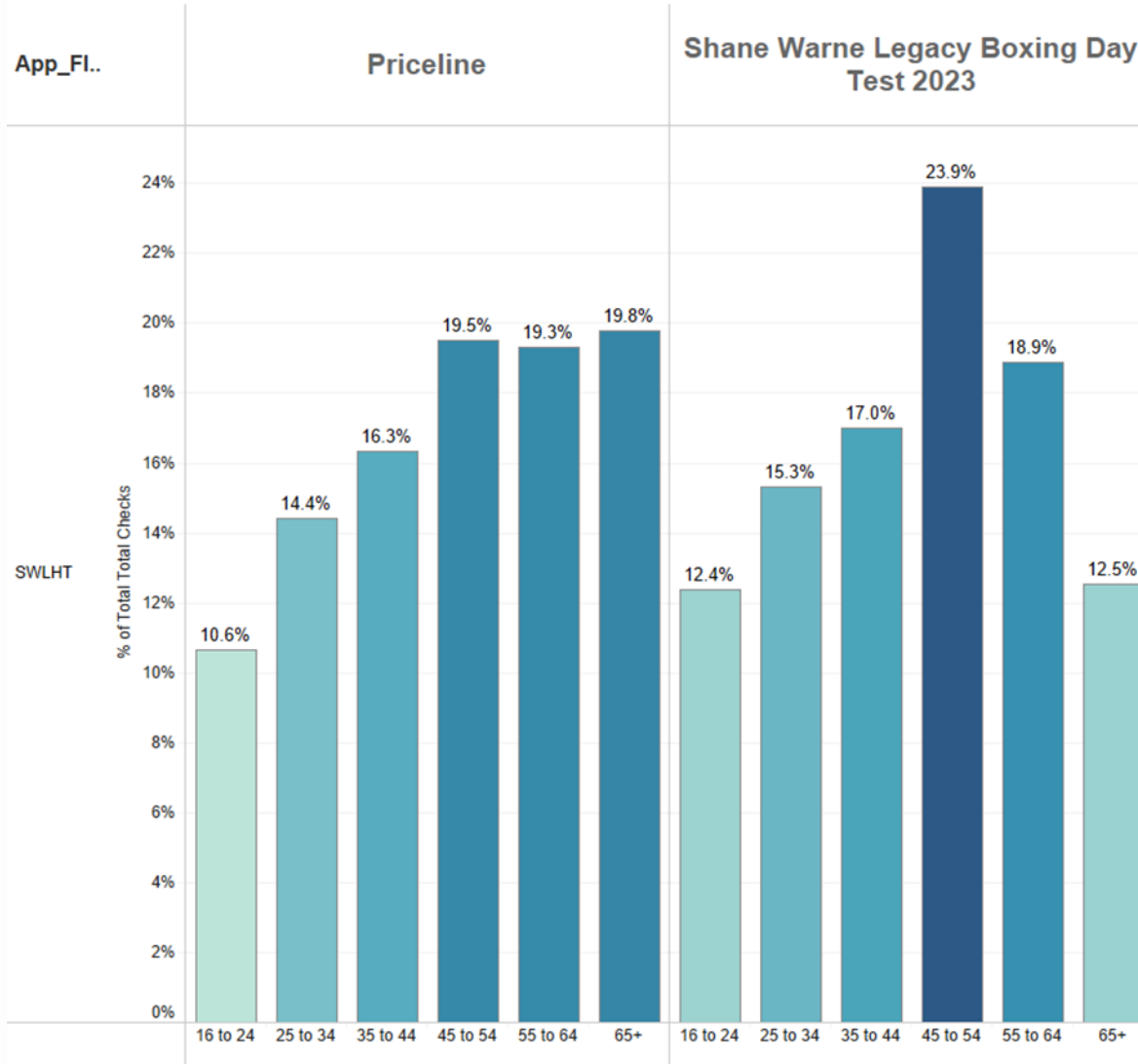
Attendances MCG Boxing Day Test 2023 (Gross, non-unique)	
Day 1	61,228
Day 2	45,776
Day 3	39,802
Day 4	18,029
Total	164,835



Participant Demographics

Participants by Age Group

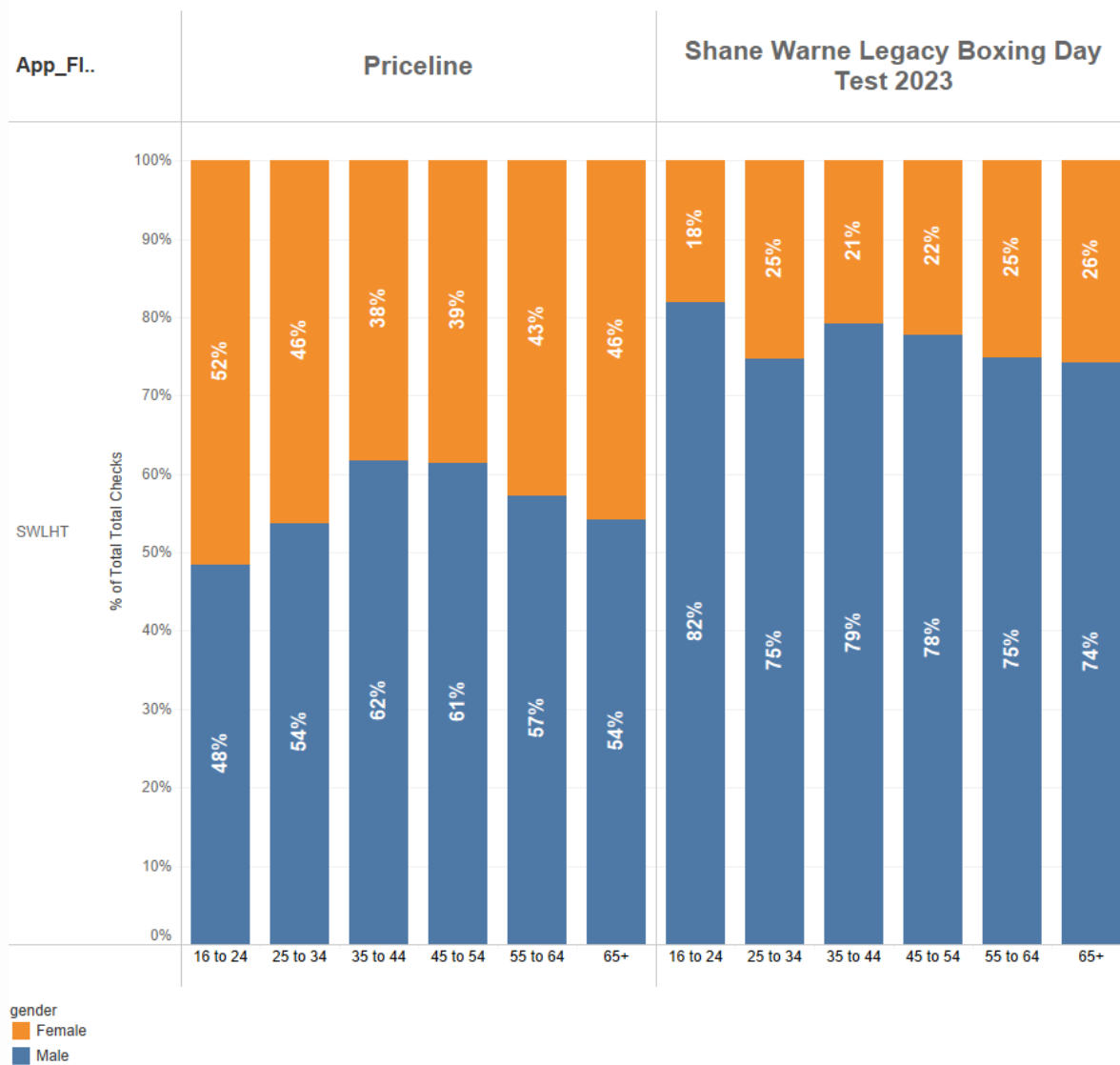
SWL HT Checks by Age Group & Activation Channel



- The median age of participants in both retail and MCG activation channels was ~49 and 47 years old respectively, approximately 10 years older than is usual for SiSU Health Stations.
- Participation at the MCG was particularly strong by Shane Warne’s peer age group of 45–54 year-olds.

