

Join the Movement

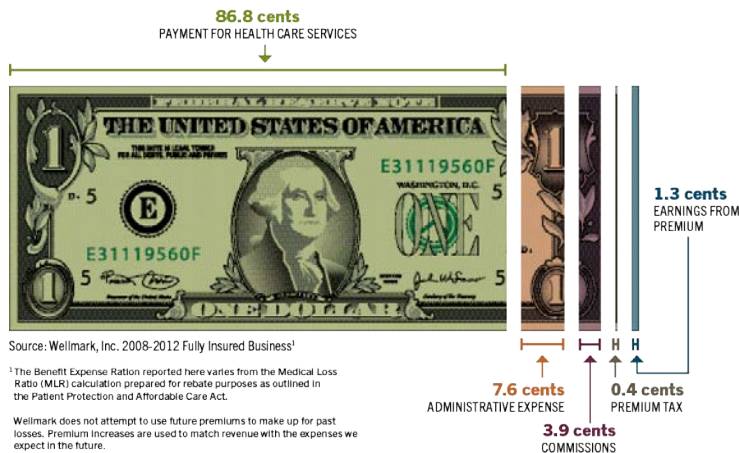
# Blue Zones Project®

FOR A HEALTHIER IOWA



# A Different Kind of Health Insurer

*Together with clinicians, hospitals, customers, and other stakeholders, we will collectively transform the health care system in Iowa and South Dakota by reducing and sustaining the percentage increase in the annual health care costs (trend) for our Iowa and South Dakota members to equal the rate of inflation (measured by the Consumer Price Index — CPI).*



- A Blue Cross Blue Shield plan owned by policy holders
- Over 2 million members
- Insure 1 in 2 Iowans and 1 in 3 South Dakotans
- Over \$6B in Medical Benefit Revenue
- 87 – 90% Medical Loss Ratio
- Rank in the lowest quartile for administrative expense
- 99-100% of physicians and hospitals participate in our networks
- Over 2,000 employees

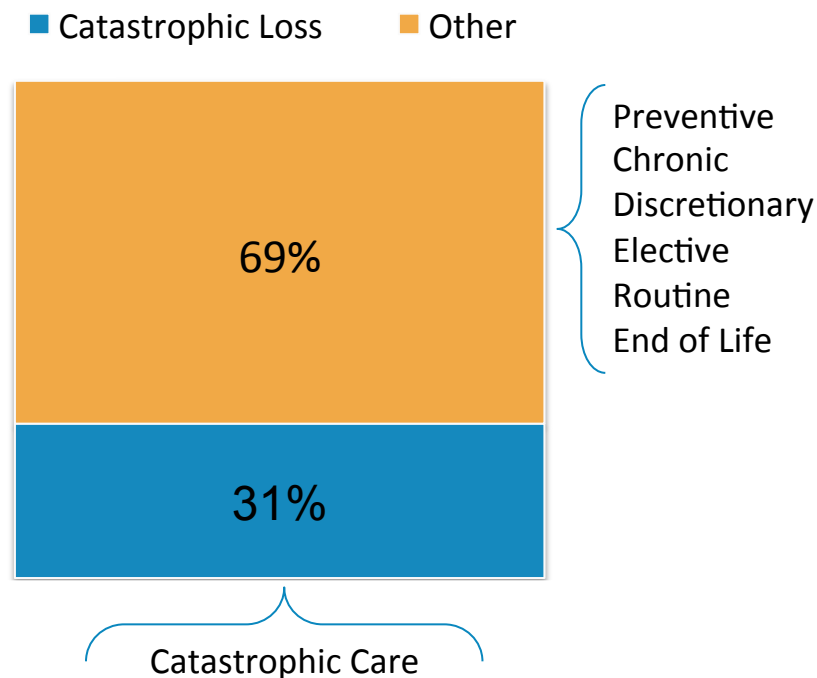
# Why is Wellmark sponsoring the Blue Zones Project?

# Health Insurance Was Not Intended for Our Lifestyles

## Insurance Evolution

- Shift from covering catastrophic events to chronic care — driven by lifestyles
- Funding methods and reimbursement models have not adjusted
- Mandates have increased costs
  - Mandated benefits made up nearly 12.5% of Wellmark premiums in 2007
  - Health care reform mandates additional benefits

## Breakdown of U.S. Health Care Costs\*

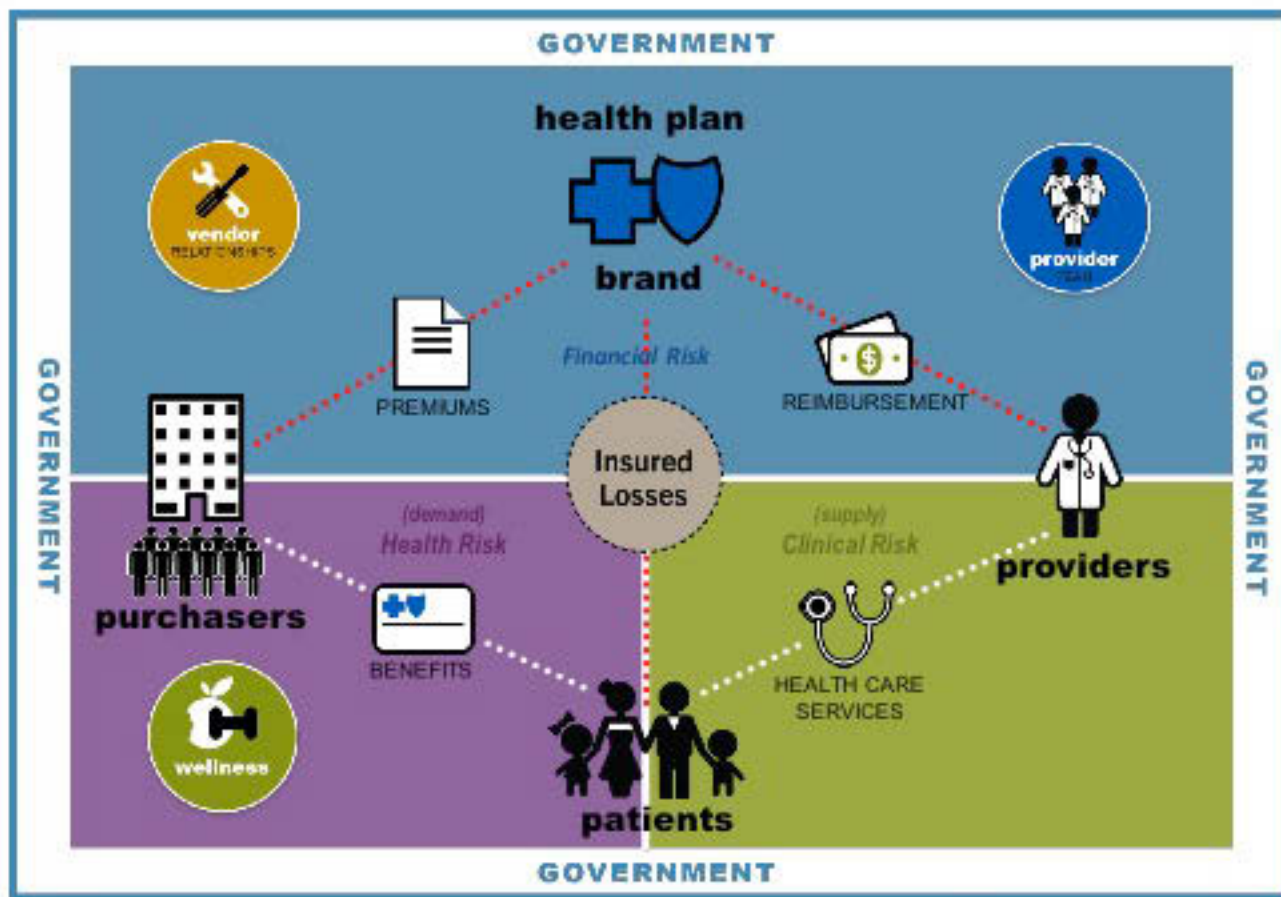


*Source:* Office of the Actuary and National Health Expenditure Data Fact Sheet, US Centers for Medicare and Medicaid Services, US Medical Expenditure Panel Surveys (MEPS), McKinsey analysis.

Government administrative expenses, private insurers' profits, research expenses, the cost of equipment and software, and the cost of public health activities excluded; figures do not sum to 100% because of rounding.

# Historical Focus – Still Important – Not Enough By Itself

- Health care costs have outstripped inflation by 2-3 times over the last 30 years
- The system is designed to get the results we see today
- The cause is rarely near the effect within a complex, adaptive system



*To reach sustainability, improvements must be made "inside and outside the health care system".*

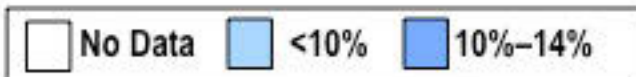
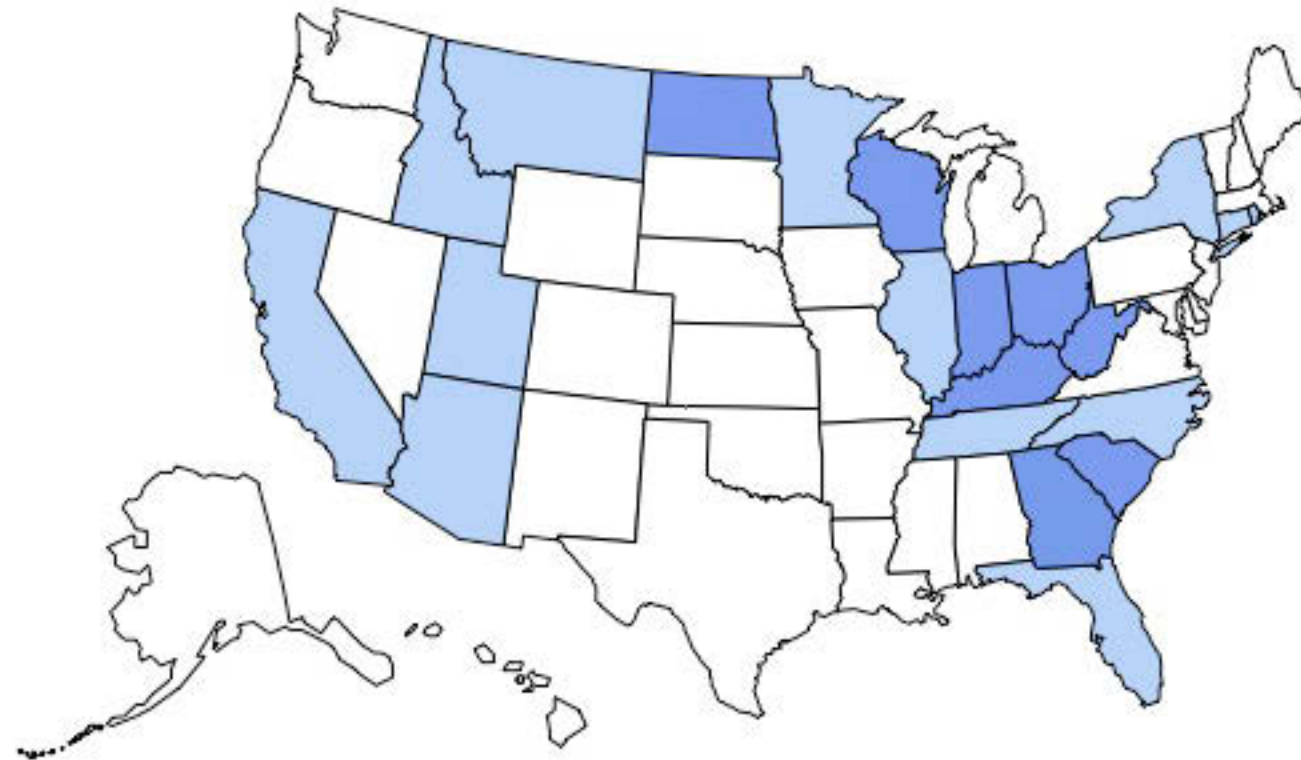


