THE IMPORTANCE OF VALID MEASURES IN POPULATION HEALTH

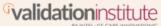
Turning the Dial on Credibility in the Healthcare Ecosystem

Linda Riddell, M.S. Principal, Health Economy, LLC Ron Loeppke, MD, MPH Vice Chairman, U.S. Preventive Medicine

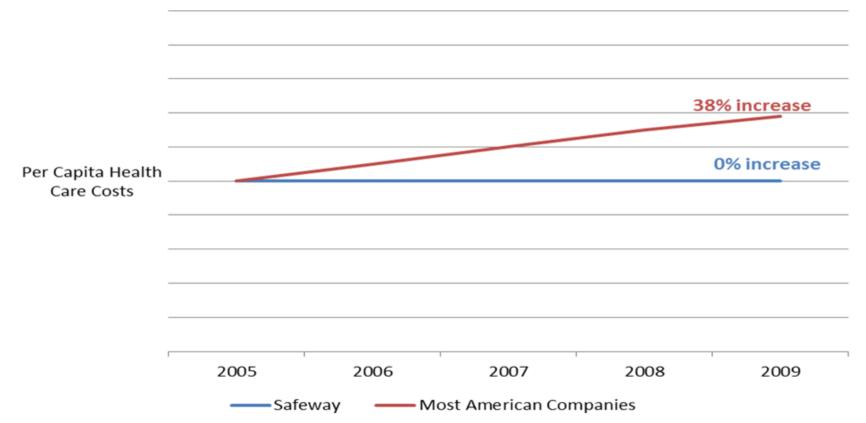


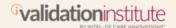
SEA OF DATA, TSUNAMI OF SAVINGS



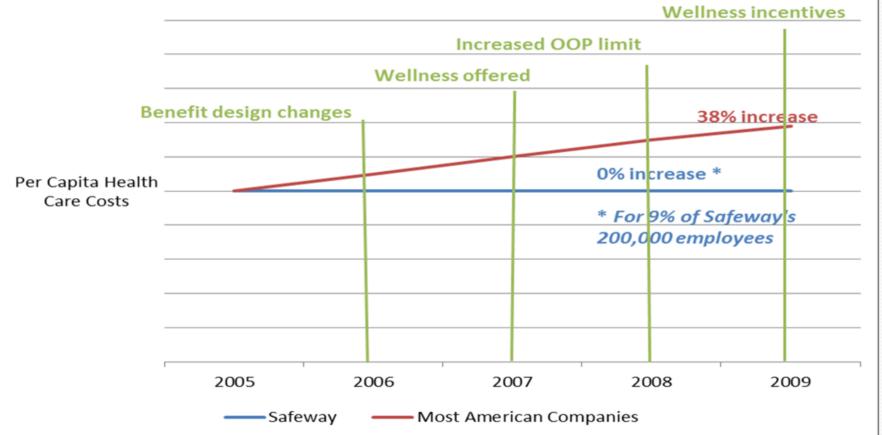








Safeway, Inc. Per Capita Health Costs vs Most American Companies

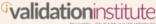
















DR. RON LOEPPKE

Vice Chairman, U.S. Preventive Medicine
Validated by Validation Institute







U.S. Preventive Medicine/Cleveland Clinic Wellness Institute Integrated Population Health Management Solution

USPM Population Health Management Solution

An Integrated

Clinical Model

of
Evidence Based
Preventive Medicine

Primary, Secondary, & Tertiary Prevention

High-Tech, High-Touch Model

Comprehensive Population Health Management









USPM and Cleveland Clinic Wellness Enterprise Partnership

"The combination of Cleveland Clinic Wellness Enterprise and USPM will give employees the 'Do – Over' we know they can achieve and the outcome data will demonstrate a return on investment to justify the spend to even the most diligent CFO."

Michael F. Roizen MD
Chief Wellness Officer and Chairman
Wellness Institute of Cleveland Clinic





Value of Investment (VOI) Statement



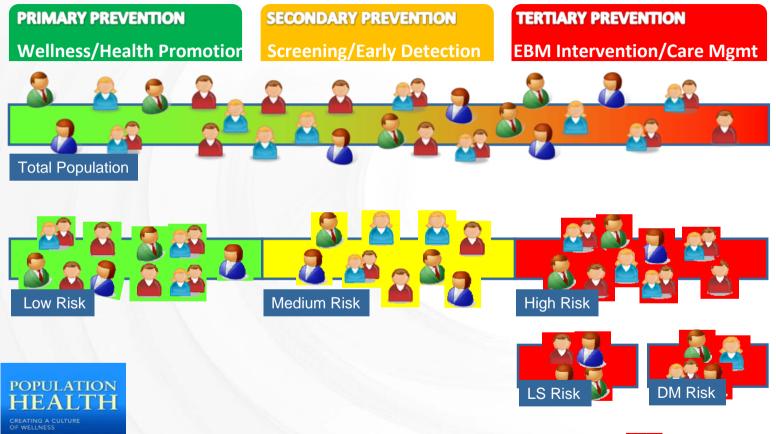
The Cleveland Clinic Wellness team leverages a portfolio of interventions and assets to enhance U.S. Preventive Medicine's ability to reduce participants' health risks through higher levels of engagement and intensive risk - specific coaching.