Participants by Sex at Birth

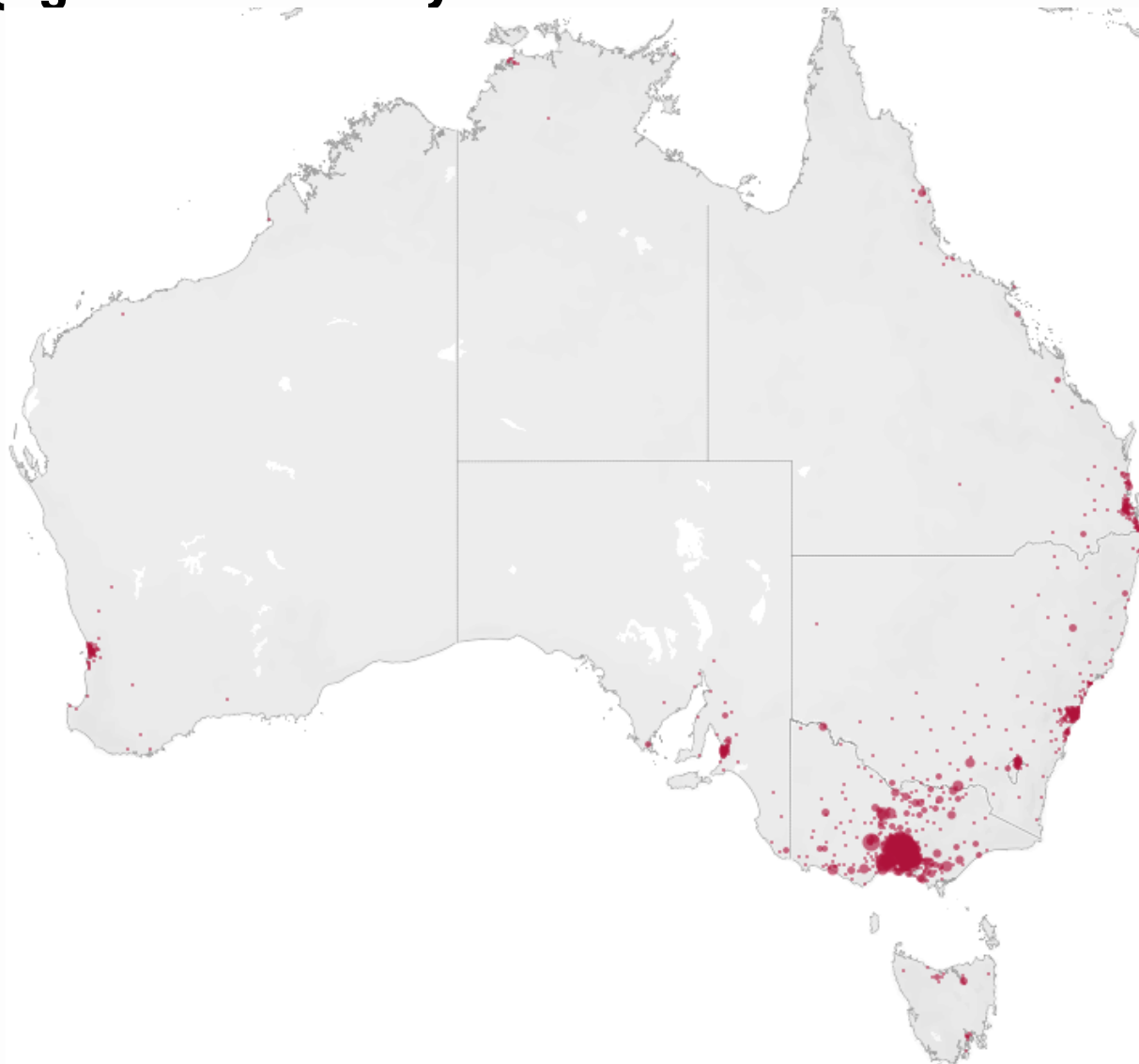
SWL HT Distributions by Channel, Sex & Age Group



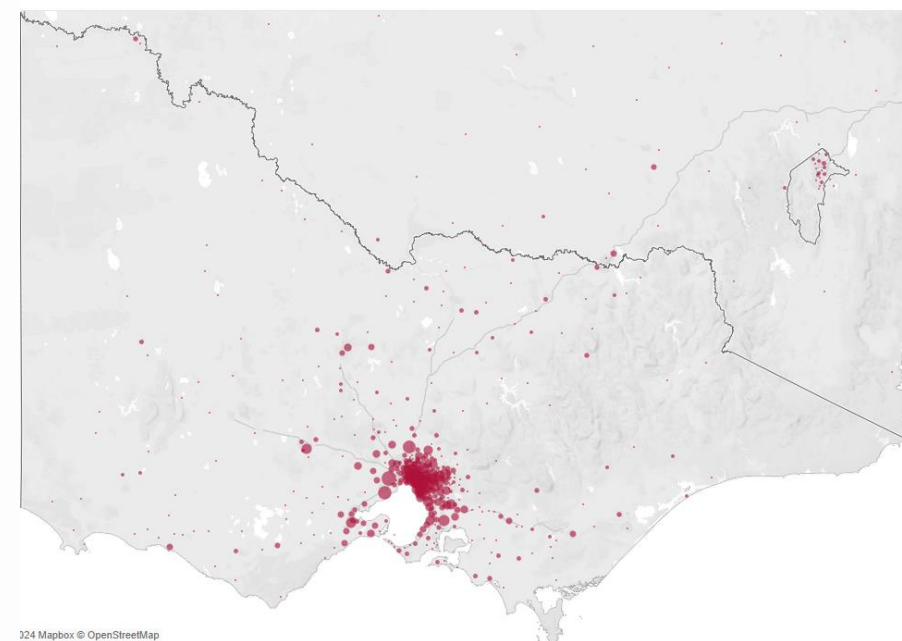
- Males represented ~57% of participants in the retail channel, a first-time majority in the 10-year history of Health Stations in Priceline.
- Male participation at the MCG averaged 77% with uniformly strong participation across all age groups, which is probably representative of the mix of sexes attending the test match.

Participants by Geography - MCG

(by User Postcode)

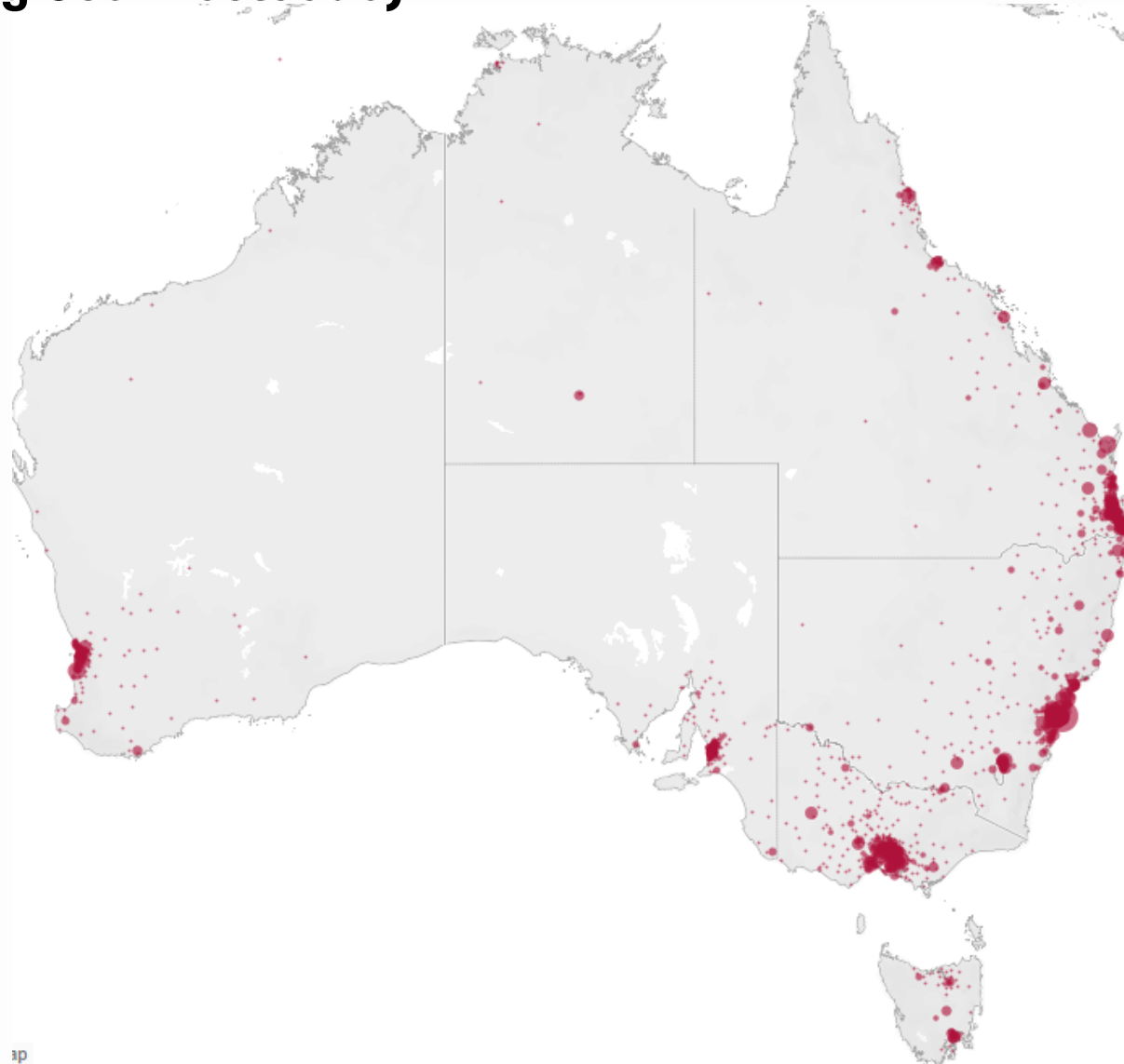


- 83% of all checks at the MCG were from participants who reported a Victorian residential postcode, and 70% were from a 90-minute driving radius (Melbourne metro & Geelong/Surf Coast)
- 17% of all checks were from interstate visitors with almost half of them from NSW/ACT