# The Case for Change

# Obesity Trends\* Among U.S. Adults

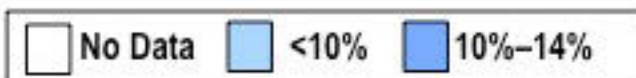
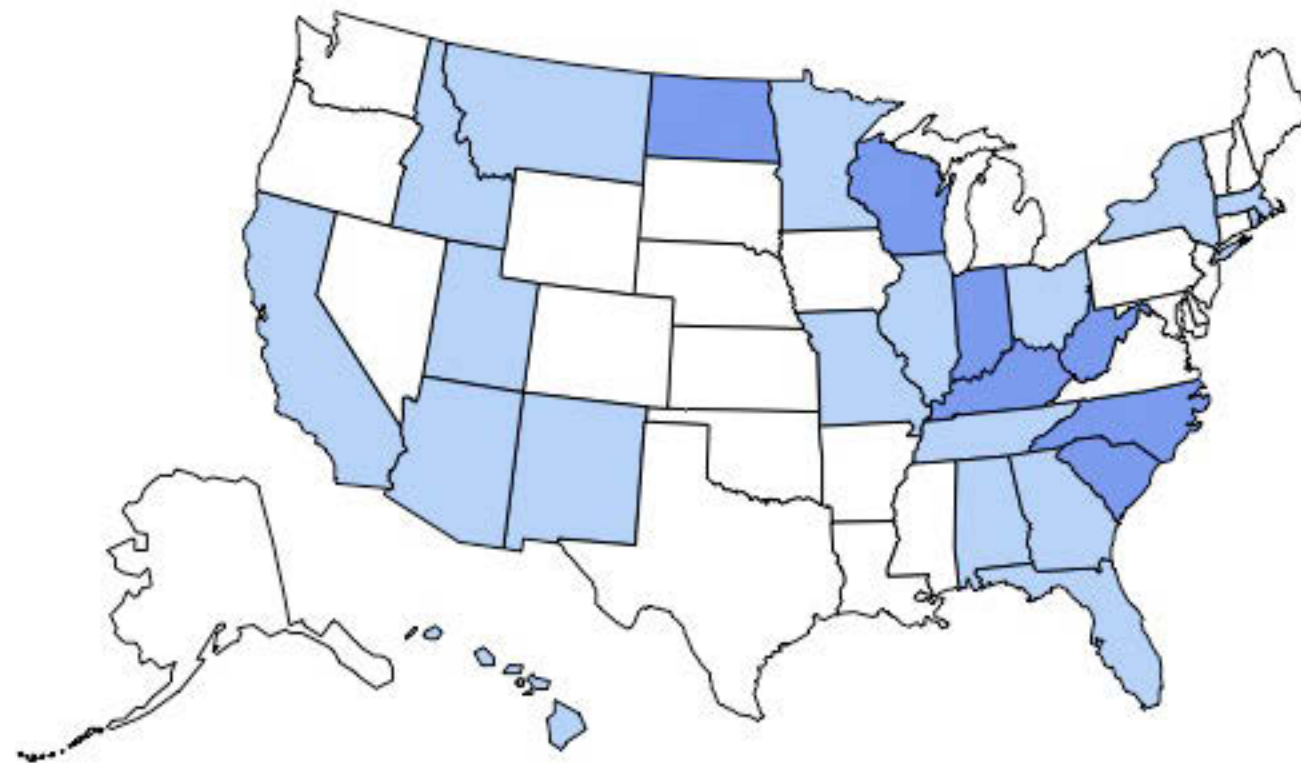
## BRFSS, 1985

(\*BMI  $\geq 30$ , or ~ 30 lbs. overweight for 5' 4" person)



# Obesity Trends\* Among U.S. Adults

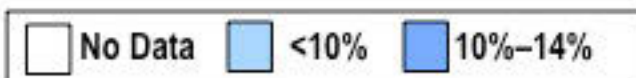
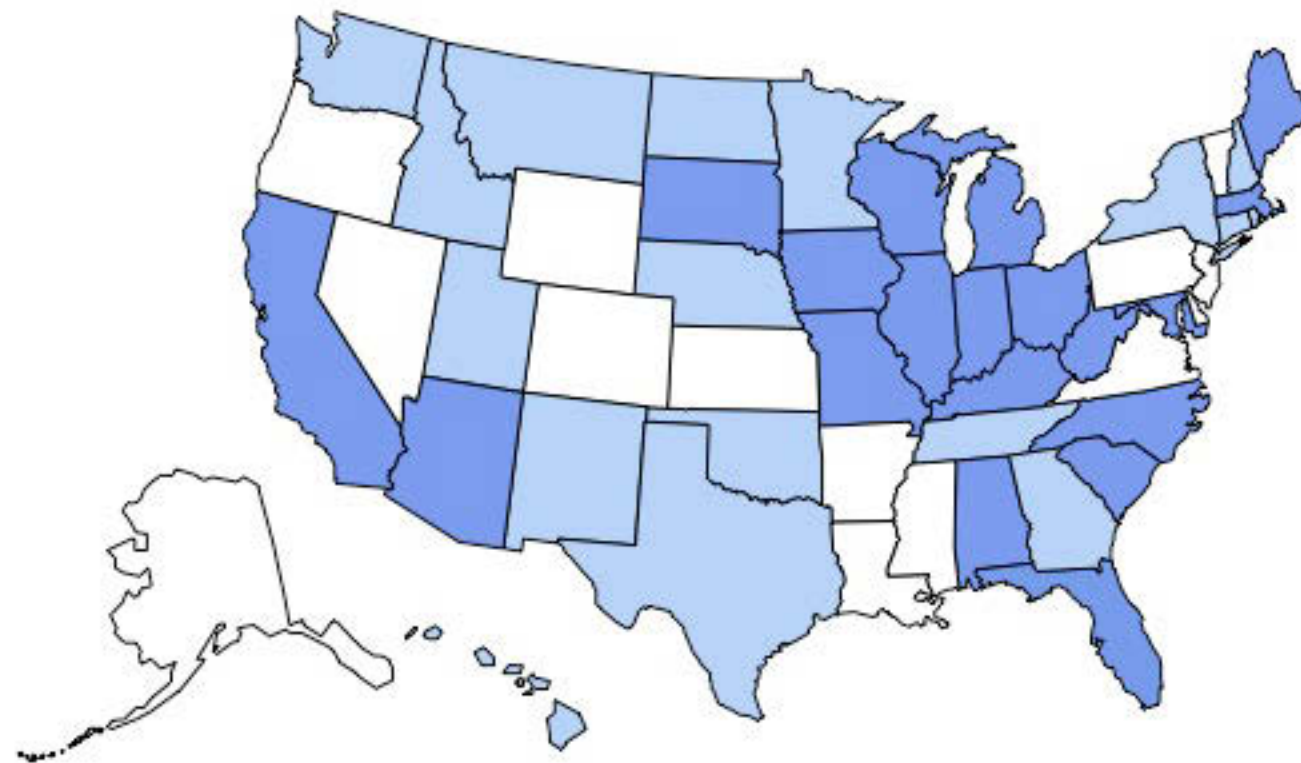
## BRFSS, 1986





