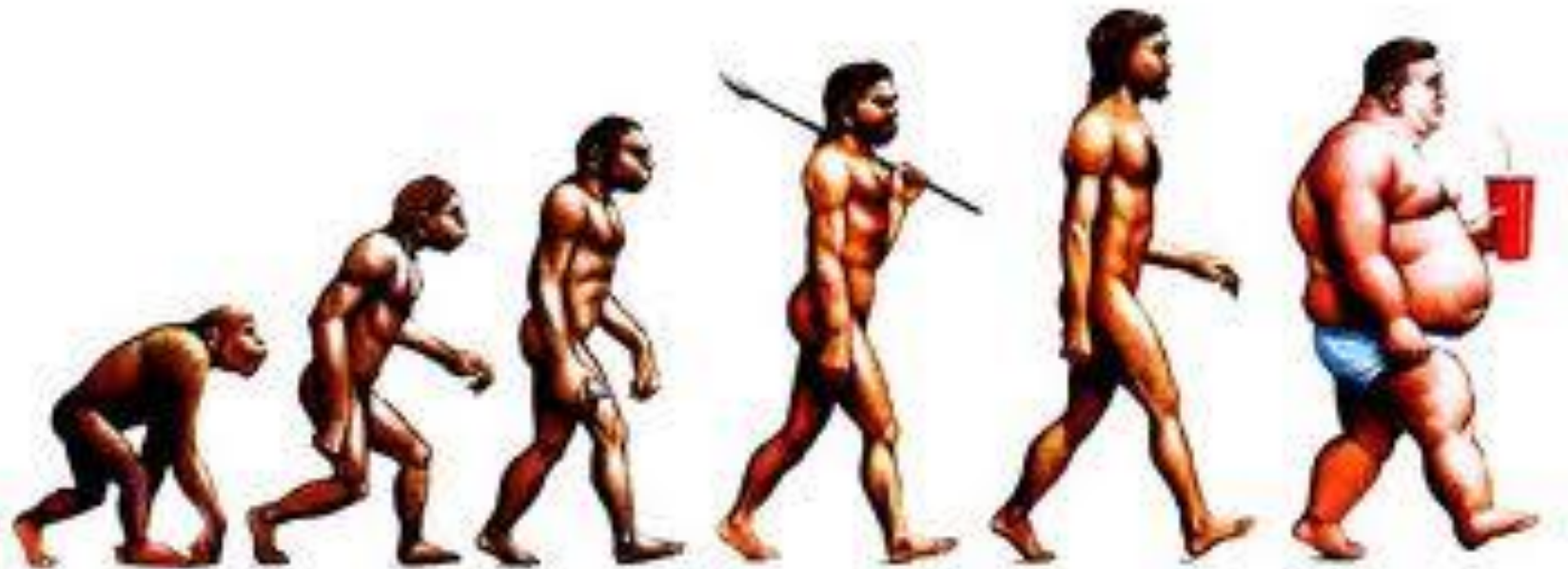




Live Better.
Live Well Indiana.

