

# 10 reasons why sleep matters



**1 Depression & Anxiety**  
Insomnia more than doubles the risk of developing depression and anxiety

**2 Cognitive Decline**  
Poor sleep has been associated with 23% higher risk of Alzheimer's

**3 Heart Disease**  
Poor sleepers have a 27% higher risk of cardiovascular events

**4 Alcoholism & Addiction**  
Insomnia interferes with ability to quit alcohol and addictive behavior such as smoking

**5 Cancer**  
Night shift work has been found to increase breast cancer risk by up to 9%

**6 Obesity**  
Lack of sleep increases levels of hormone Ghrelin, causing hunger

**7 Fertility**  
Both short sleep and long sleep (>9 hours) are associated with lower fertility.

**8 Diabetes**  
Those with insomnia are 1.5x more likely to develop diabetes over 10 years

**9 Chronic Pain**  
Short sleep has been found to predict chronic pain such as arthritis

**10 Immune Defense**  
Sleeping just 2 hrs less can quadruple chances of developing a cold

Poor sleep is much more common than many realize.  
Of working adults...

**20%**

are suffering from insomnia<sup>2</sup>

**40%**

are sleep deprived<sup>1</sup>

**75%**

higher healthcare expenditures for those with insomnia<sup>3</sup>

To learn more about Big Health and our evidence-based digital sleep solution, visit [www.bighealth.com](http://www.bighealth.com) or contact us at [workplace@bighealth.com](mailto:workplace@bighealth.com) to request a demo!

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