# Obesity Trends\* Among U.S. Adults

## BRFSS, 1988

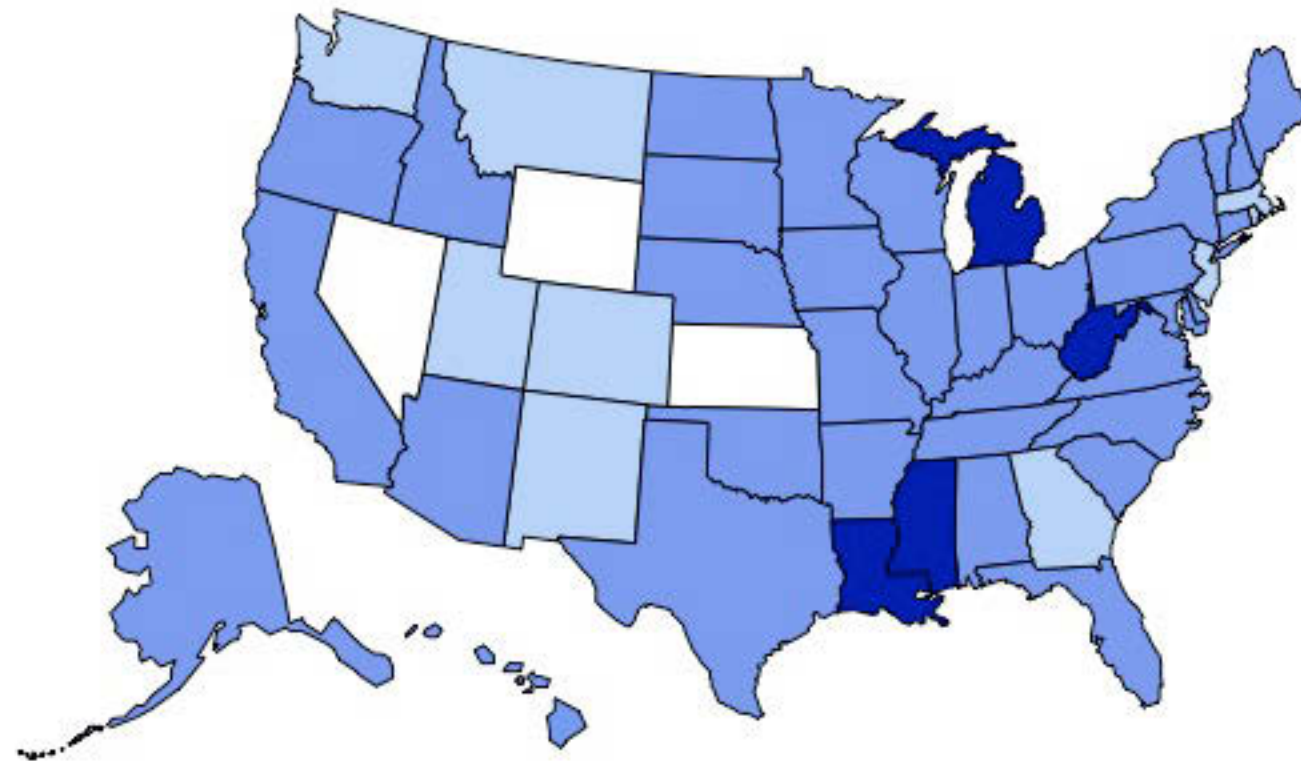






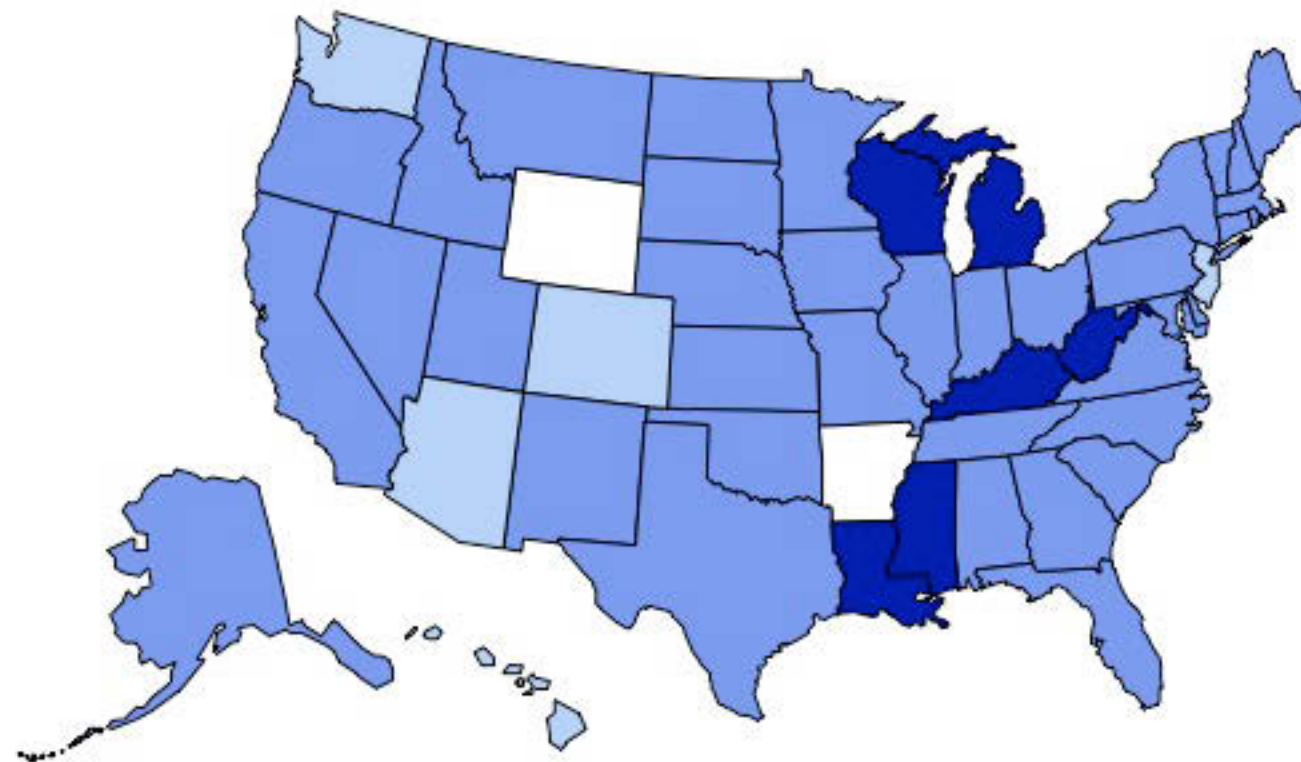
# Obesity Trends\* Among U.S. Adults

## BRFSS, 1991



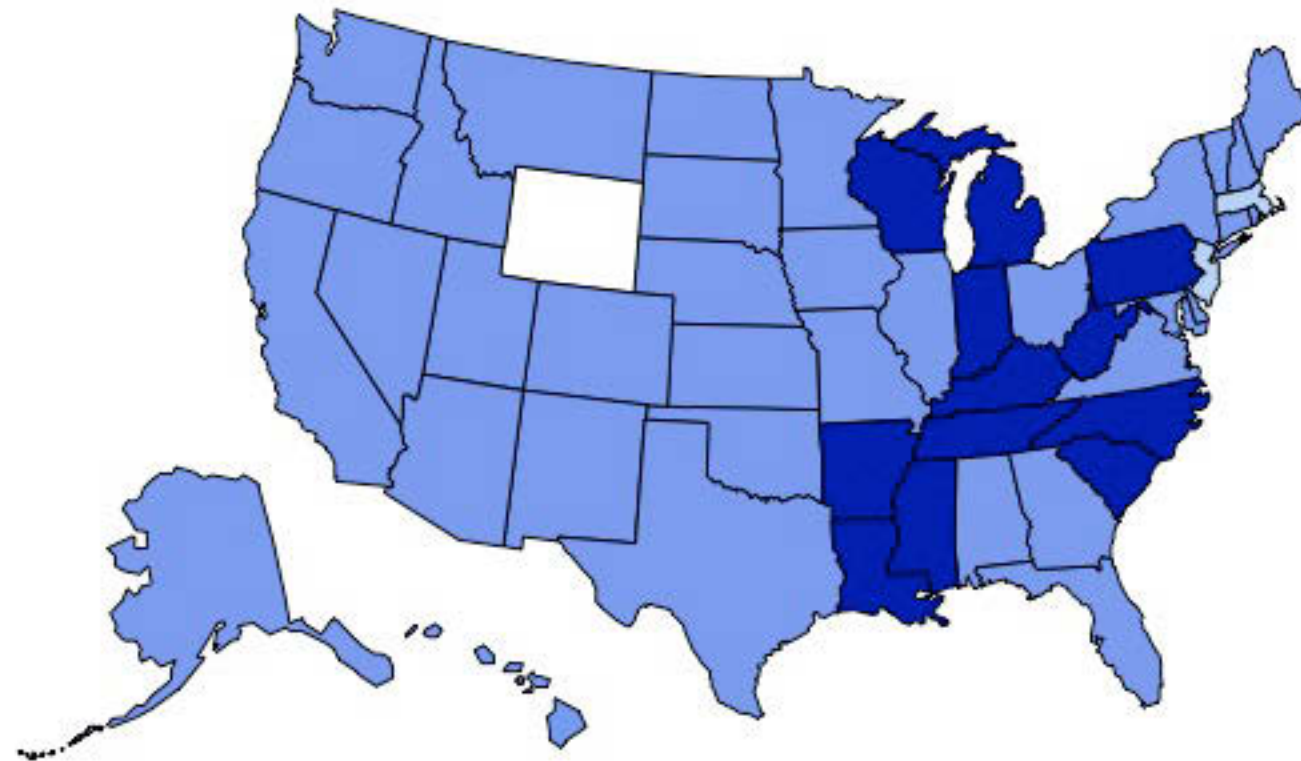
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## BRFSS, 1992



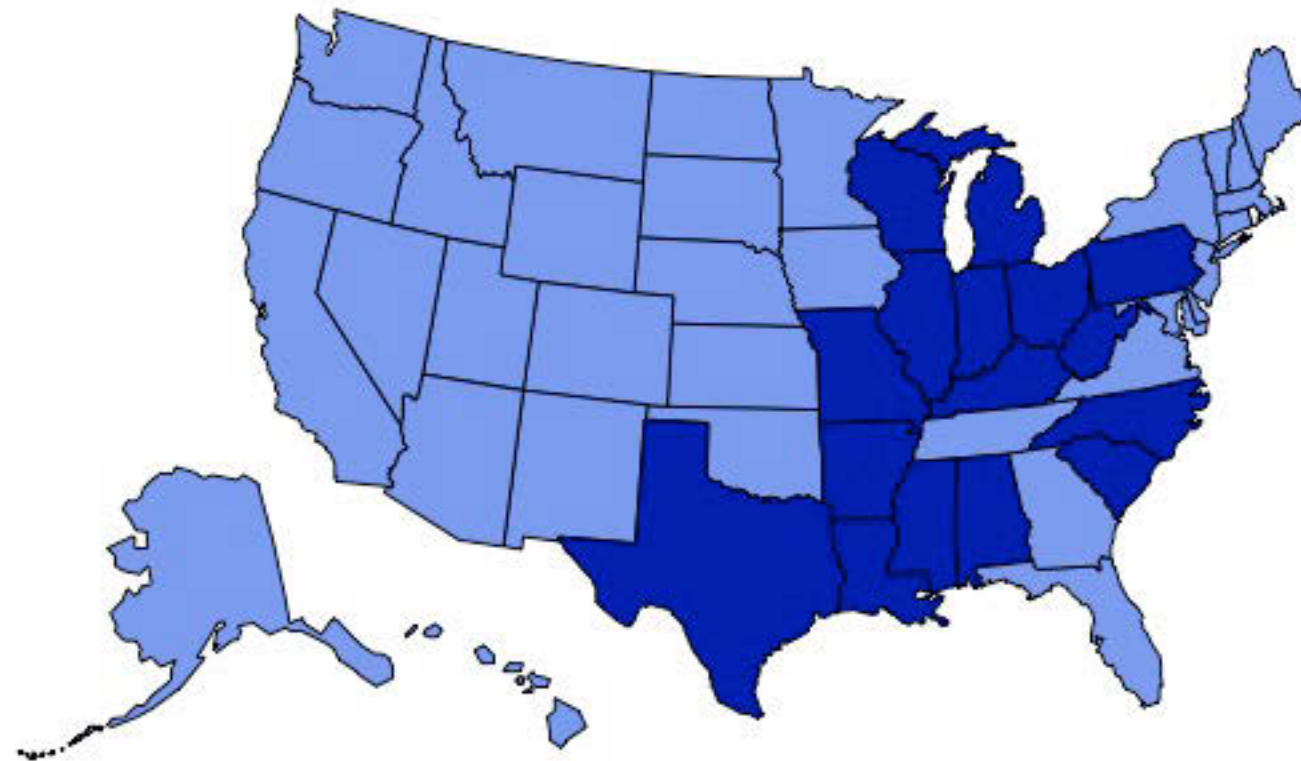
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## BRFSS, 1993