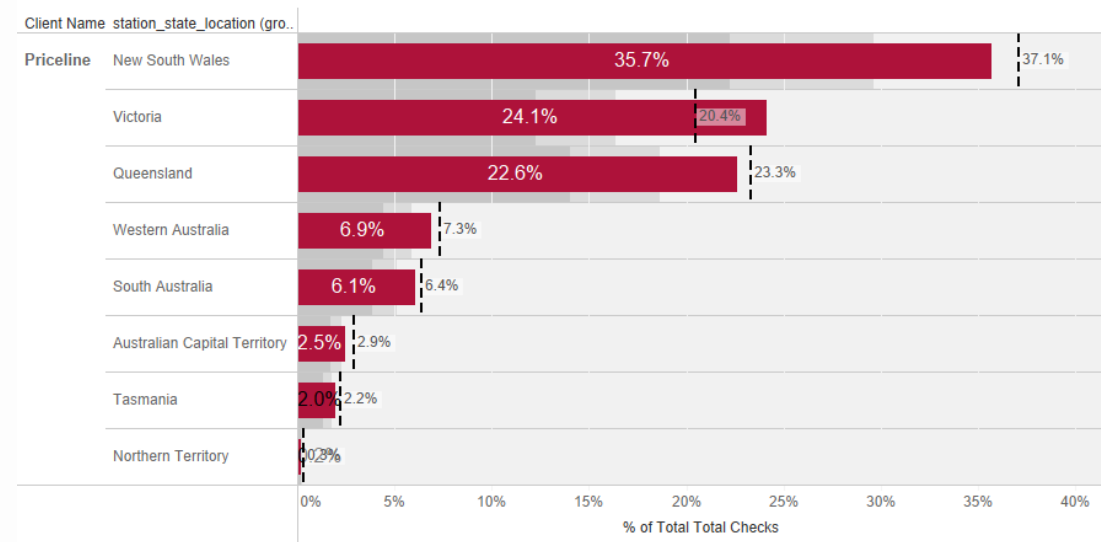
Participants by Geography - Retail

(by User Postcode)



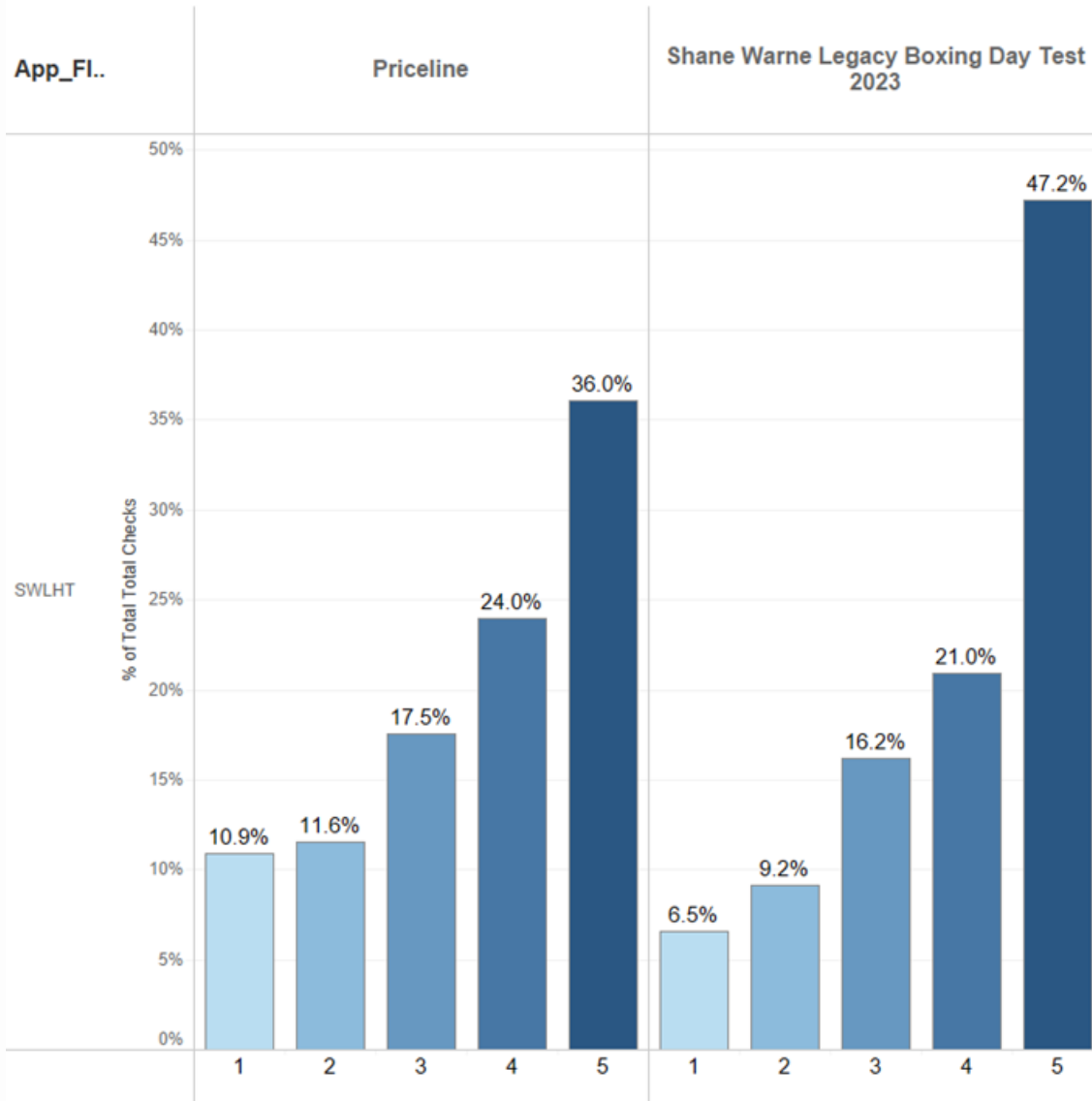
- Activating the SWL HT across 313 Priceline locations generated solid participation nationwide, including tests by people on holidays and away from their usual residential address.
- Unsurprisingly, the SWL HT resonated strongly in Shane’s home state of Victoria, where the strongest rates over-indexation of checks to network footprint occurred (24.1% of checks from 20.4% of network)

SWL HT - % Checks versus % Station Footprint by State



Participants by SEIFA Quintile

SWL HT Distributions by SEIFA Quintile (IRSAD)



- An individual’s socio-economic status, particularly income and education are important inputs into the Social Determinants of Health.
- The average SEIFA quintile (ranging from 1-5) for retail participants was 3.2 and 3.3 for those at the MCG.
- These distribution of SEIFA quintiles show stronger skews to more socio-economically advantaged Australians, particularly the MCG Boxing Day Test.

Notes

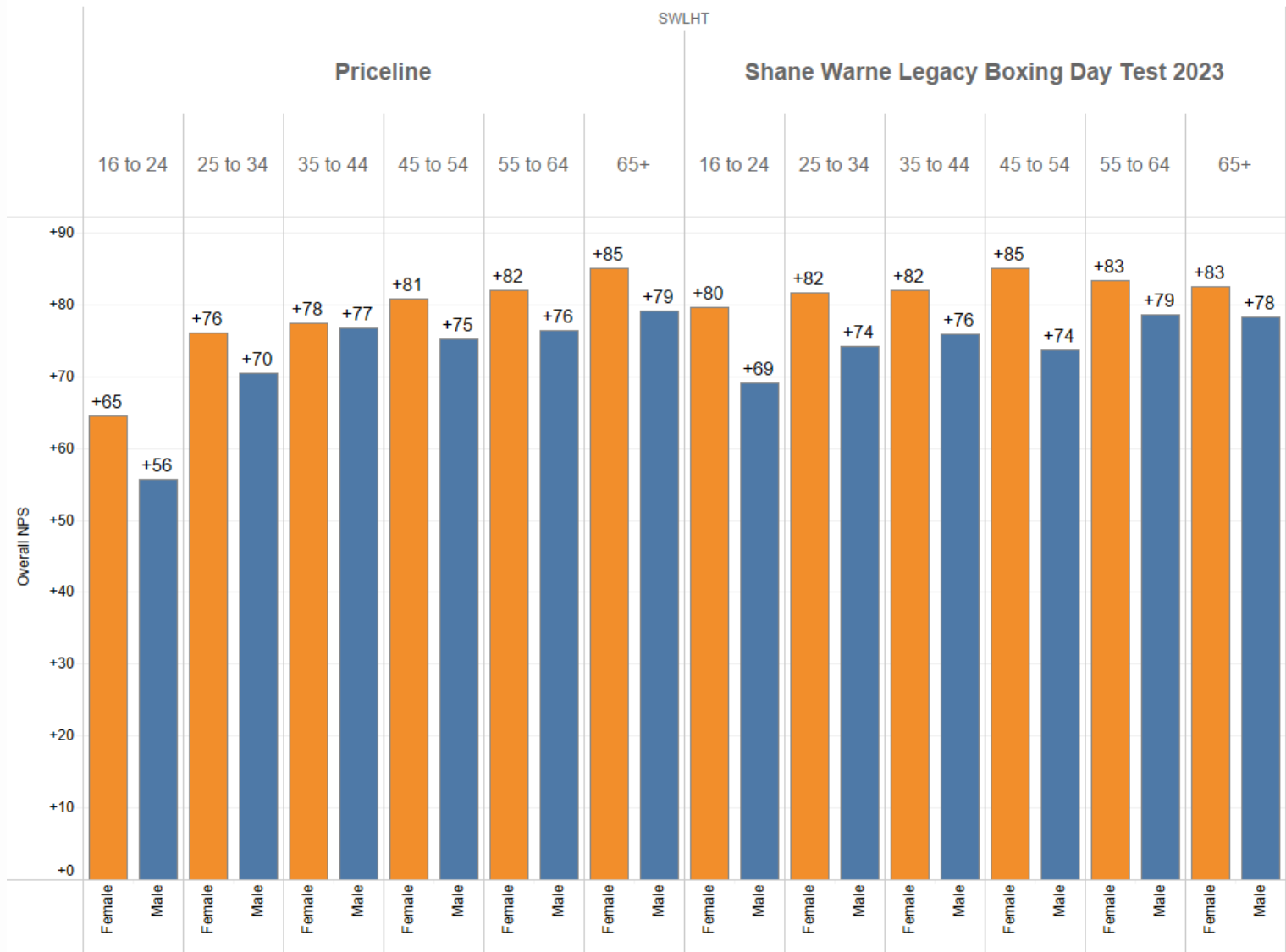
Socio-Economic Indexes for Areas (SEIFA) is a product developed by the ABS that ranks areas in Australia according to relative socio-economic advantage and disadvantage. SEIFA (IRSAD) quintile 1 is the cohort of least advantaged Australians by income and education to quintile 5, the most advantaged.