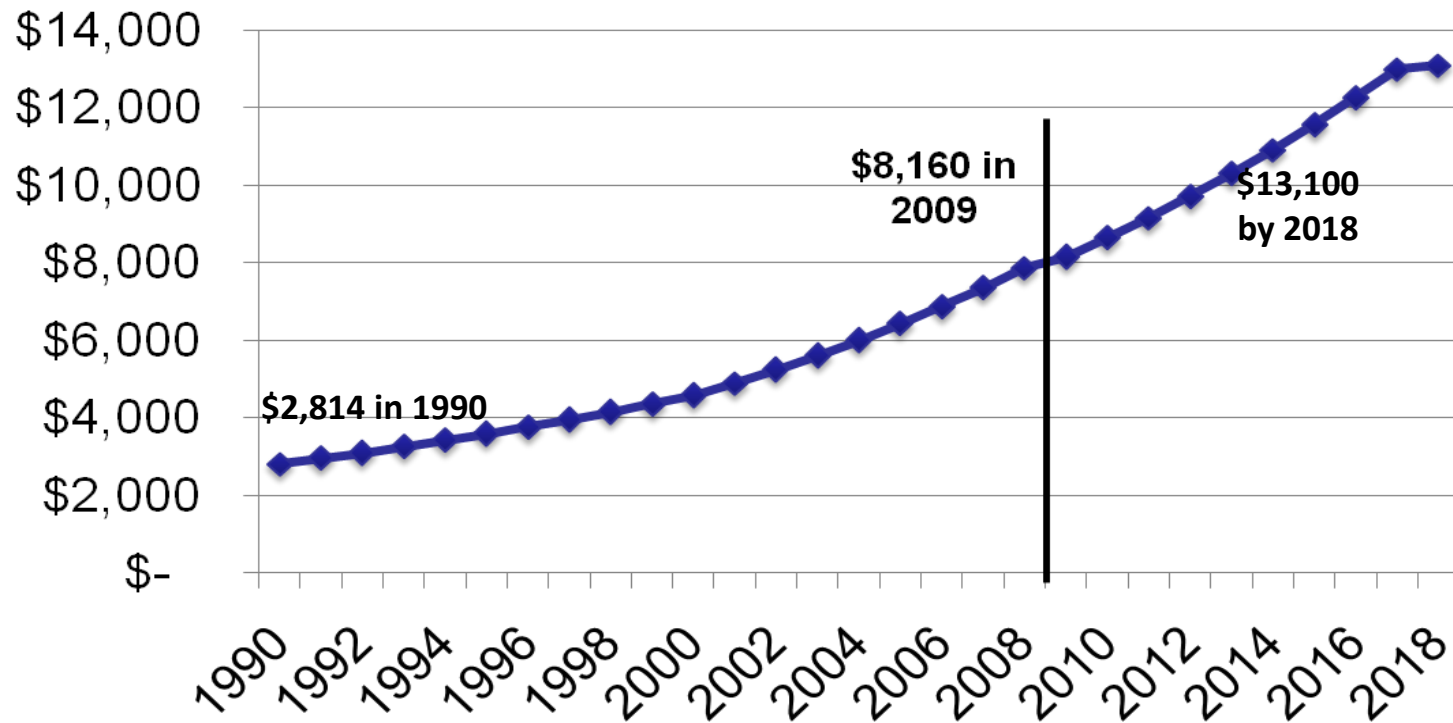
Your health and wellness resource

Evolution of the American Worker





National Health Expenditures per Capita: 1990-2018



Source - Center for Medicare and Medicaid

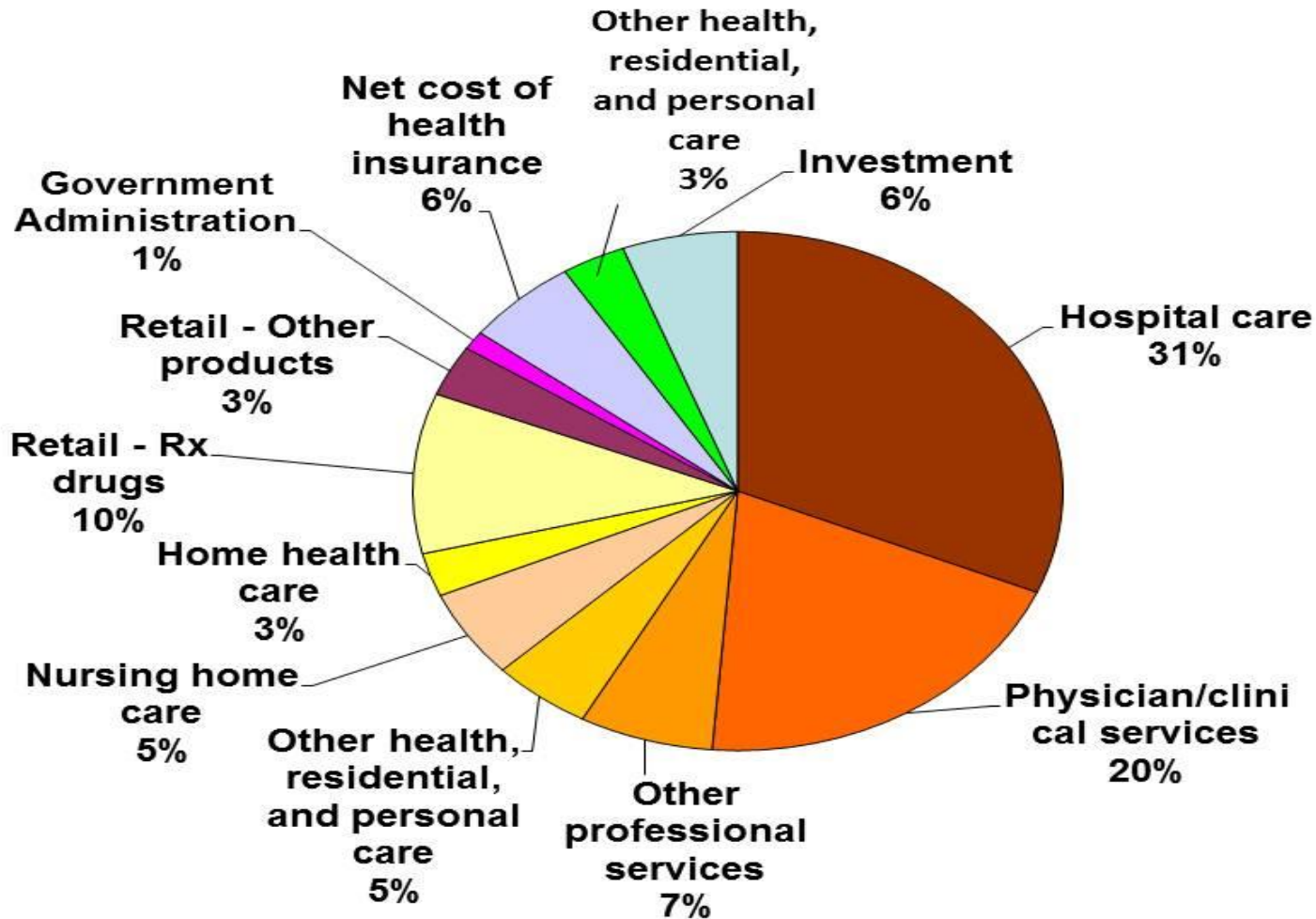


Hospital care and physician/clinical services combined account for half (51%) of the nation's health expenditures.

Source: Martin A.B. et al., "[Growth In US Health Spending Remained Slow in 2010; Health Share of Gross Domestic Product Was Unchanged from 2009](#)," *Health Affairs*, 2012



How is the U.S. health care dollar spent





Drivers of Costs

Weight Management

More than 60% of Americans are overweight or obese, accounting for roughly \$100 billion for direct and indirect care costs and contributing to \$25 billion in absenteeism and lost productivity, annually



Drivers of Costs

Smoking

Cigarettes and other tobacco products are the leading causes of preventable illness and death in the United States. On the job, smokers experience absenteeism rates that are up to 50% higher than non-smokers, and studies estimate that productivity losses cost more than \$80 billion to employers.



Drivers of Costs

Stress

Stress may not be as visible as obesity or tobacco use. But, studies prove that stress is a major risk factor for chronic conditions such as high blood pressure and heart disease, and contributes to increased absenteeism and lost productivity in the workplace.



Drivers of Costs

Poor Nutrition

A healthy diet can reduce the individual's risk of heart disease, diabetes, and even certain cancers.



Drivers of Costs

Physical Inactivity

Research indicates that nearly 75% of American adults engage in little or no exercise, resulting in more than \$24 billion in direct economic costs related to treatment and productivity losses. .