U. S. Preventive Medicine leverages a high-tech, high-touch and comprehensive population health management solution that enhances the Cleveland Clinic Wellness team's ability to engage large employee populations with integrated solutions and track the impact of engagement and interventions on population health, specifically the reduction of participant health risks, medical costs and health related productivity costs.

Cleveland Clinic Wellness and U.S. Preventive Medicine together bring an integrated evidence-based solution that yields a fundamental formula for successful health initiatives:

Better Health + Better Healthcare = Better Value (Higher Quality and Lower Cost)

Whole Population/Whole Person Health Management

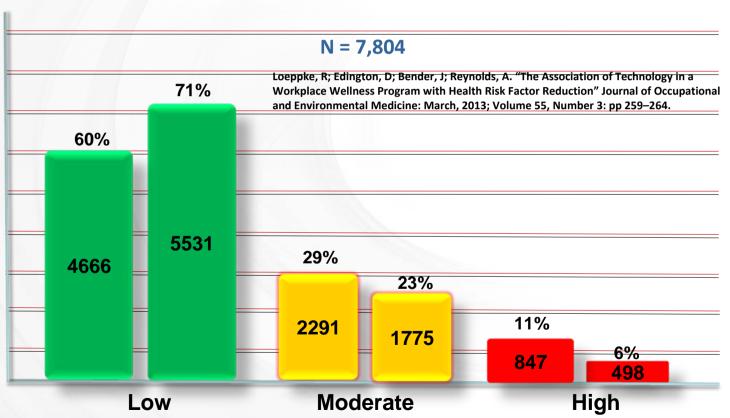


Loeppke, R. "Making the Case for Population Health Management: The Business Value of Better Health," Chapter 7, pp 121-136 in Nash, D., et.al., *Population Health* Textbook. Jones and Bartlett Learning. Sudbury, MA. 2010.



Significant Overall Health Risk Reduction of Population Participating in their personalized Preventive Plan for 2 Years

Net Movement of Health Risk Levels in Cohort Baseline vs Year 2 on Preventive Plan



Population Health Risk Transitions
after 2 Years on a personalized Prevention Plan



Loeppke, R; Edington, D; Bender, J; Reynolds, A. "The Association of Technology in a Workplace Wellness Program with Health Risk Factor Reduction" Journal of Occupational and Environmental Medicine: March, 2013; Volume 55, Number 3: pp 259–264

Clinically Significant Reductions in Health Risks After 2 Years on personal Preventive Plan

Total Population 7,804	Number of People in Total Population in High Risk Group in Baseline Year	Number of Baseline High Risk People Remaining in High Risk Group After Year 2	Number of People who Moved Out of High Risk Group and Results After Year 2
Blood	923 (12%)	179(19%)	744 (81%)
Pressure	BP=142/90	BP=143/90	BP=123/77
HDL	328 (4%)	134 (41%)	194 (59%)
	HDL=31	HDL=30	HDL=41
Cholesterol	836 (11%)	353 (42%)	483 (58%)
	Cholesterol=263	Cholesterol=265	Cholesterol=208
Fasting	1,616 (21%)	926 (57%)	690 (43%)
Blood	Blood Glucose=116	Blood Glucose=123	Blood Glucose=92
Glucose	5.00d 5 .00050 110	2100d 3 1dc03c 123	
Body Mass	3,338 (43%)	2,937 (82%)	401 (12%)
Index (BMI)	BMI=33	BMI=34	BMI=26



USPM Earns Prestigious Certificate of Validation of Outcome Results from the Intel-GE Care Innovations' Validation Institute

"US Preventive Medicine (USPM) is the first, and as of now only, wellness company to achieve a sustained and significant reduction in wellness-sensitive medical events (Hospitalizations and Emergency Room Visits) in the chronic conditions of Diabetes, Asthma, Coronary Artery Disease, Hypertension, Chronic Obstructive Pulmonary Disease and Congestive Heart Failure across that portion of its entire book of business for which comprehensive claims data was available.

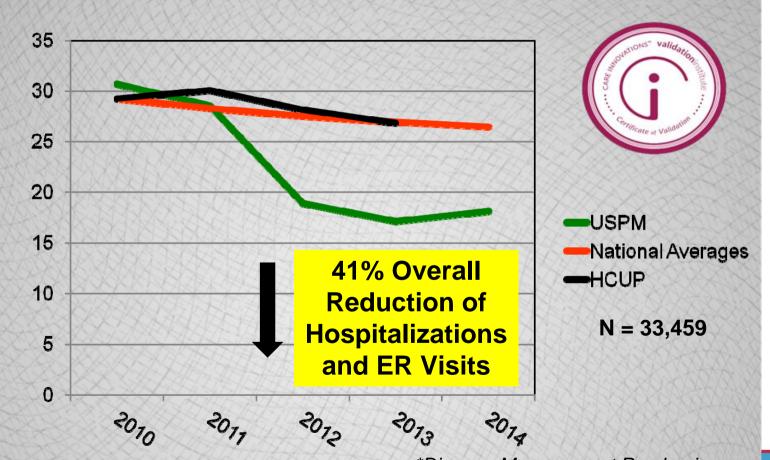
The reduction achieved by USPM significantly outpaced the much smaller national decline in these events, as evidenced by both the database maintained by the Disease Management Purchasing Consortium and the federal Healthcare Cost and Utilization Project (HCUP) database."