The Index of Relative Socio-economic Advantage and Disadvantage (IRSAD) summarises information about the economic and social conditions of people and households within an area. This index includes both relative advantage and disadvantage measures. A low score indicates relatively greater disadvantage and a lack of advantage in general. A high score indicates a relative lack of disadvantage and greater advantage in general. [SEIFA \(IRSAD\) description](#)



Participants Satisfaction - NPS

SWL HT - NPS by Age Group, Sex & Channel



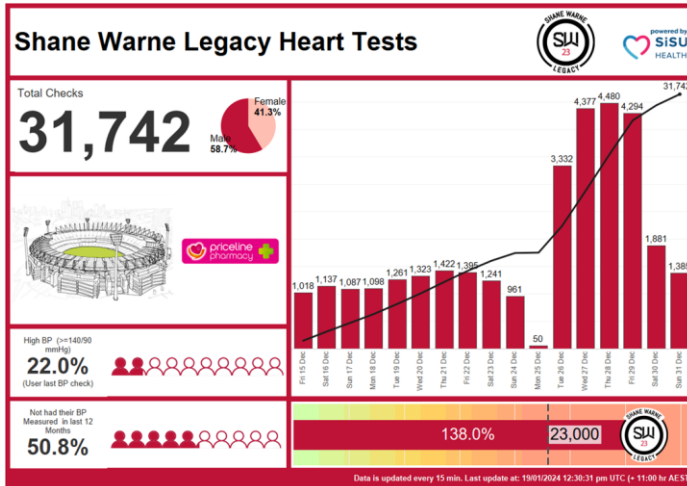
- Net Promoter Score (NPS) distributions by age and sex for both activation channels are very strong, averaging +76 overall and ~+10 points higher than is usual for the standard SISU Health check
- Females consistently score higher average NPS than males across all age groups (+5 to +11 pts) and this reflects a common global pattern.
- These very high NPS show that the SWL HT has strong positive resonance across all channels, sexes and age groups.



Participant Health Profiles

- **Cardiovascular Risk**

Summary of Health Risk Rates



- High blood pressure is the leading preventable risk factor for cardiovascular disease and death, with between one-in-four and one-in-five participants measuring high bp during their SWL Heart Test across both channels.
- Additionally, metabolic risk factors such as obesity (BMI 30_≥ & BMI 35_≥) and High AUSDRISK (Type 2 Diabetes) are important risk factors for heart health.
- The cardiovascular and metabolic risk profiles of participants are largely in line with national averages.

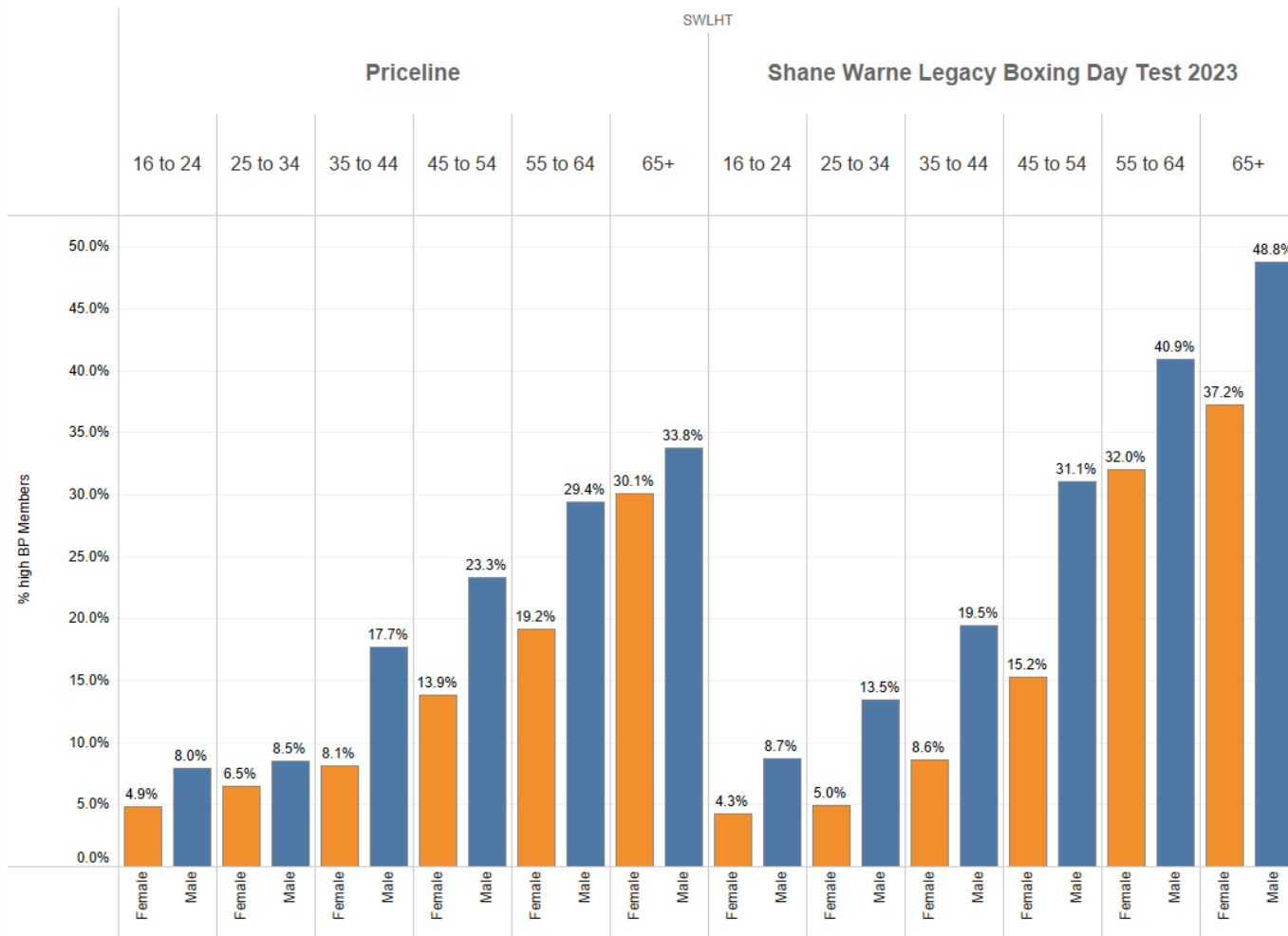
SWL HT - Participant Health Risks Profile

App_Flow	Client Name	gender	% high BP Members	% BP members on BP meds	% Uncontrolled BP Members (on BP meds)	% Literacy Respondents who Had not Measured BP in Last 12 Months (first)	Avg. Delta of age to heart age per check	% BMI 30+ Members	% BMI 35+ Members	% high AUSDRISK Members	% Smokers
SWLHT	Priceline	Female	15.6%	17.5%	32.1%	49.6%	-0.9	26.4%	10.4%	33.7%	10.2%
		Male	22.3%	22.0%	31.6%	51.2%	-5.5	31.7%	9.6%	46.5%	12.1%
		Total	19.5%	20.1%	31.8%	50.5%	-3.6	29.4%	10.0%	41.1%	11.3%
	Shane Warne Legacy Boxing Day Test 2023	Female	17.9%	13.0%	41.2%	46.0%	-1.7	22.8%	9.1%	23.6%	5.0%
		Male	27.4%	14.1%	48.2%	52.8%	-5.2	28.6%	7.4%	35.8%	7.9%
		Total	25.2%	13.9%	46.7%	51.3%	-4.4	27.3%	7.8%	33.0%	7.2%
Total			22.0%	17.4%	36.9%	50.8%	-4.0	28.5%	9.0%	37.2%	9.5%
Grand Total			22.0%	17.4%	36.9%	50.8%	-4.0	28.5%	9.0%	37.2%	9.5%