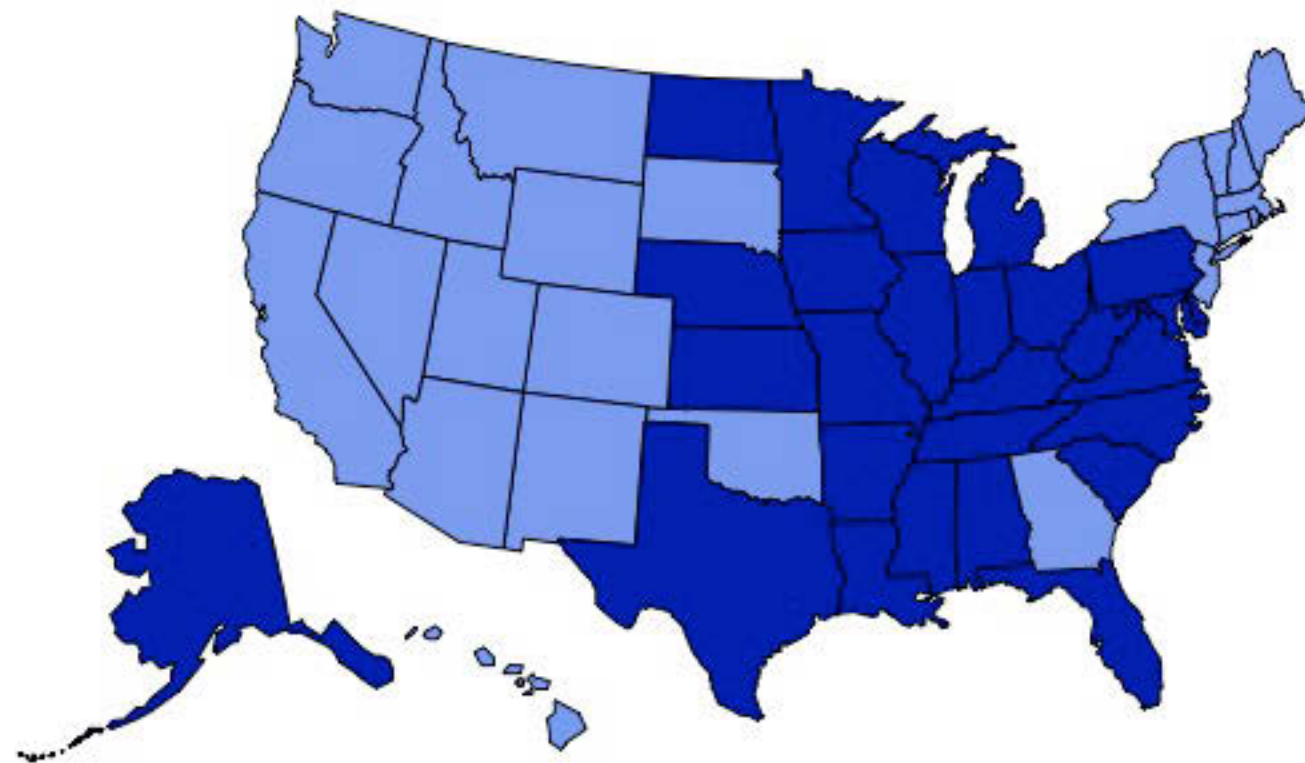
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## BRFSS, 1994



# Obesity Trends\* Among U.S. Adults

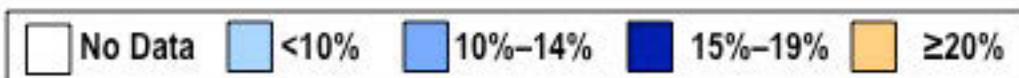
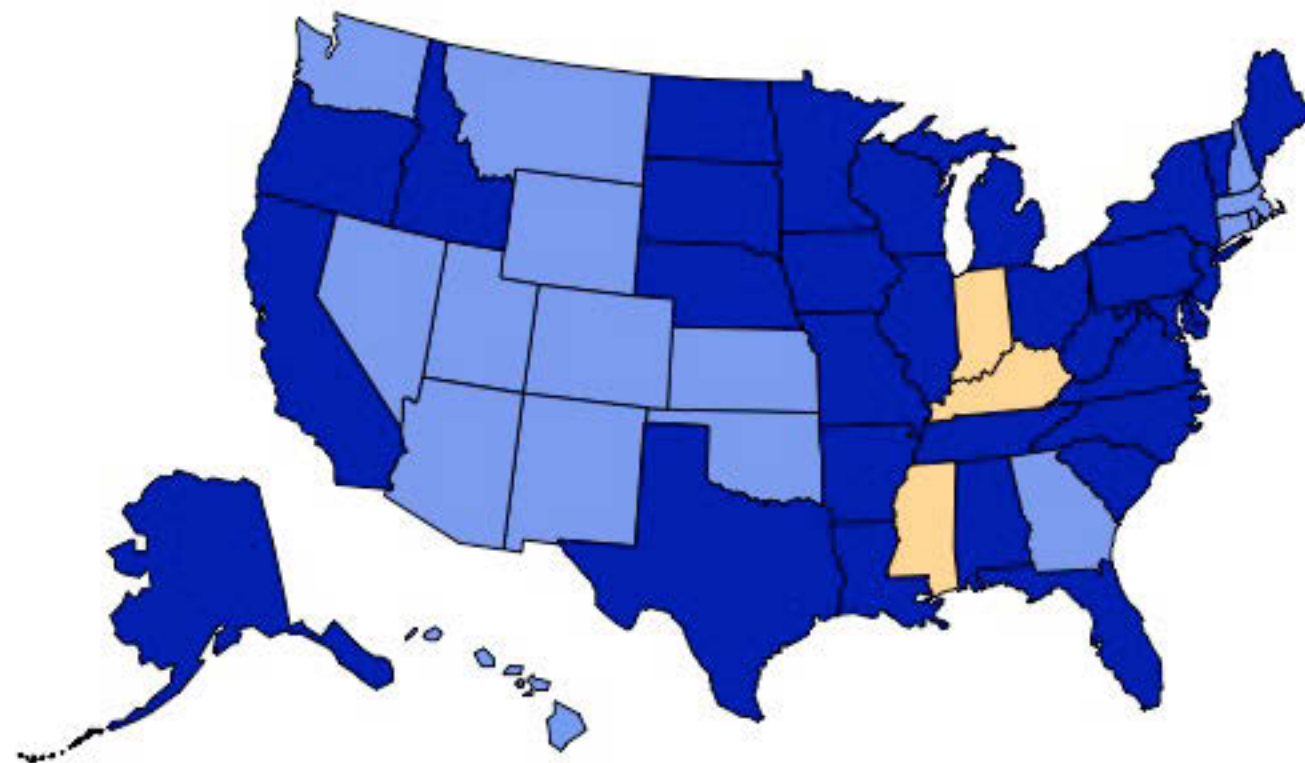
## BRFSS, 1995





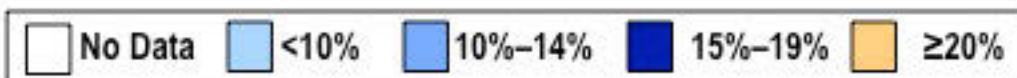
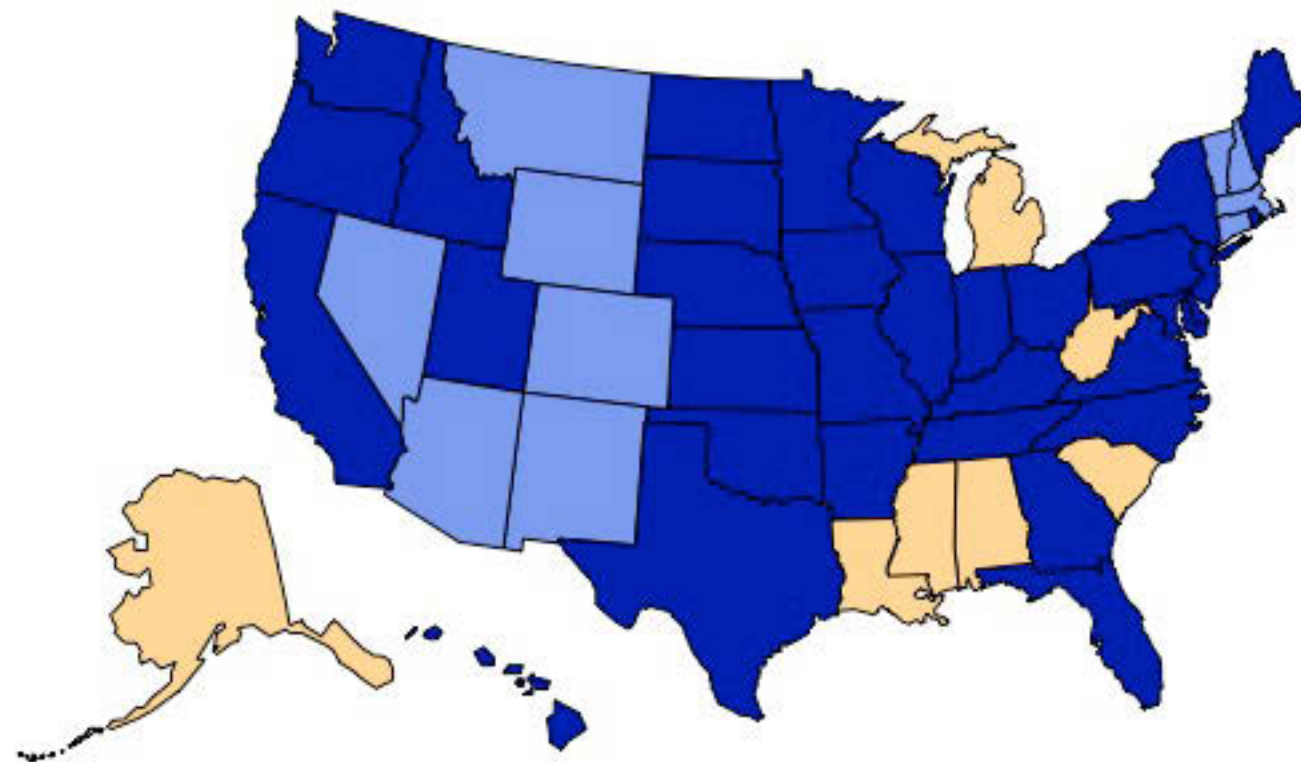
# Obesity Trends\* Among U.S. Adults