http://www.validationinstitute.com/validated-organizations/

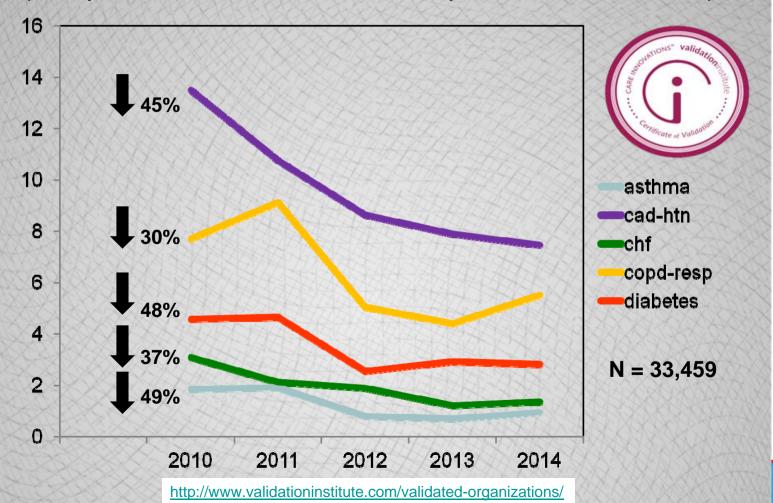


USPM Total Hospital admits & ER visits across Conditions vs *DMPC and *HCUP national averages (per 1000 members)



*Disease Management Purchasing Consortium and the federal Healthcare

USPM Event Rate Trend Reductions (Hospital admits and ER visits, per 1000 members)



USPM Cohort Reduction in Key Individual Risk Factors



Health Risk	% Decrease In High Risk
Alcohol	-60.7%
Blood Pressure	-66.6%
BMI	-9.9%
Diagnosed Condition	-13.2%
Fasting Blood Sugar	-37.5%
Fatty Diet	-29.0%
HDL	-50.7%
Health Related Illness Days	-49.4%
Med/Drugs for Relaxation	-81.1%
Perception of Health	-50.4%
Physical	-73.1%
Safety Belt Usage	-57.1%
Smoking	-28.0%
Stress	-60.8%
Total Cholesterol	-52.9%

USPM Cohort Reduction in Key Individual Risk Factors



Health Risk	% Decrease In High Risk
Alcohol	-71.8%
Blood Pressure	-85.4%
BMI	-13.5%
Diagnosed Condition	-15.9%
Fasting Blood Sugar	-38.4%
Fatty Diet	-37.1%
HDL	-67.3%
Health Related Illness Days	-55.5%
Med/Drugs for Relaxation	-92.0%
Perception of Health	-57.9%
Physical	-81.6%
Safety Belt Usage	-76.8%
Smoking	-36.0%
Stress	-71.5%
Total Cholesterol	-60.9%

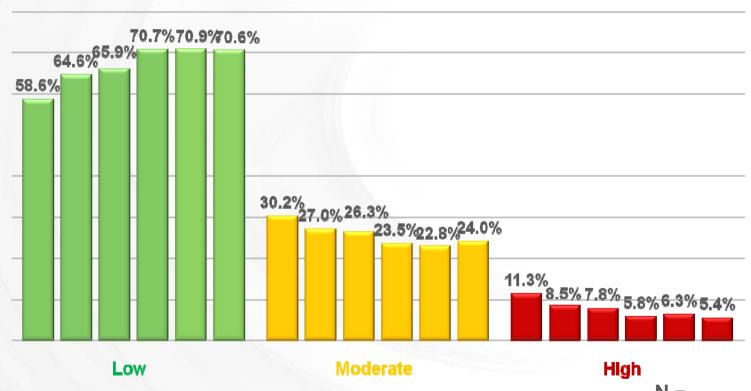
USPM Cohort Reduction in Key Individual Risk Factors



Health Risk	% Decrease In High Risk
Alcohol	-86.25%
Blood Pressure	-81.45%
BMI	-15.16%
Diagnosed Condition	-19.02%
Fasting Blood Sugar	-48.01%
Fatty Diet	-31.82%
HDL	-46.15%
Health Related Illness Days	-51.92%
Med/Drugs for Relaxation	-84.62%
Perception of Health	-76.12%
Physical	-91.11%
Safety Belt Usage	-100.00%
Smoking	-40.63%
Stress	-83.77%
Total Cholesterol	-71.76%

USPM Net Health Risk Reduction after 5 Years on Preventive Plan

Net Movement of Risk Levels in Five Year Cohort Baseline vs 1 Year, 2 Years, 3 Years, 4 Years, and 5 Years on The Preventive Plan





N =

1,763









WRAP UP AND QUESTION & ANSWER





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