Preventive Medicine: The Best DM Strategy

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Outline of Presentation

• Healthcare Today
• Obesity as an Example
• Need for Transformation
• U.S. Preventive Medicine
Today: Biomedical Model

- Disease centered
- Reactive, symptom driven
- Responsibility for the patient
- Provider determined goals
“Radar Syndrome”
Obesity as an example: USA Obesity Rates

- 58 Million Overweight; 40 Million Obese; 3 Million morbidly Obese
- 8 out of 10 over 25 years Overweight
- 78% of American's not meeting basic activity level recommendations
- 25% completely Sedentary
- 76% increase in Type II diabetes in adults 30-40 yrs old since 1990
Some Obesity Related Diseases

- 80% of type II diabetes related to obesity
- 70% of Cardiovascular disease related to obesity
- 42% breast and colon cancer diagnosed among obese individuals
- 30% of gall bladder surgery related to obesity
- 26% of obese people have high blood pressure
Some Obesity Related Disease Costs

- Type II Diabetes ($63.14 Billion)
- Osteoporosis ($17.2 Billion)
- Hypertension ($3.23 Billion)
- Heart Disease ($6.99 Billion)
- Post-menopausal breast cancer ($2.32 Billion)
- Colon Cancer ($2.78 Billion)
- Endometrial Cancer ($790 Million)
## U.S. Government Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicare</td>
<td>43 Million</td>
</tr>
<tr>
<td>Medicaid</td>
<td>46 Million</td>
</tr>
<tr>
<td>Employed/Dependents/Uninsured</td>
<td>211 Million</td>
</tr>
</tbody>
</table>

- **Medicare**: $408 Billion
- **Medicaid**: $303 Billion
- **Employed/Dependents/Uninsured**: $1.5 Trillion

Expenditures growing at **$200 Billion per year**
Solutions: Prevention and Disease Management

Study finds prevention, early detection and chronic condition management could save U.S. $1 trillion annually…

Milken Institute 2007 Study
Mission Statement

Our mission is to improve the quality of health and longevity of the individual. We achieve this by partnering with physicians, hospitals, employers, governments and other agencies to organize and advance a culture of prevention resulting in More Good Years™ for all.
Overview

- Why “The Prevention Plan”
- The Value Proposition
- Engaging Consumers
- The Employer
- Changing Behavior
Why “The Prevention Plan”

- The importance of name
- Everybody gets it
- It's good for me
The Value Proposition

More Good Years
Engaging Consumers

➤ The look
  – Designed with the end user in mind from the beginning
  – Functionality
➤ The messaging: assess and interact
➤ The outreach
➤ The services
The Messaging

- Conversational
- Friendly
- Supportive
Assessing and Interacting with the Consumer

- HRA
- Biometrics
- Physician review

- Web based
- Telephonic Support
- Coaching modules
The Outreach

- High impact
- Attractive Marketing
- Fun
The Services

- **THE PREVENTION PLAN™**
  - COMPLETE WELLNESS PROGRAM
- **THE PREVENTION PLAN CM™**
  - CUSTOM CHRONIC CARE MANAGEMENT PROGRAM
- **THE PREVENTION PLAN PLUS™**
  - WELLNESS PLUS CUSTOM CHRONIC CARE MANAGEMENT PROGRAM
- **THE CENTER FOR PREVENTIVE MEDICINE®**
  - ADVANCED DIAGNOSTIC AND ASSESSMENT PROGRAM
Say Yes to Prevention

KEY COMPONENTS OF THE MOVEMENT

Publisher

Political Candidates

Financial

Employers

Celebrities

Religious

Government

Academic

Medical

Foundations

Media

Labor
www.USPreventiveMedicine.com
Thank You