## BRFSS, 1997



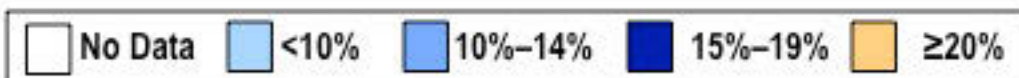
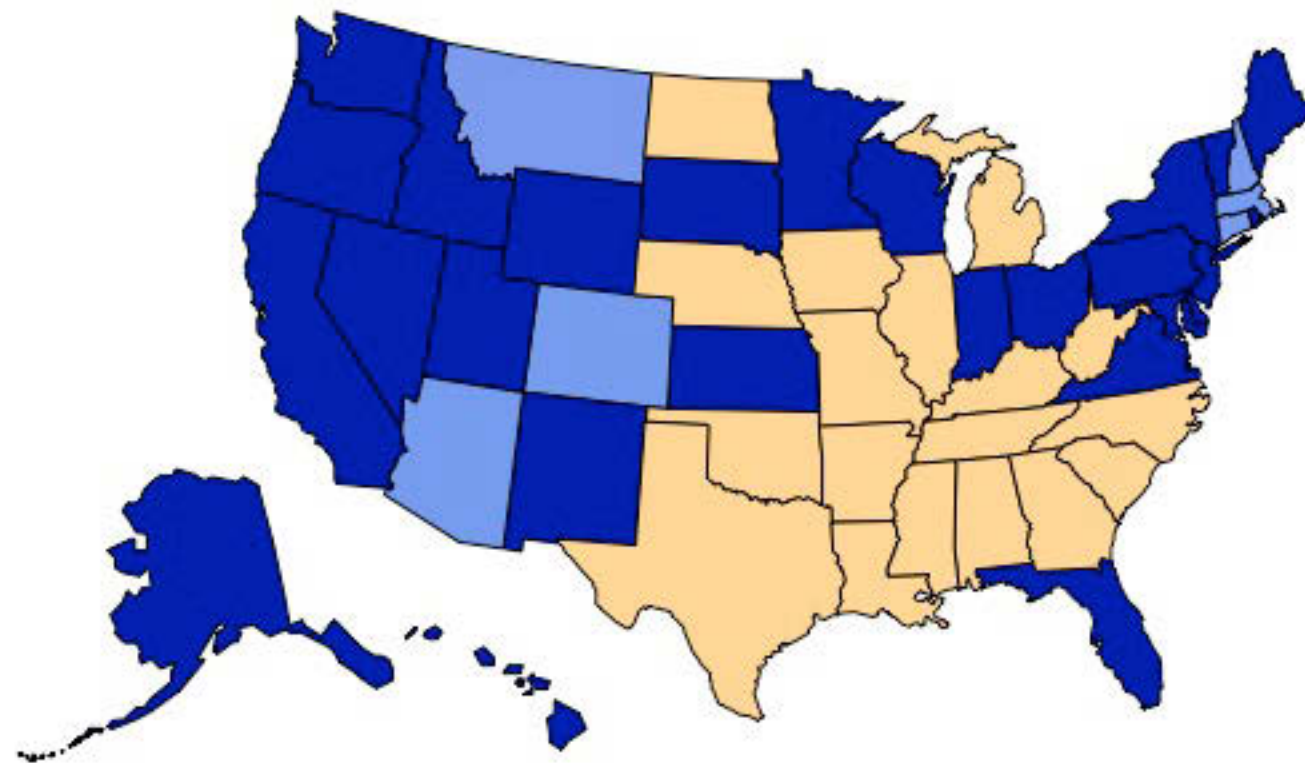
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## BRFSS, 1998



# Obesity Trends\* Among U.S. Adults

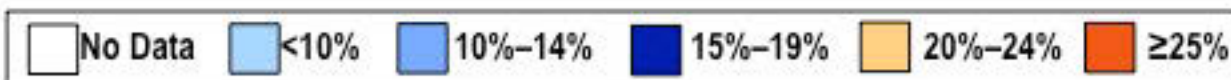
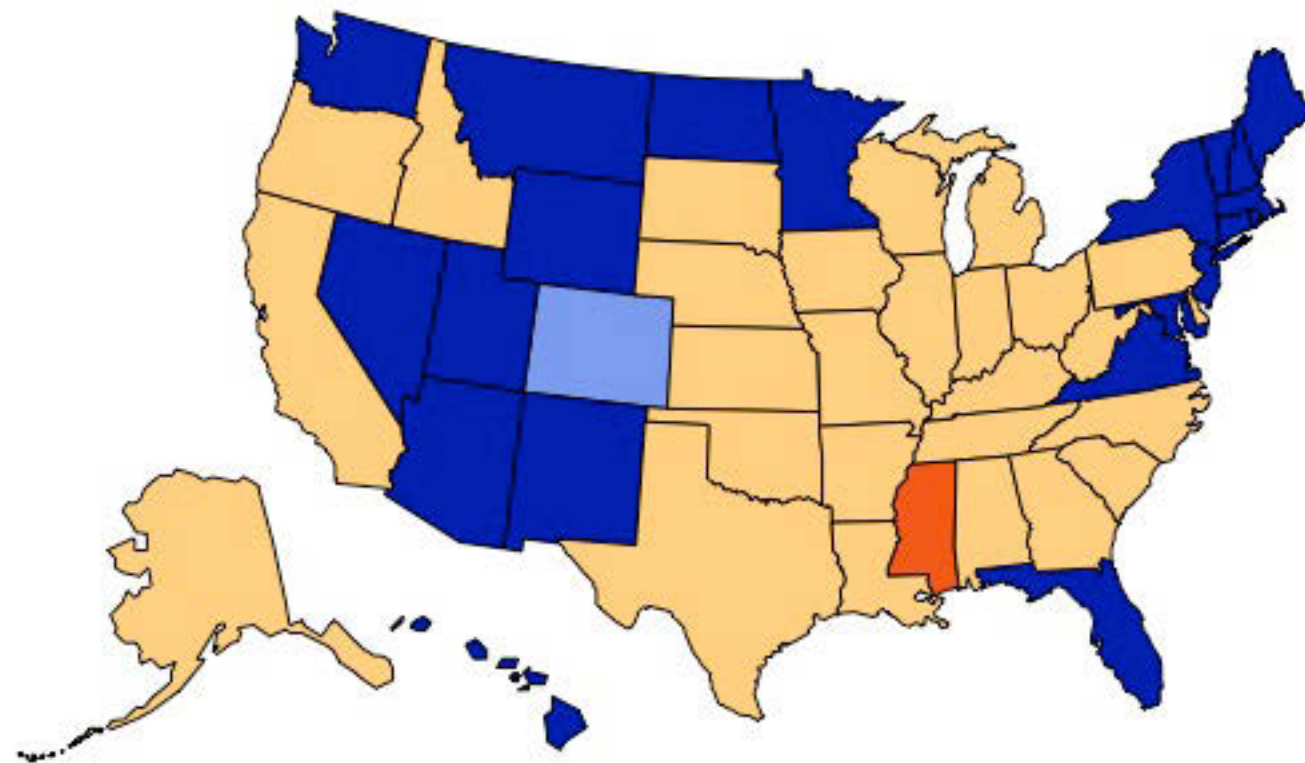
## BRFSS, 1999





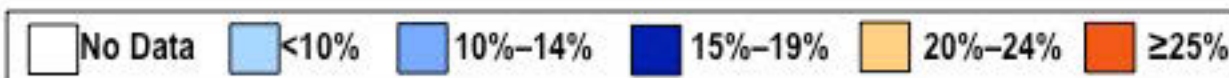
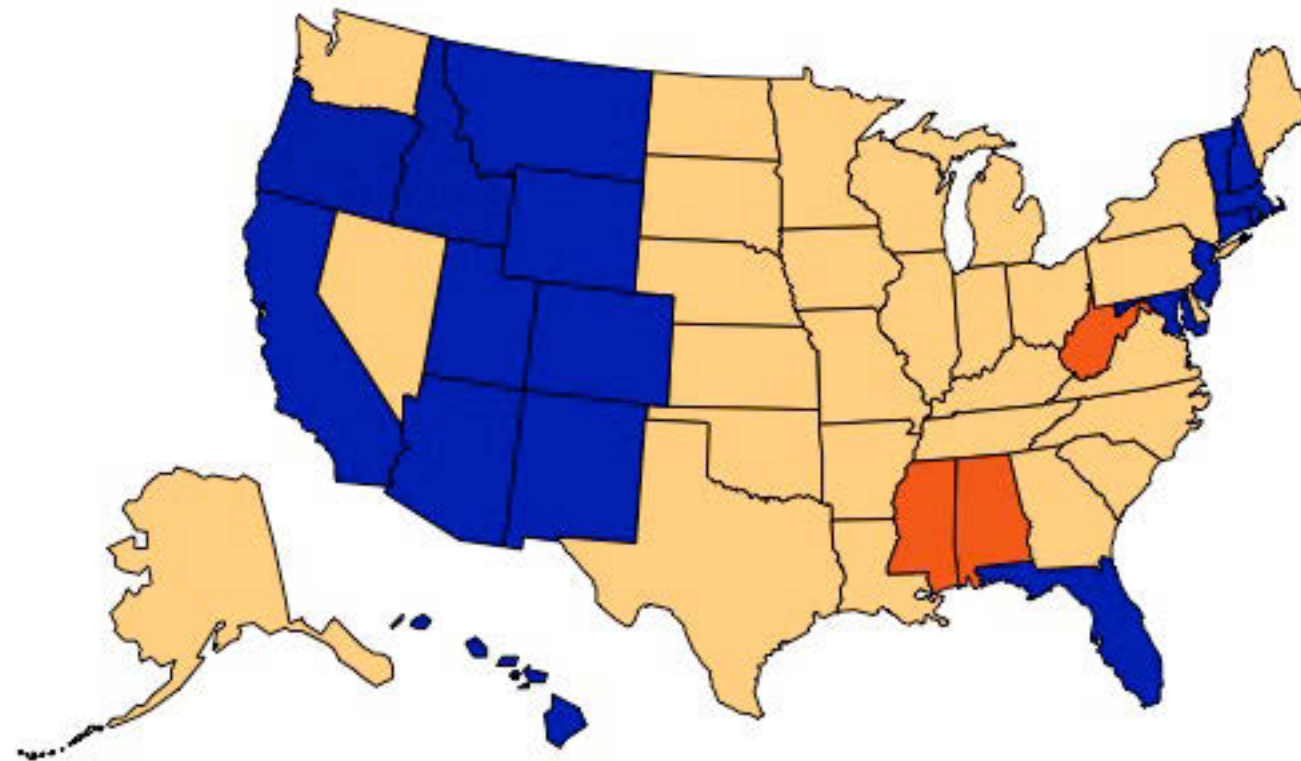
# Obesity Trends\* Among U.S. Adults