High Blood Pressure ($\geq 140/\geq 90$ mmHg)



SWL HT - High Blood Pressure (BP) Rates ($140/90 \geq$ mm/Hg) (Member last BP check)



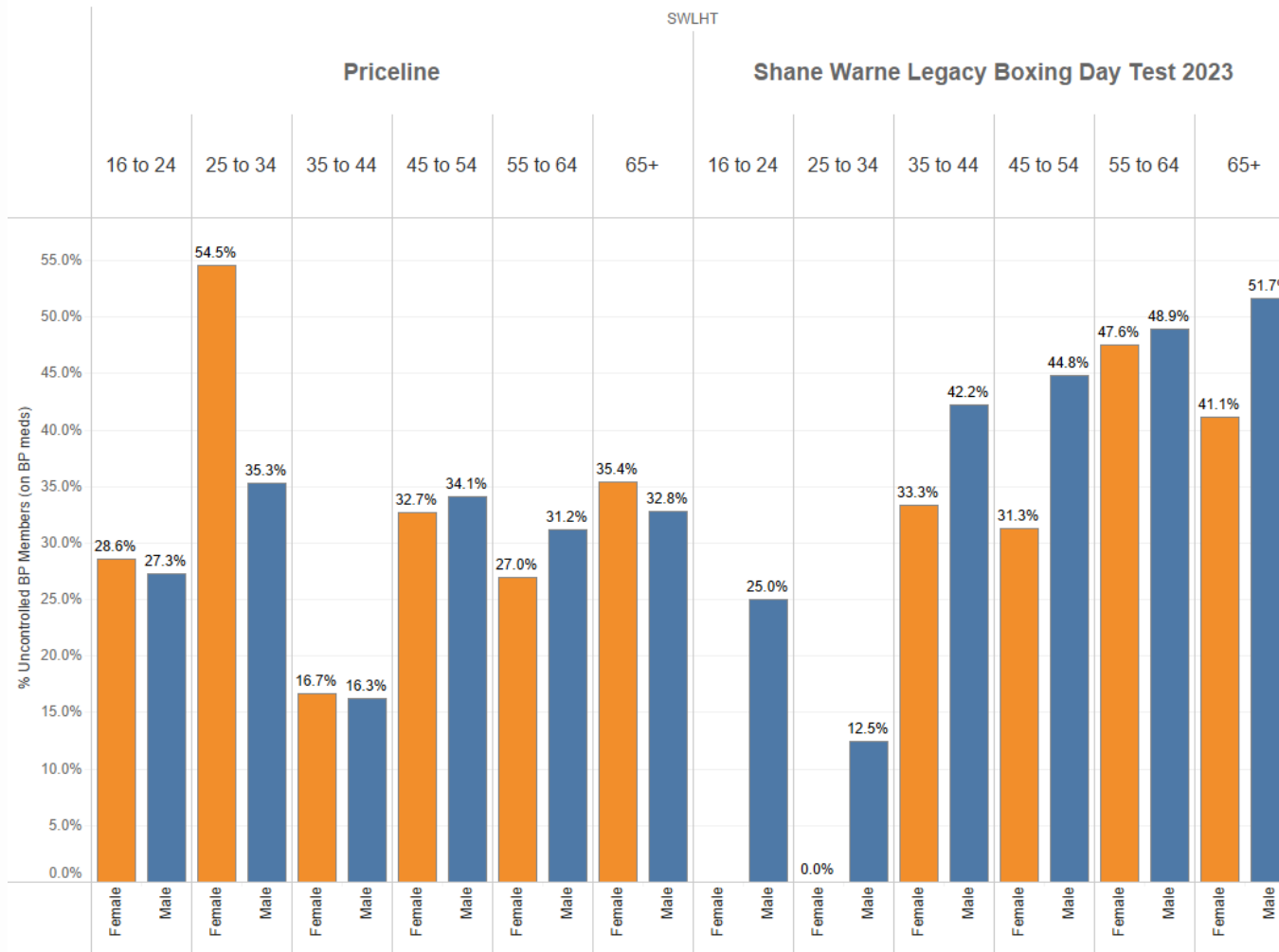
- On an unweighted basis, higher average rates of High BP of participants were measured at the MCG (25.2%) versus Priceline (19.5%).
- These rates are higher than SiSU Health historical averages but in line with National Health Survey and May Measurement Month ranges.
- 106 individuals recorded severe BP ($\geq 180/\geq 110$ mmHg) and were advised on screen and additional follow up email to consult their GP within 24-72 hours.



Uncontrolled Hypertension



SWL HT - Uncontrolled High BP (140/90 \geq mm/Hg) & on BP Meds (self-reported)



- With just one exception, data from both channels of the SWL HT shows males with consistently poorer levels of controlled hypertension relative to females
- Better rates of controlled BP within the pharmacy channel (except for 25-34yo females) may be explained by the fact that it is the channel where anti-hypertensives are dispensed for adherence to continue.
- Uncontrolled hypertension is either when the person (who has already been diagnosed with high blood pressure) is not taking treatment to control their high blood pressure or when their hypertension is resistant to treatment – and is therefore not being controlled.

BP Not Measured Last 12 Months

SWL HT - BP Not Measured last 12 Months

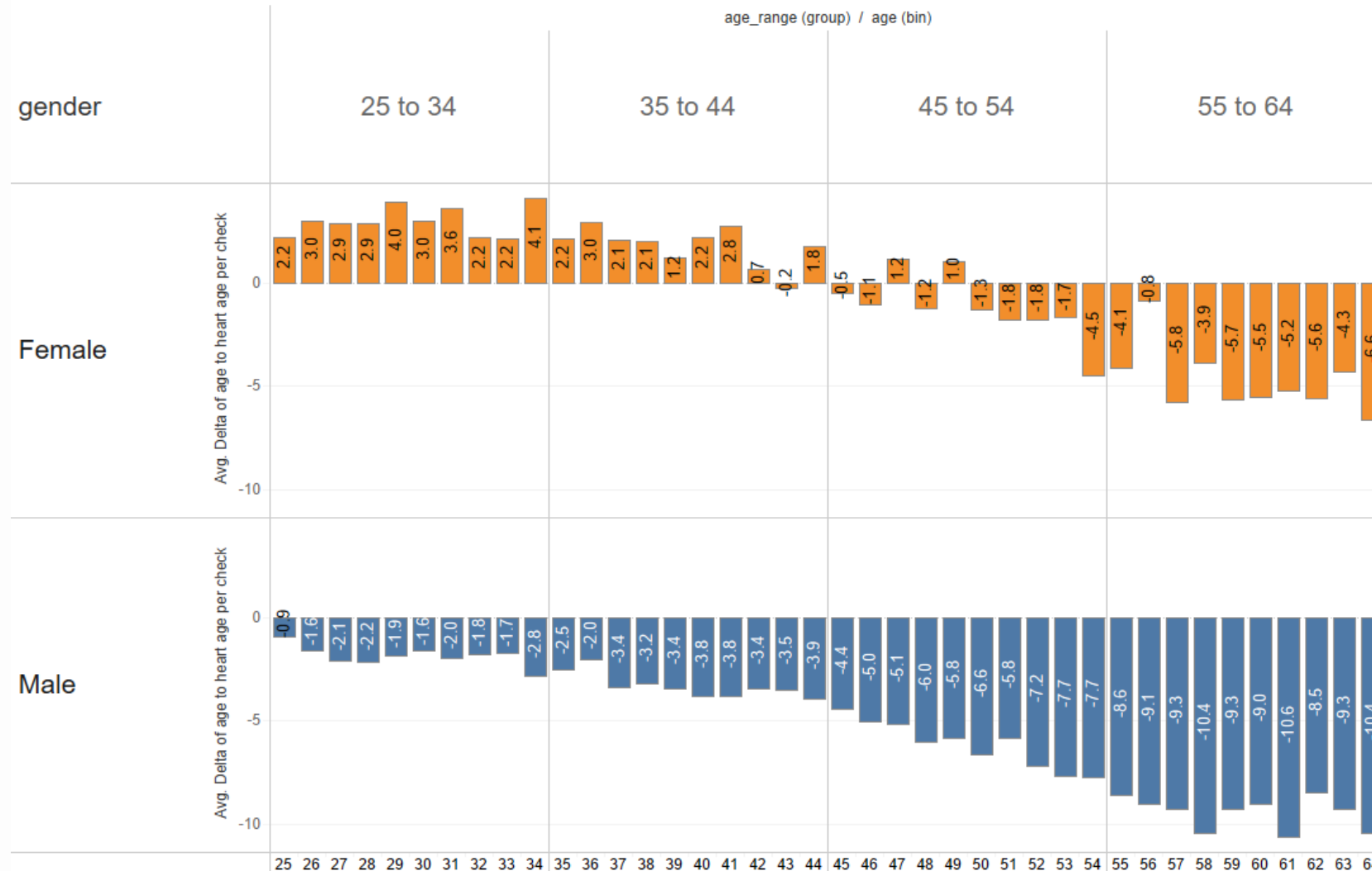


- BP should be measured at least every 12 months, yet on average, less than half the participants (50.8%) reported so when asked on the health station.
- Across all age groups, males have their BP measured less frequently than females.
- Whilst BP Measurement recency improves with age, the importance of “knowing your numbers” from the mid 30’s onwards cannot be overstated.