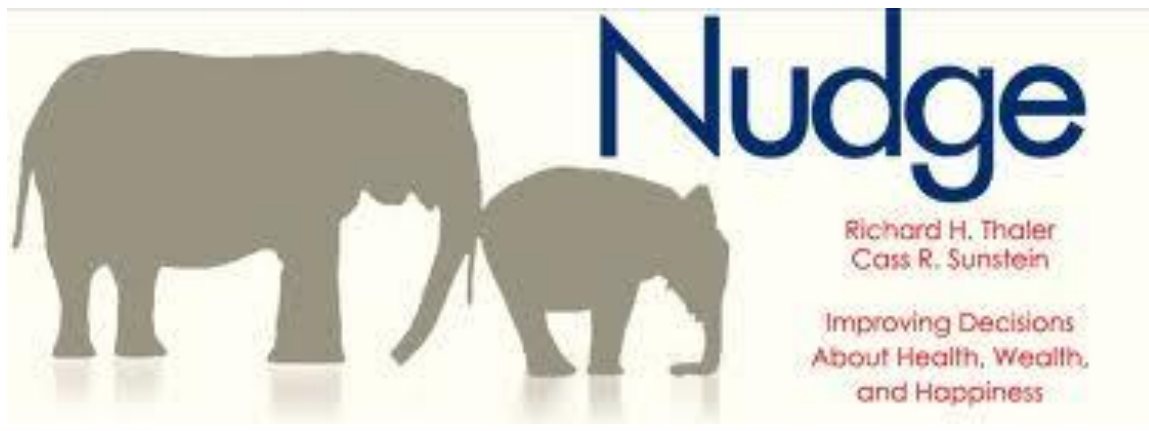
Can focus be on Libertarian Paternalism?

Definition: To influence choices in a way that will make choosers better off, as judged by themselves, but preserves freedom to opt out of specified arrangements if they choose to do so.





How Do We Nudge?





Awareness – What?

Education – Why?

Action – How?

What is the Issue?



We are aware
but we need
more!



Why do we have the Issue?

Why Americans are dying earlier than their international peers

By **Jacque Wilson**, CNN

updated 8:12 PM EST, Wed January 9, 2013



A report released Wednesday outlines nine health areas where the United States lags behind other rich nations.

We are educating but we need more!

Why do we have the Issue?

PILLS: Take them for everything!



tired



achy



sad



fat



bored



pukes



stupid



old



poor



uptight



smelly



addicted to
pills

We do not know how, but everybody has an opinion

Why do we have the Issue?

**INSTANT
GRATIFICATION
IS NOT SOON
ENOUGH**



We do not know how, but everybody has an opinion



Why do we have the Issue?

[HHS Home](#) > [ASL Home](#) > [Testimony](#) > 2011

Testimony

ASL Home
ASL Mission
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Testimony
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Related Links

Statement by
Jonathan Blum
 Director, Center for Medicare Management

on
Improving Quality, Lowering Costs: The Role of Health Care Delivery System

before
Committee on Homeland Health, Education, Labor and Pensions
United States Senate

Thursday November 10, 2011

Chairman Harkin, Senator Whitehouse, Ranking Member Enzi, and distinguished Committee members, thank you for inviting me to discuss the Centers for Medicare & Medicaid Services' (CMS) initiatives to improve our nation's health care delivery system.

In the 18 months since the Affordable Care Act became law, CMS has continued to strengthen the Medicare and Medicaid

We do not know how, but everybody has an opinion

Why do we have the Issue?

“The nine most terrifying words in the English language are, I'm from the government and I'm here to help.”

Ronald Reagan

40th president of US (1911 - 2004)



We do not know how, but everybody has an opinion



How Do We Help?

A screenshot of the LiveWellIndiana.com website. The header features the text "LIVEWELLINDIANA.COM" and "a feedback driven directory of health & wellness providers in Indiana". Below the header is a navigation bar with buttons for "search providers", "add / edit record", "contact us", and "about us". The main content area is divided into several sections: a search sidebar on the left with fields for "area", "zip code", "miles from zip", "categories", and "keywords"; a central image of a man hugging an elderly woman; a "categories" list on the right including "Community Resources", "Counseling", "Disease Prevention", "Education", "Family Support", and "Screenings"; and a "add new community health resource listing" button. The bottom right corner features the "Indiana Health Information Exchange" logo.