## BRFSS, 2001



# Obesity Trends\* Among U.S. Adults

## BRFSS, 2002

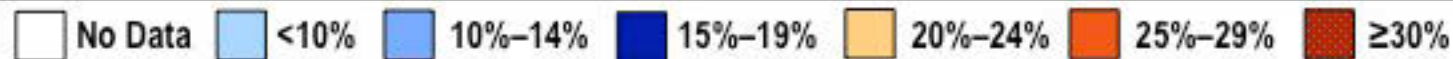
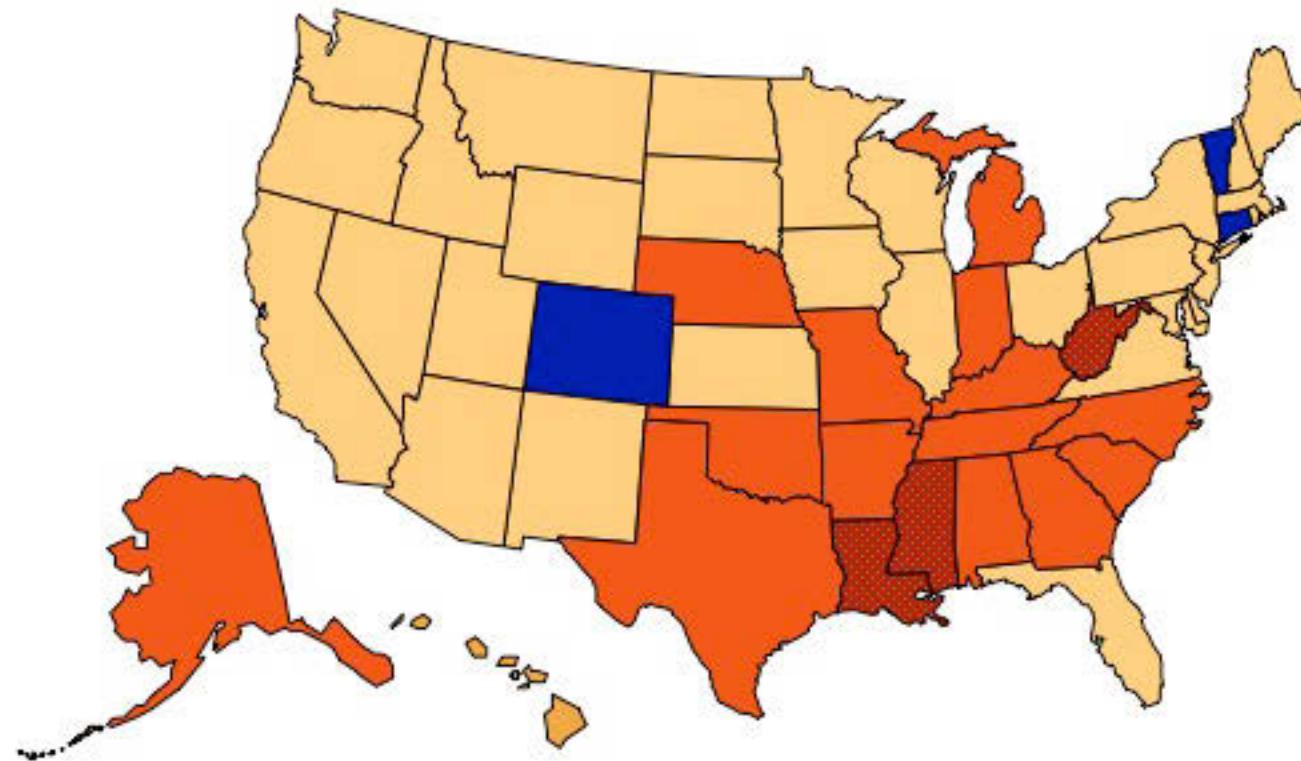






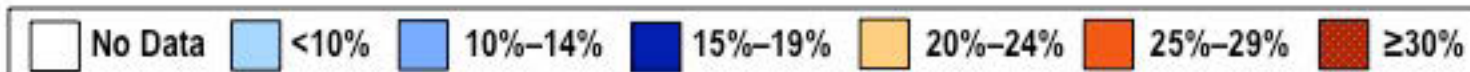
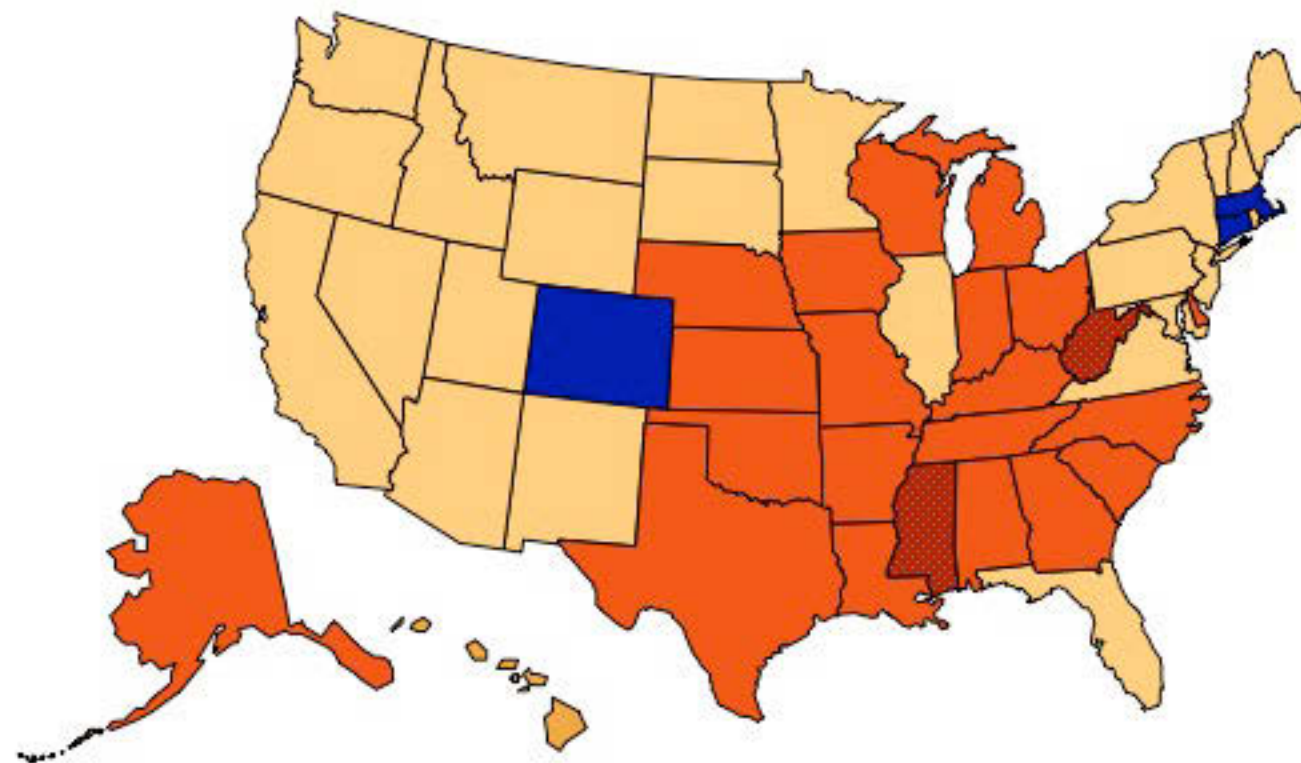
# Obesity Trends\* Among U.S. Adults

## BRFSS, 2005



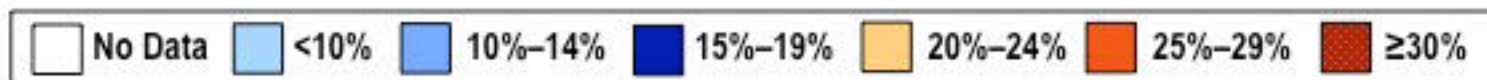
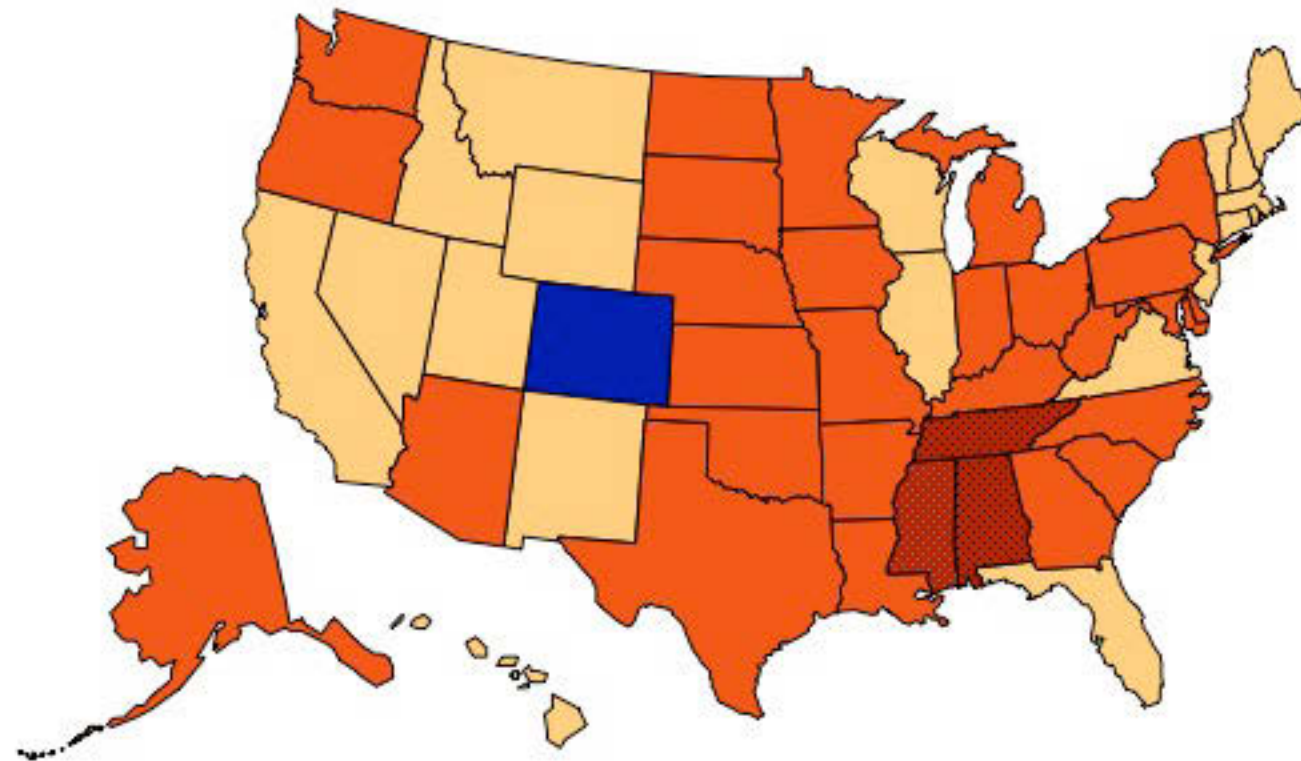
# Obesity Trends\* Among U.S. Adults

