



*“By God, for a minute there it suddenly all made sense!”*

- Approximately **40% of all the deaths in the United States are premature** — at least 900,000 deaths annually.<sup>1</sup>
- Lifestyle-related chronic diseases account for an estimated **70% of the nation’s medical care costs.**<sup>2</sup>

<sup>1</sup> McGuire JA, Flegal WM. Actual causes of death in the United States. *Journal of the American Medical Association* 1993; 270:2207-2212.

<sup>2</sup> Flegal JM, Kuczmarski RJ, Johnson CL, et al. Prevalence and trends in overweight children and youth in the United States. *Health Affairs* 1996; 17(2): 70-84.

## Wellness Models Focused on Individual Behavior



Source: Halpin & Associates

A TrendSetter Presentation



1% of Population  
from High to  
Low Risk

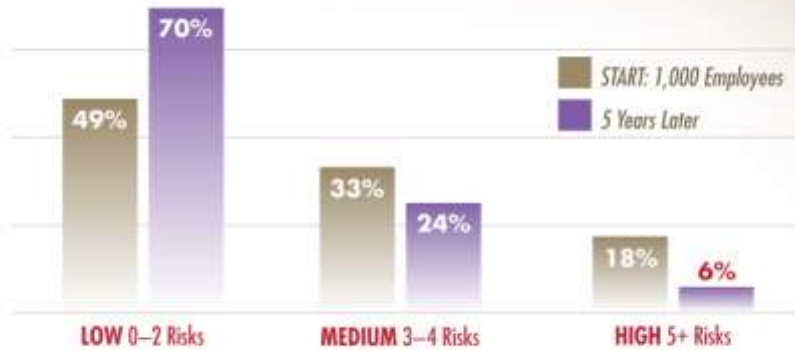
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**Break Even  
on Wellness  
Program**

Source: Lynch WD. Health and the bottom line: What the evidence tells us. Presented at the A1 & Science of Health Promotion Conference, Washington, DC, February 2001.

## Best Practices Performance Outcomes

4 Workplaces • 1,000 Employees Over a 5 Year Period

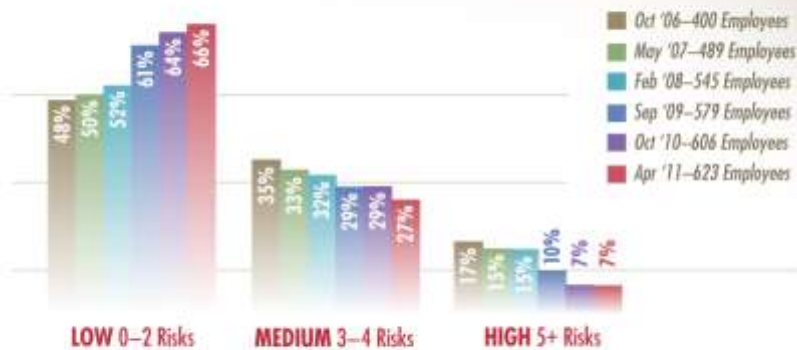


Measured 12 lifestyle health risks include poor fitness, high BP, cholesterol >200, waist at risk, smoking, elevated glucose, high stress, low coping, depression, high alcohol intake, high fat consumption, low fruit/vegetables/fiber consumption.

Source: Helton & Associates

## Trend in 12 Lifestyle Health Risks

750 Eligible Kalamazoo County, MI Employees • October 2006–April 2011



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Source: Helton & Associates

## Flexfab Annual Estimated Medical Cost Savings

	START Risk %	END Risk %	COST / RISK <sup>1</sup>	START Cost	END Cost	Cost SAVINGS
Poor Fitness	30%	22%	\$1,004	\$90,346	\$66,254	-\$24,092
% Body Fat	51%	48%	\$1,689	\$324,268	\$243,201	-\$81,067
Waist at Risk	39%	42%	—	—	—	—
High BP	6%	6%	\$920	\$16,563	\$16,563	\$0
Cholesterol > 200	42%	27%	\$642	\$80,904	\$52,010	-\$28,894
Smoking	18%	17%	\$174	\$9,401	\$8,879	-\$522
Glucose	2%	1%	\$2,051	—	—	\$0
Depression	29%	16%	\$3,414	\$297,015	\$163,870	-\$133,145
Stress	43%	38%	\$1,603	\$206,785	\$182,740	-\$24,045
<b>TOTALS</b>				<b>\$1,025,282</b>	<b>\$733,516</b>	<b>\$291,765</b>

<sup>1</sup> Costs per risk based upon "Health Risks and Medical Expenditures," Goetzel et al., JGIM, Volume 40, October, 1999. Cost/risk was calculated as the difference between high and low cost, compounded from 1995 dollars to 2010 dollars at an annual increase of six percent. Ending risk prevalence is shown as of October 2009.

Source: Holby & Associates

## Cultural Support — Touch Points

Cultural Touch Point Questions: % Reporting strong agreement or agreement

SURVEY ITEM	October 2006	February 2008	April 2011
My company leaders are models for a healthy lifestyle	24%	37%	58%
This company demonstrates its commitment to supporting healthy lifestyles through its use of resources such as time, space and money	24%	60%	79%
People at this company are taught skills needed to achieve a healthy lifestyle	35%	54%	79%
New employees at our workplace are made aware of the organization's support for healthy lifestyles	30%	42%	64%
People are rewarded and recognized for efforts to live a healthy lifestyle	30%	56%	78%

Kalamazoo County Employees

Source: Holby & Associates

## 4 Key Trends Exerting Pressure on Workplace Wellness

### A. INCENTIVES

*36 employers not using incentives = <20% participation in completed HRAs*

Anderson, CR, Greenstein, J, Swanson, LD & Snyder, D. The role of financial incentives in driving employee engagement in health management. *ACSM's Health and Fitness Journal*, 12(4): 18-22.

## 4 Key Trends Exerting Pressure on Workplace Wellness

### B. PRIVACY REGULATION

*Genetic Information Non-Discrimination Act (GINA)  
The Patient Protection and Affordable Care Act (PPACA)  
Health Insurance Portability and Accountability Act (HIPAA)*

## 4 Key Trends Exerting Pressure on Workplace Wellness

### C. COMMODITIZATION

*Lockstep procedures for data-driven model*

## 4 Key Trends Exerting Pressure on Workplace Wellness

### D. PERCEPTION OF FAILURE

*3% of Americans practice all 4 of the basic lifestyle prescriptions*

- *Do not smoke*
- *Maintain a healthy weight*
- *Eat adequate fruits and vegetables*
- *Physical exercise*



## 4 Trends of **The Wellness Renaissance**

**A. Mass acceptance of social media**



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- B. Interest in the environment
- C. Renewed focus on education**

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- A. Mass acceptance of social media
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- D. Demographics**

## How York, Pennsylvania **Liberated America From Poor Health**

- A. Put focus on primary prevention / holistic approach
- B. Wellness as a community concept
- C. Went upstream and engaged children
- D. Rewarded wellness entrepreneurs and creativity
- E. Communication oriented
- F. Overcame and sidestepped obstacles**

## A **Wellness** Renaissance