Heart Age Delta to Chronological Age



SWL HT - Heart Age Variance to Actual Age by Sex (25-64 yo)



- From the early to mid 30s, males record much higher relative heart ages, whereas this variance only becomes more apparent for females in their mid 50s.
- The Framingham Heart Age (FHA) score was included in the SWL HT campaign and is designed as a public facing cardiovascular health awareness tool.
- Inputs such as sex, age, BMI, systolic blood pressure, bp meds status, diabetes status, smoking status are used to calculate a heart age relative to the person's actual age.
- More information about the Framingham Heart Age can be found in the glossary.

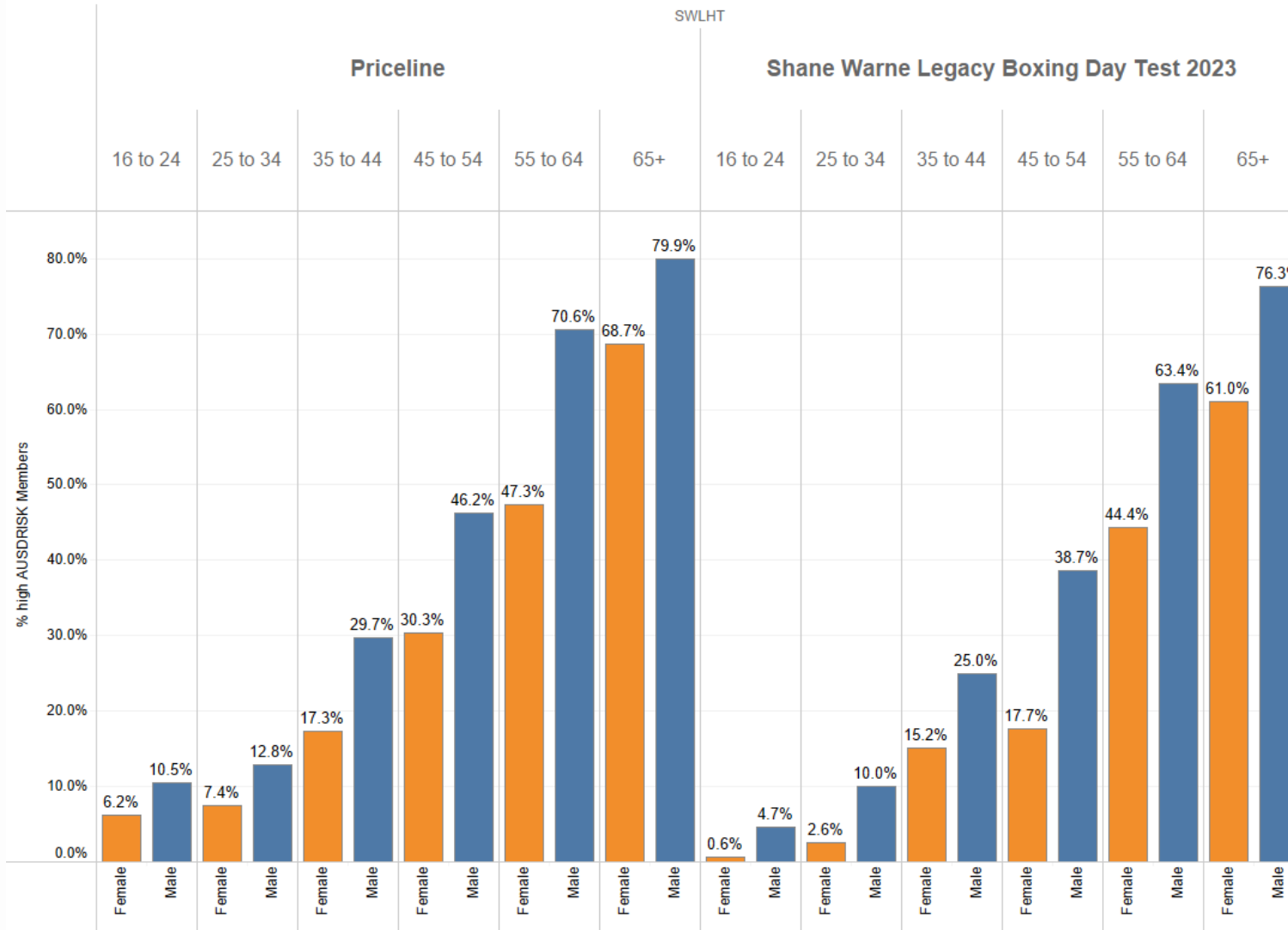


Participant Health Profiles

- **Metabolic risks**
- **Smoking**

Type 2 Diabetes Risk (AUSDRISK 12pts \geq)

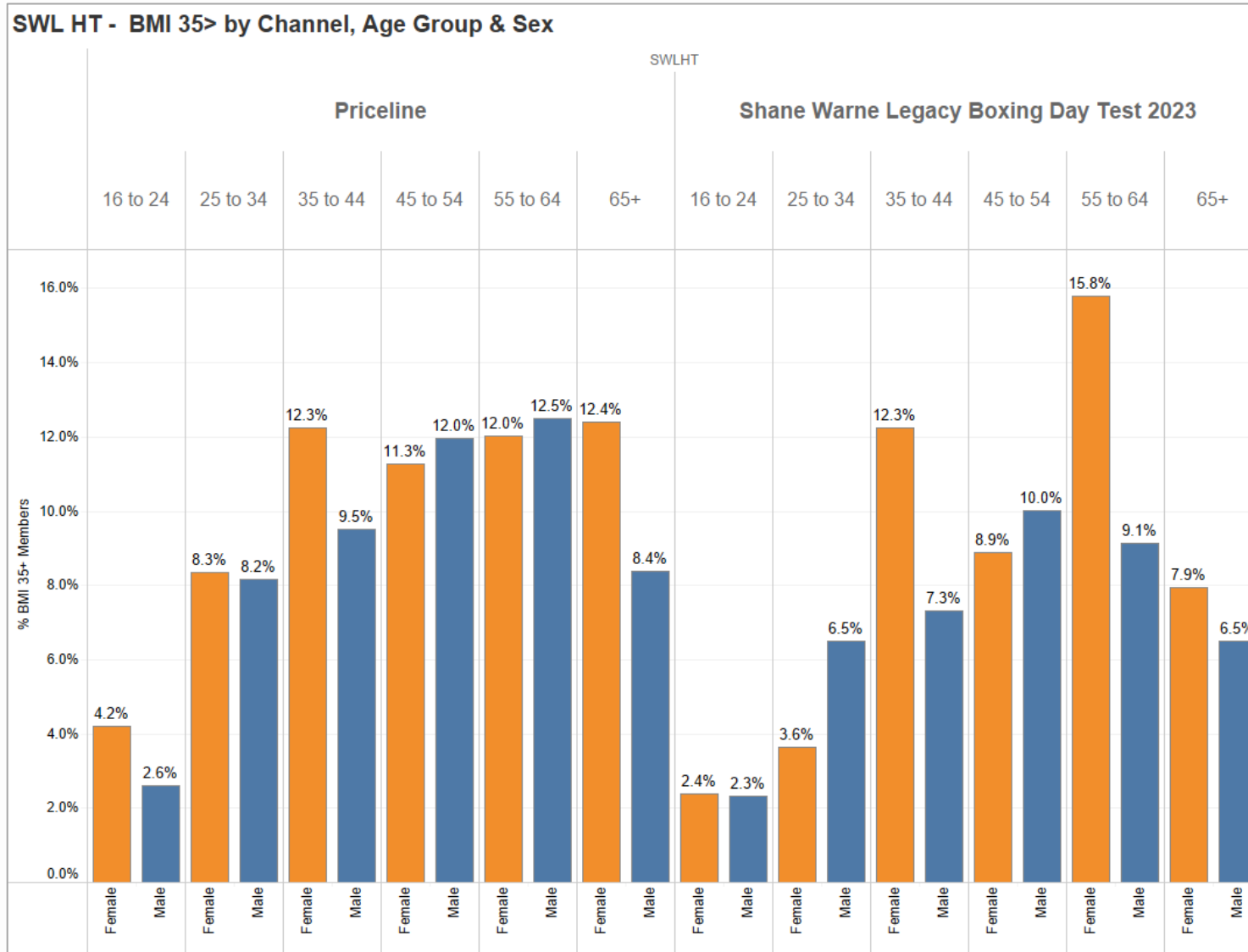
SWL HT - High AUSDRISK by Channel, Age Group & Sex (High AUSDRISK = 12pts \geq)