## BRFSS, 2006



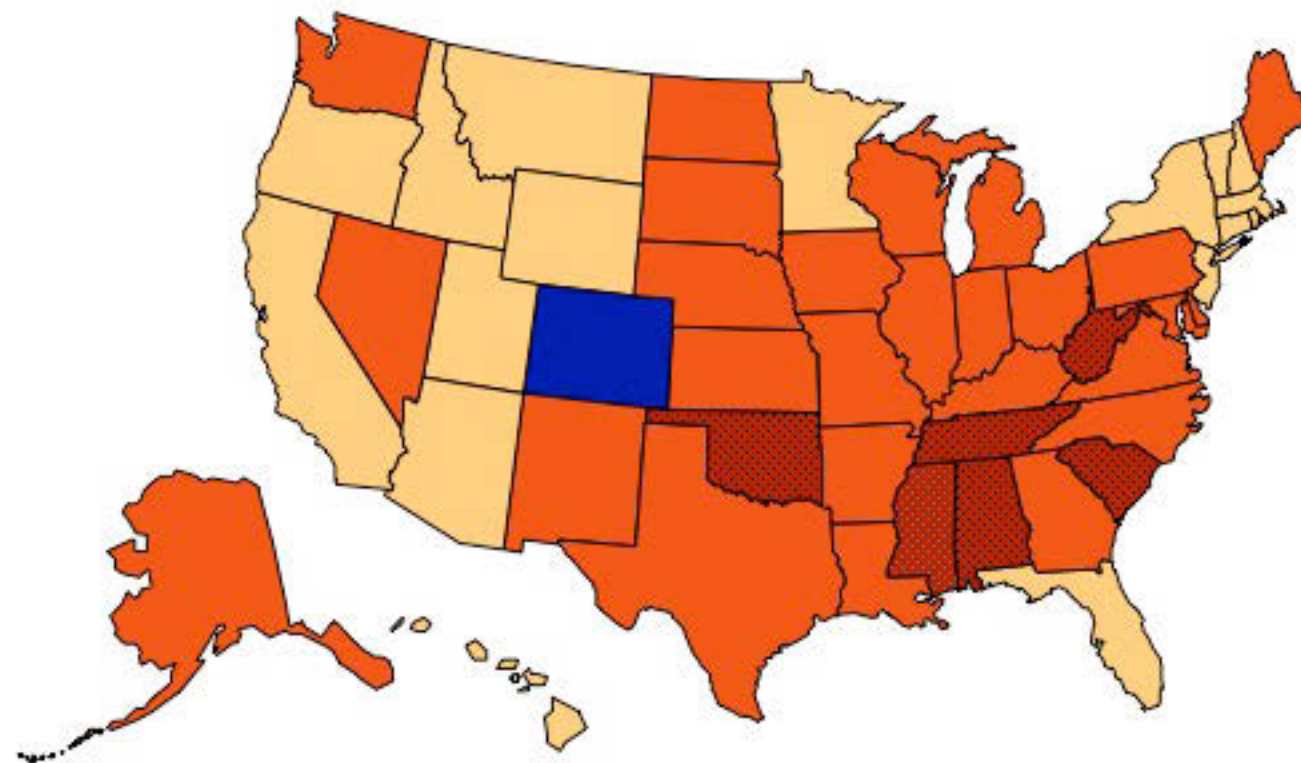
# Obesity Trends\* Among U.S. Adults

## BRFSS, 2007



# Obesity Trends\* Among U.S. Adults

## BRFSS, 2008

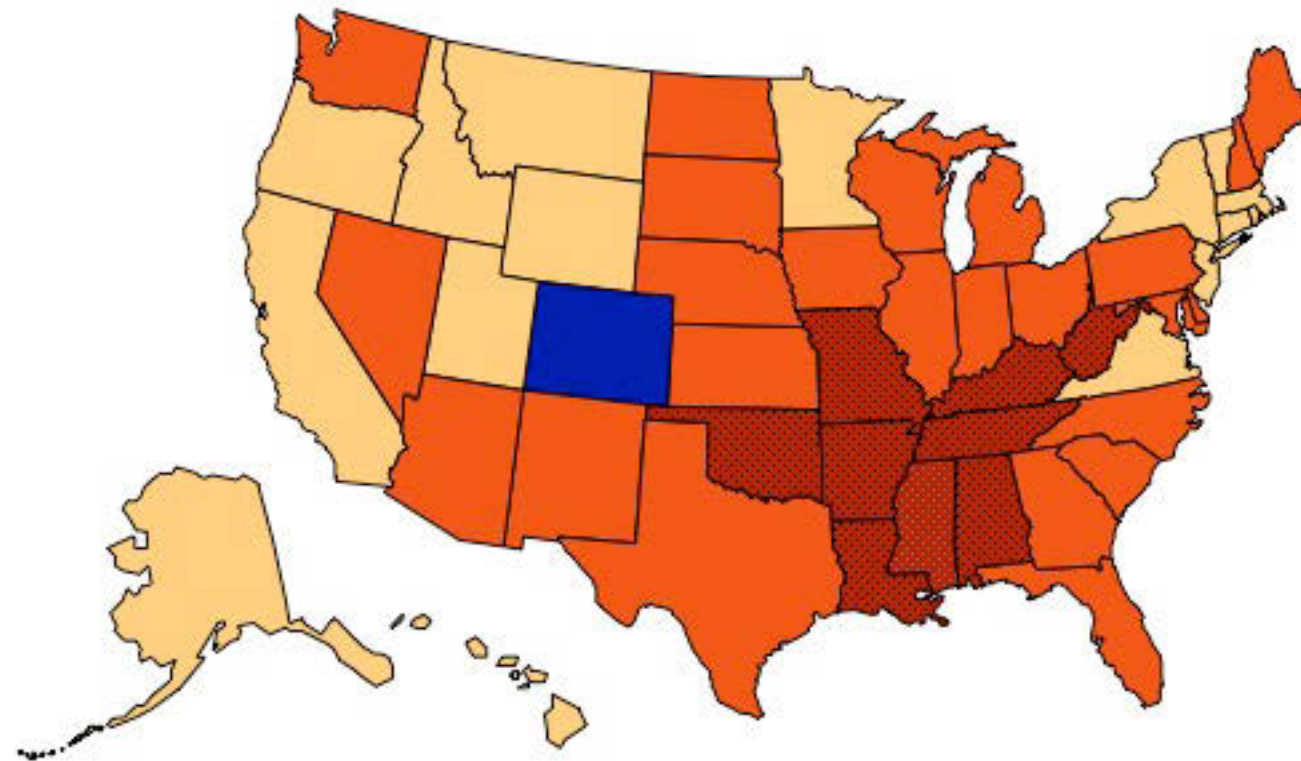


Legend for Obesity Prevalence:

No Data	<10%	10%–14%	15%–19%	20%–24%	25%–29%	≥30%
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# Obesity Trends\* Among U.S. Adults

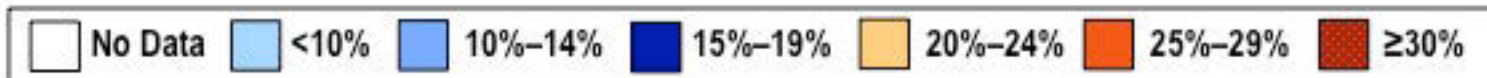
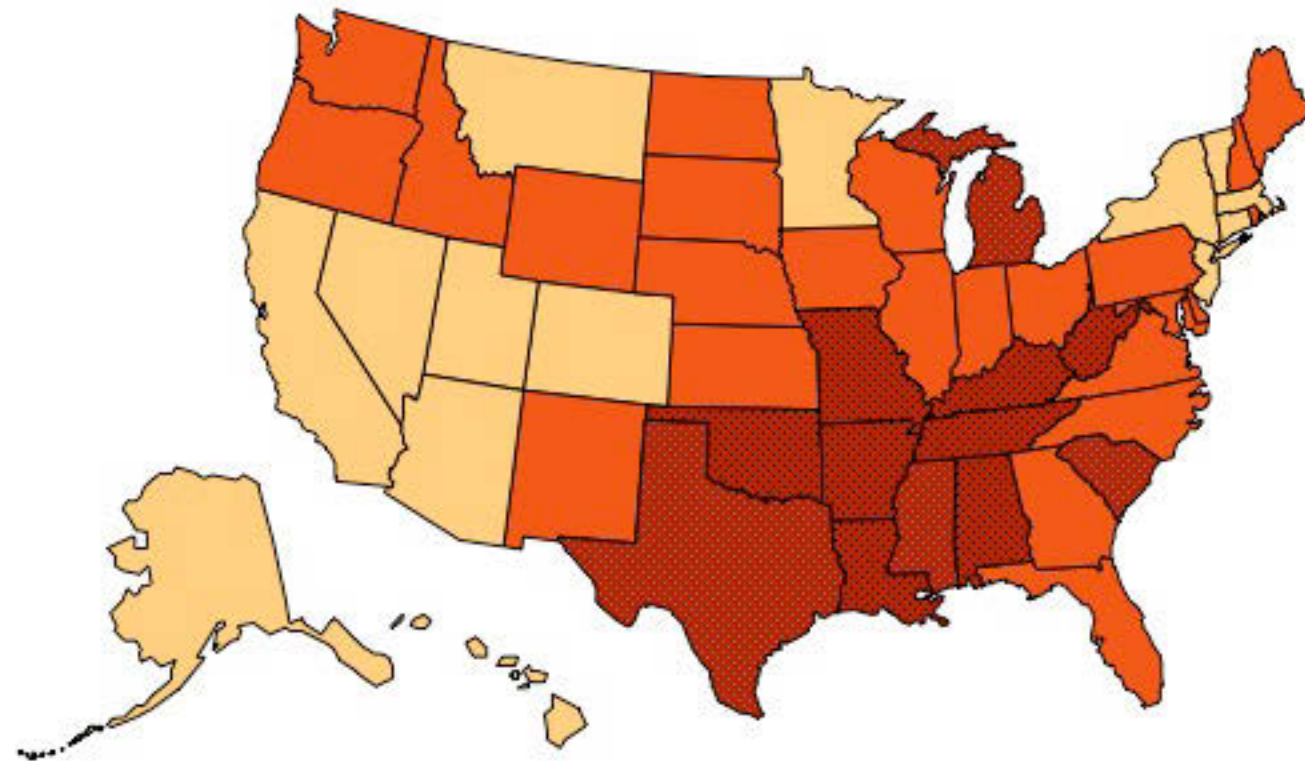
## BRFSS, 2009