Provide them access to information – Nudge Them!

www.livewellindiana.com



LIVEWELLINDIANA.COM a feedback driven directory of health & wellness providers in Indiana

search providers + add / edit record contact us about us

search

area zip code categories keywords

All [input] ALL [input] search

miles from zip: 50

< prev 1 2 3 4 5 6 7 8 9 10 next >

sort by: Best Match | Provider Name | Distance

Indiana Healthy Weight Initiative

Web resource 0 referrals

2 North Meridian Street,
Indianapolis, IN 46204
www.inhealthyweight.org

Map Satellite

Provide them access to information – Nudge Them!

www.livewellindiana.com



suggest a community health provider CLOSE X

Your Name: * Your Email: *

* required fields

<p>Provider Name: * <input type="text"/></p> <p>Provider Type: * Be Social <input type="button" value="v"/></p> <p>Provider Main Contact: (person) * <input type="text"/></p> <p>Provider Address: <input type="text"/></p> <p>Provider Address Line 2: <input type="text"/></p> <p>Provider City: <input type="text"/></p>	<p>Provider State: Indiana <input type="button" value="v"/></p> <p>Provider Zip: <input type="text"/></p> <p>Provider Phone: <input type="text"/></p> <p>Provider Email: * <input type="text"/></p> <p>Provider Fax: <input type="text"/></p> <p>Provider Web URL: <input type="text"/></p>	<p>Provider Feedback: <input type="text"/></p> <p>Check here if updating an existing Provider Record: <input type="checkbox"/></p> <p>(Your feedback will be shared with the Live Well Indiana Community)</p> <p><input type="button" value="submit"/> <input type="button" value="close"/></p>
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Provide them access to information – Nudge Them!



Categories

Live Well Indiana

Welcome back, chuck gillespie

Manage Providers

Manage Advertisements

Manage Areas

Manage Categories

Manage Provider Type

Manage Users

Reports

Logoff

Manage Categories

Update Categories

Add New Category

Category Name	Active
Blood Pressure Screening	✓
Care Giver Support	✓
Child with Special Needs Support	
Cholesterol Screening	
Community Resources	✓
Counseling	✓
Diabetes Education Classes	✓
Disease Prevention	✓
Drug Addiction	
Education	✓
Family Support	✓
Fitness	✓
Gym	
Immunizations	
Medication Assistance	

Provide them access to information – Nudge Them!



Categories

Live Well Indiana

Welcome back, chuck gillespie

Manage Providers

Manage Advertisements

Manage Areas

Manage Categories

Manage Provider Type

Manage Users

Reports

Logoff

Manage Categories

Update Categories

Add New Category

Category Name	Active
Medication Therapy Management	
Mental Health	
Nutritional Counseling	✓
Screenings	✓
Stress Management	
Tobacco Cessation Counseling	✓
Weight Loss Management	✓
Wellness Programs	✓

Provide them access to information – Nudge Them!



COLLABORATION!

- Employer Health Forum, IHIE, YMCA, Hospital Networks, Providers, Wellness Council of Indiana, government, communities, workplaces, and you!
- Like-minded people working together
- Best practices network
- Templates and tools





Understand how to put it all Together

Analyze – Your current environment, programs and readiness for change

Plan – Your strategy about what you want the end result to be

Implement – The plan and utilize an evidence based template

Manage – The progress to ensure your initiatives are meeting expectations

Get Recognized – Be proud of your achievements and seek awards for your effort

Share – Wellness is collaborative and if you share your successes, chances are you will also receive excellent ideas for your next program

Never Stop – Wellness is forever evolving...look to the next horizon



***Strategic Planning is
defining your goals
and measuring
success***

***Your wellness
initiative planning
funnel!***



Strive to AchieveWELL!



WHAT IS THE
WELLNESS
COUNCIL OF
INDIANA?

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