- Across both channels, nearly 41.6% of males had a high AUSDRISK ¹ score versus 31.6% of females
- Having diabetes increases the odds of developing cardiovascular disease (CVD) such as heart attack and stroke and is the main cause of death among people with diabetes.²
- If you have diabetes, you can be up to four times more likely to have a heart attack or stroke than people who don't.²

- ¹ AUSDRISK: . The AUSDRISK aims to predict Your risk of developing type 2 diabetes within 5 years. The Australian Type 2 Diabetes Risk Assessment Tool was developed by the Baker IDI Heart and Diabetes Institute on behalf of the Australian, State and Territory Governments as part of the COAG initiative to reduce the risk of type 2 diabetes
- ² Baker Heart & Diabetes Institute, The dark heart of type 2 diabetes. 2018, Baker IDI: Melbourne

Body Mass Index (BMI) 35>

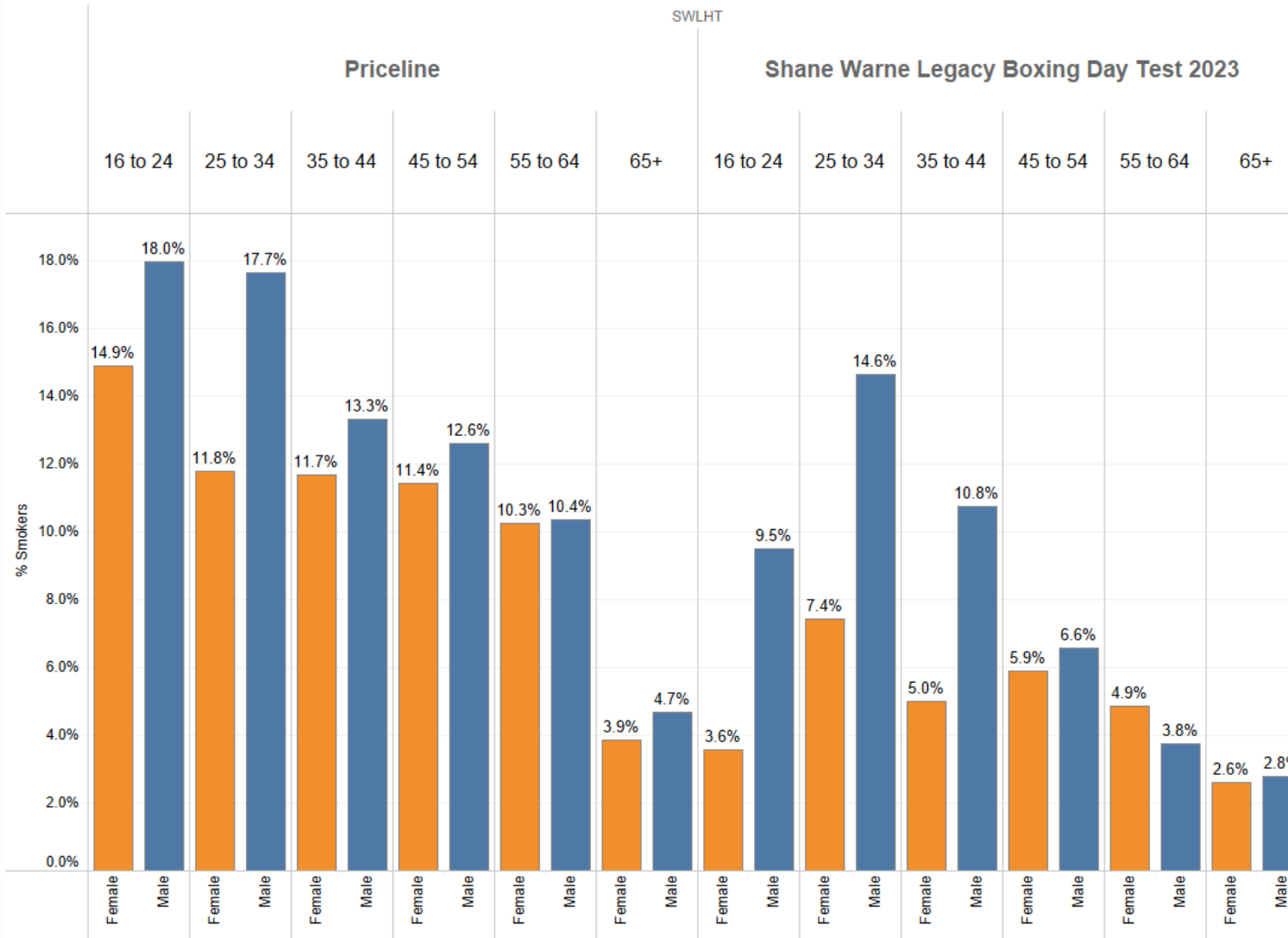


- An average of one-in-ten females (10%) and one-in-twelve males (8.8%) recorded high risk BMI 35> as part of their SWL HT.
 - Class 2 Obesity (BMI 35>) is highly associated with Type 2 diabetes (~7x greater prevalence than people with normal BMI (18.5-24.9)³
 - People who have diabetes, are up to four times more likely to have a heart attack or stroke than people who don't.⁴
- ³ Trends in Prevalence of Diabetes and Control of Risk Factors in Diabetes Among US Adults, 1999-2018
- ⁴ Baker Heart & Diabetes Institute, The dark heart of type 2 diabetes. 2018, Baker IDI: Melbourne.

Smoking



SWL HT - Smokers by Channel, Age Group & Sex



Key Insights

- Smoking rates across both channels averaged 8.9% for females and 10.5% for male, slightly lower than national and Victorian averages but in-line with a slightly higher average SEIFA quintile.
- CVD mortality has been estimated to be almost 3 times as high in current smokers than never-smokers. Quitting smoking by age 45 avoids almost all the excess risk of CVD.⁵

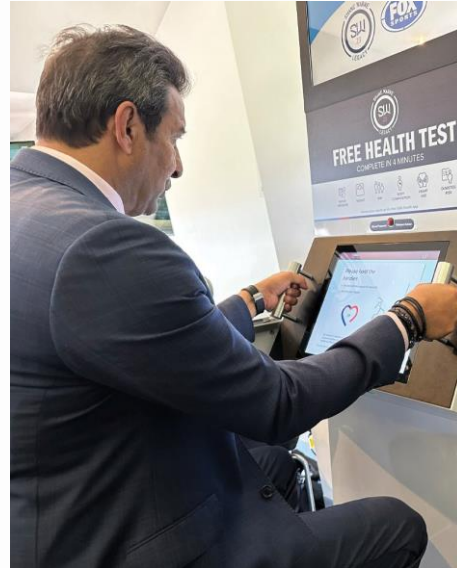
⁵ Heart, stroke and vascular disease: Australian facts - Australian Institute of Health & Welfare – December 2023 - <https://www.aihw.gov.au/reports/heart-stroke-vascular-disease/hsvd-facts/contents/risk-factors/smoking>



SWL HT 2023 Campaign Coverage

- **Media coverage**
- **Post activation participant surveys...**
- **Closing thoughts**

Media Coverage



Wasim Akram undertaking a SWL HT

- Final media monitoring report (Isentia / Meltwater) and data to be provided by Wesfarmers Health



sky news Herald Sun



Closing Thoughts



By any objective measure, the inaugural Shane Warne Legacy Heart Test was an extraordinary success and a fitting tribute to the late Shane Warne and his immediate family.

Activated across two distinct channels, the campaign exceeded its ambitious target of 23,000 checks by year's end and showcased a new platform to engage people about their cardiovascular and cardiometabolic health.

With 7,601 participants and an NPS of +77, the MCG Boxing Day Test activation in particular generated intense health station usage and very high satisfaction rates by patient and grateful participants.

SiSU Health sincerely thanks the Shane Warne Legacy group and all partners for making this campaign the remarkable success it was.

SiSU Health believes that primary preventive health begins with the engagement and empowerment of individuals where they live their lives.

In 2024, SiSU Health looks forward to working with Shane Warne Legacy and a range of key partners to scale cardiometabolic health risk awareness and screening to deliver on the inspiring vision of Shane Warne's legacy.



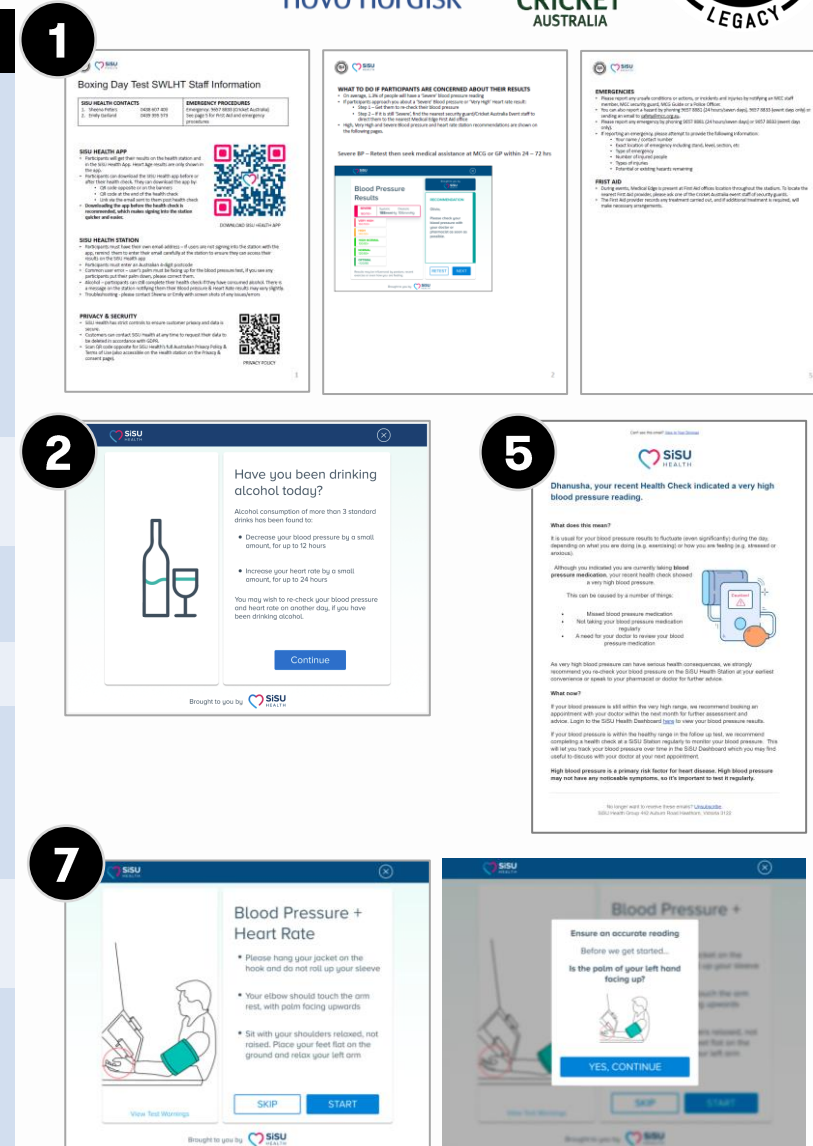
Appendix

- **SWL HT Health & Safety Protocols**
- **Glossary of Key Terms & Acronyms**

Boxing Day Health & Safety Protocols



#	Item	Description
1	SWL HT Boxing Day Support Staff Operating & Safety Protocols	<ul style="list-style-type: none"> Five (5) page health, safety and operating protocol document that all support staff at the MCG Boxing Day Test operated by. Included instructions about: <ul style="list-style-type: none"> High BP, Very High BP, Severe BP advice High Heart Rate advice Emergency and first-aid contact details including ambulance contact points on-site User account setup and app download Platform data privacy and security
2	Alcohol awareness	<ul style="list-style-type: none"> Additional education screen on SWL HT to advise participants of the potential effect of alcohol on blood pressure.
3	High BP – on-screen CTAs	<ul style="list-style-type: none"> Urgency tiered calls-to-action for user to consult their GP based upon High BP, Very high BP and Severe BP readings
4	Blood Pressure - Retest	<ul style="list-style-type: none"> Ability to retest BP by pressing “Retest” button
5	Severe BP – Additional follow up email reminder	<ul style="list-style-type: none"> Additional email reminder email(s) sent to all users who record Severe BP with call-to-action to consult their GP within 24-72 hours. Two versions for users on BP meds and not on BP meds.
6	Blood Pressure – cuff deflate and release button	<ul style="list-style-type: none"> Physical button on health station to deflate BP cuff if user feels uncomfortable during BP check
7	BP Test conditions & messaging	<ul style="list-style-type: none"> Prior to doing a BP test on the SiSU Health Station users are informed on screen to relax, sit upright, with both feet planted, place their palm facing upwards and not talk during the check etc.



Glossary of Terms & Acronyms



Term	Definition
AUSDRISK	<p>The Australian Type 2 Diabetes Risk Assessment Tool (AUSDRISK) was developed by the Baker IDI Heart and Diabetes Institute on behalf of the Australian, State and Territory Governments as part of the COAG initiative to reduce the risk of type 2 diabetes. Measurement Method: Self-reported answers to the AUSDRISK questionnaire. Many Australians, particularly those over 40, are at risk of developing type 2 diabetes through lifestyle factors such as physical inactivity and poor nutrition. Family history of diabetes and genetics also play a role in type 2 diabetes.</p> <p>Output Metric Range: 0-30. Risk Thresholds: Low: 0-5. Intermediate: 6-11. High: ≥12</p>
BMI	<p>Body Mass Index. BMI compares an individual's weight to their height to determine whether the individual is in a healthy weight range for their height. Measurement Method: Calculation from Body weight (kg) / height (cm), squared (2) Output Metric: Kilograms per meter (kg/m²) to single decimal point</p>
BP	<p>Blood pressure (BP) refers to how much pressure there is inside arteries as they pump blood around the body. BP is recorded as two figures: Systolic Pressure: The pressure of the blood when the heart beats to pump blood out. Diastolic Pressure: The pressure of the blood when the heart rests in between beats.</p> <p>BP Range: Systolic: 40-260mmHg Diastolic: 20-200mmHg, +/-3mmHg</p> <p>Risk Thresholds: Optimal: 90-119/60-79mmHg / Normal: 120-129/80-84mmHg / High-normal: 130-139/85-89mmHg / High: 140-159/90-99mmHg / Very high: 160-179/100-109mmHg / Severe: ≥180/≥110mmHg</p>
High Blood Pressure (BP)	<p>High BP refers to any measurement equal or our blood pressure is considered high if the reading is more than 140/90mmHg. Blood pressure over this level puts you at higher risk of having a <u>heart attack</u> or <u>stroke</u> (cardiovascular disease). This is true whether the first number (systolic) is higher than 140, or the second number (diastolic) is higher than 90, or both. High blood pressure is also known as hypertension. More than 1 in every 3 Australians over the age of 18 has high blood pressure.</p>
Hypertension	<p>Typically, hypertension refers to the diagnosed condition of high blood pressure. The diagnosis of hypertension by a GP should involve a 24-hour BP measurement known as an ambulatory blood pressure measurement. If hypertension is diagnosed, a GP will often prescribe anti-hypertensive medication to control it to under 140-159/90-99mmHg.</p>

Glossary of Terms & Acronyms...



Term	Definition
Uncontrolled hypertension	Uncontrolled hypertension means an individual has blood pressure above 140/90 mm Hg. It can refer to when high blood pressure has been untreated or when treatments such as antihypertensive medication(s) have been ineffective or not taken correctly (adherence). If you are prescribed a medicine to help treat your high blood pressure, it will not cure it, but it will help control blood pressure and is important to take every day as advised.
Framingham Heart Age	This Framingham Heart Age Calculator is based upon data from the Framingham Heart Study and estimates your heart age based on your inputs and compares to your actual age. It is intended for people aged 35–75 who do not have heart disease. Your risk of a heart attack or stroke may be higher if your heart age is greater than your actual age.
SWL HT Standard Operating Protocols (SOP)	The Shane Warne Legacy Heart Test was provided to the public at the MCG Boxing Day Test on a free and self-serve basis, but with support staff on hand to assist where required. All support staff were provided with training on how the SiSU Health Station operated, and a five (5) page operating document to safely and correctly assist participants when required. This document included details
SWL HT	Shane Warne Legacy Heart Test. A non-invasive, self-serve, cardiovascular health focused check and user journey delivered on the SiSU Health Station, a Class IIa medical device.
SEIFA (IRSAD)	Socio-Economic Indexes for Areas (SEIFA) is an ABS product, and the Index of Relative Socio-economic Advantage and Disadvantage (IRSAD) summarises information about the economic and social conditions of people and households within an area and includes both relative advantage and disadvantage. Quintile 1 (decile 1 & 2) describes a cohort of the least advantaged Australians by income and education and ranges to quintile 5 (decile 9 & 10) being the most advantaged. To view ABS' SEIFA IRSAD 2021 Interactive map: ABS SEIFA (IRSAD) 2021 Interactive Map
NPS	Net Promoter Score. NPS is a globally recognized method for measuring customer satisfaction and loyalty. At its core, the Net Promoter Score tracks how customers represent a company to their friends, families and associates. Measurement Method: Self-reported answer to the following question: “How likely would you be to recommend a health check via a SiSU Health Station to family members, friends or colleagues? Please give your answer on a scale where 0 means you are “not at all likely” and 10 means “extremely likely”. The NPS is calculated by subtracting the total % of Detractors (scores 0-6) from the total % of Promoters (scores 9-10). Passives (scores 7-8) are excluded from the calculation Output Metric: Integer. Output Metric Range: -100 to +100 . Reference: https://www.netpromotersystem.com/about/



Thank you

**This report is made possible by the valued support of our partners,
Latrobe Health Services and Novo Nordisk.**