Legend: No Data, <10%, 10%-14%, 15%-19%, 20%-24%, 25%-29%, ≥30%

# Obesity Trends\* Among U.S. Adults

## BRFSS, 2010



# A Costly Epidemic

- Iowa is the 12th most obese state<sup>1</sup>
- 1990, 4.7% of Iowa residents were diagnosed with diabetes; by 2012, number jumped to 9.7%<sup>2</sup>
- New technology makes it more expensive to treat a larger number of people

## Avoided Costs If Obesity Remains At 2009 Rates (Iowa)<sup>3</sup>

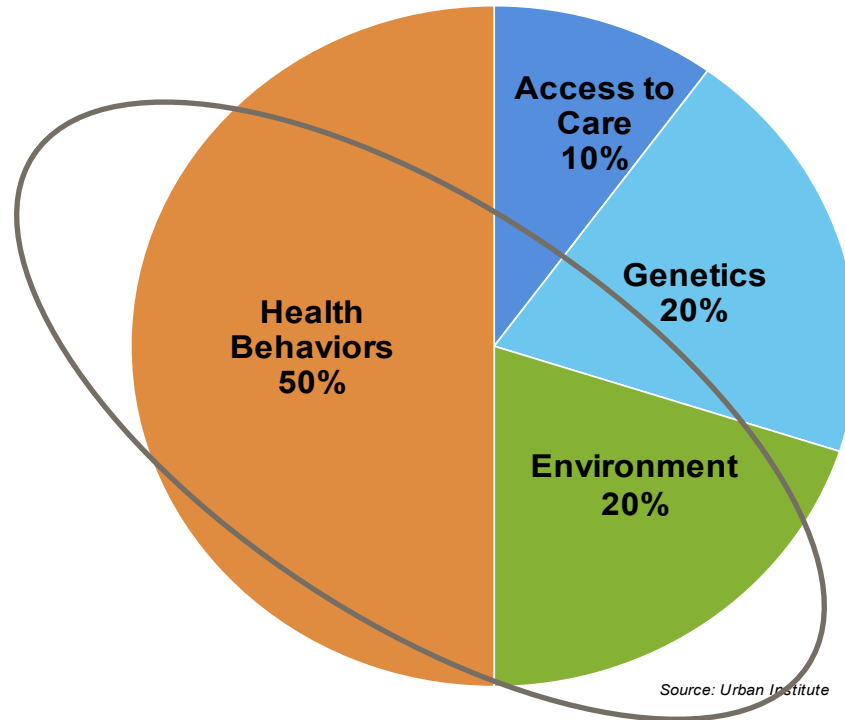
2013	2018
\$286M	\$1.627B

<sup>1</sup>F as in Fat: 2012 How Obesity Threatens America's Future; Trust for America's Health & Robert Wood Johnson Foundation.

<sup>2</sup>State Health Facts, 2012, Kaiser Family Foundation & Diabetes Data & Trends, CDC.

<sup>3</sup>America's Health Rankings – The Future Cost of Obesity.

# The Case for Change



**Addressing comprehensive lifestyle changes could allow Iowa to redirect as much as \$16 billion over the next five years**

# Environmental Changes Have Impacted Our Health

## Activity

Planned/programmed activities the norm  
PE/recess time reduced



## Communities

Widen streets for cars and limit sidewalks  
Minimal recreational areas  
Unsafe neighborhoods



## Cultural Norms

Reward ourselves with food  
Forgotten what healthy looks like  
Influenced by our obese friends  
Parents influencing kids  
Clothing sizes adapted



# Environmental Changes Have Impacted Our Health

## Food

Sugar consumption

Processed foods; portion sizes

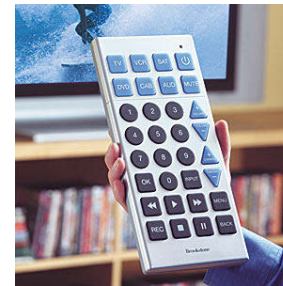
Restaurants; cheap fast food



## Home

Appliances/tools to do the work for us

Reliance on driving because of suburb living



## Work

Shift to white collar jobs (sedentary)

Long hours; vending machines





Healthiest State Initiative

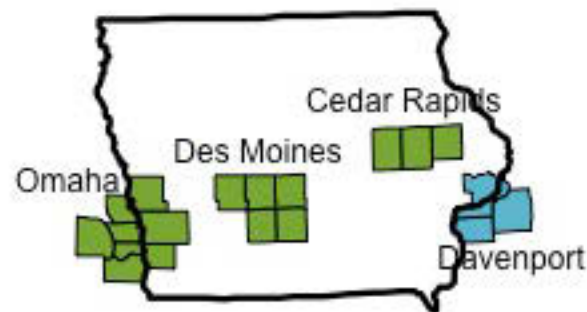
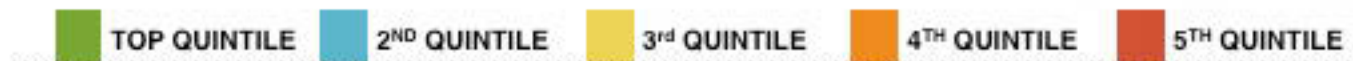


# 2012 Well-Being in Iowa



	2011	2012
<b>Well-Being Overall</b>	<b>67.4</b>	<b>68.1</b>
Life Evaluation	48.9	48.9
Emotional Health	81.1	80.5
Physical Health	78.3	78.1
Healthy Behavior	62.3	62.7
Work Environment	48.4	52.8
Basic Access	85.4	85.9

2011	2012
16	9
27	27
8	11
11	8
36	36
23	4
6	3





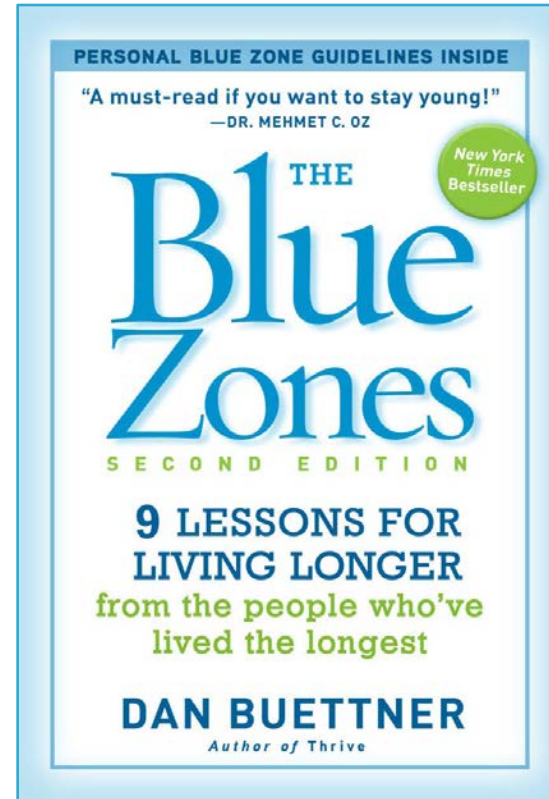
# The Blue Zones Project



# Blue Zones® Areas

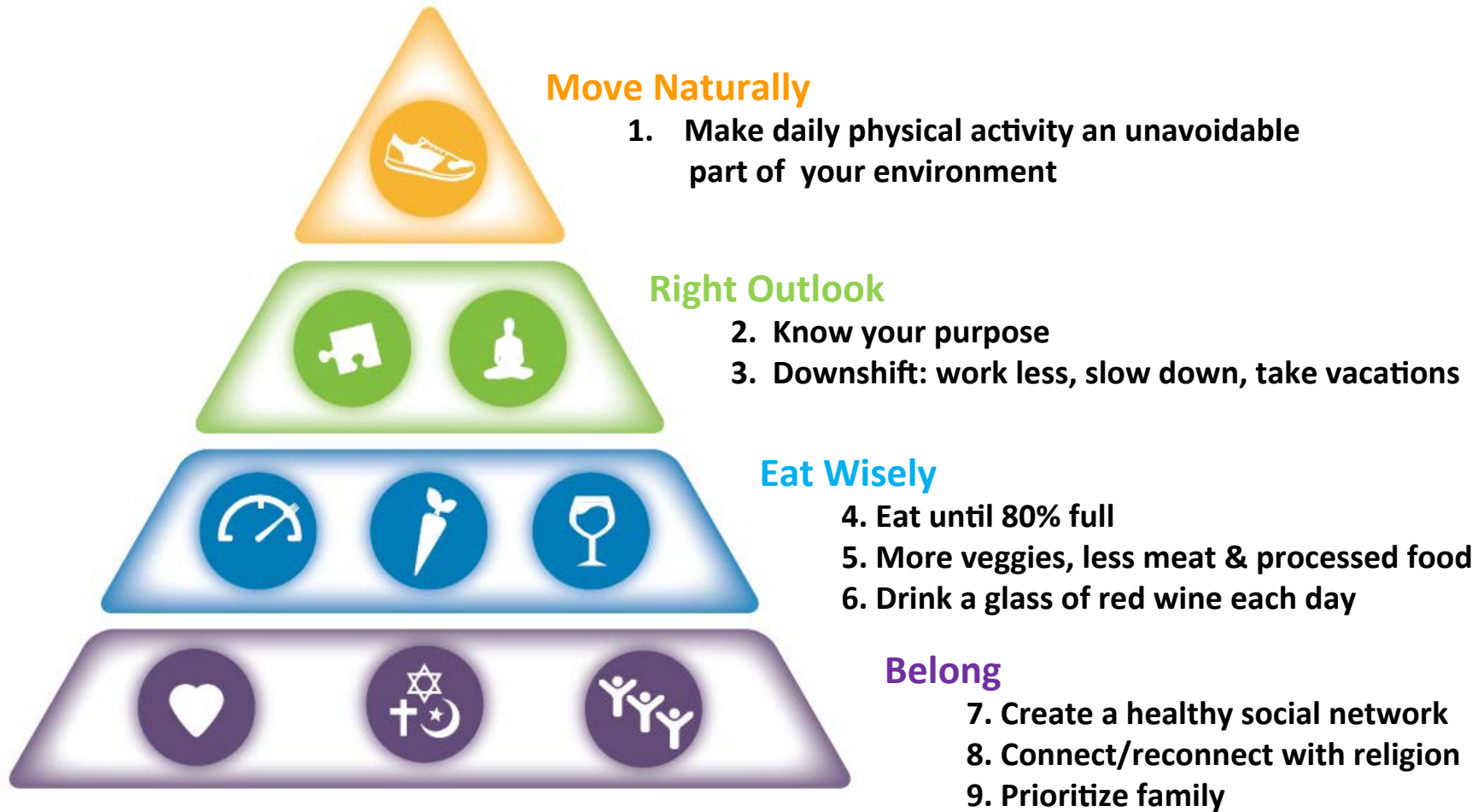


# Blue Zones® Areas



In Blue Zones areas, people share a common lifestyle, diet and outlook that leads to better **quantity** and **quality** of life.

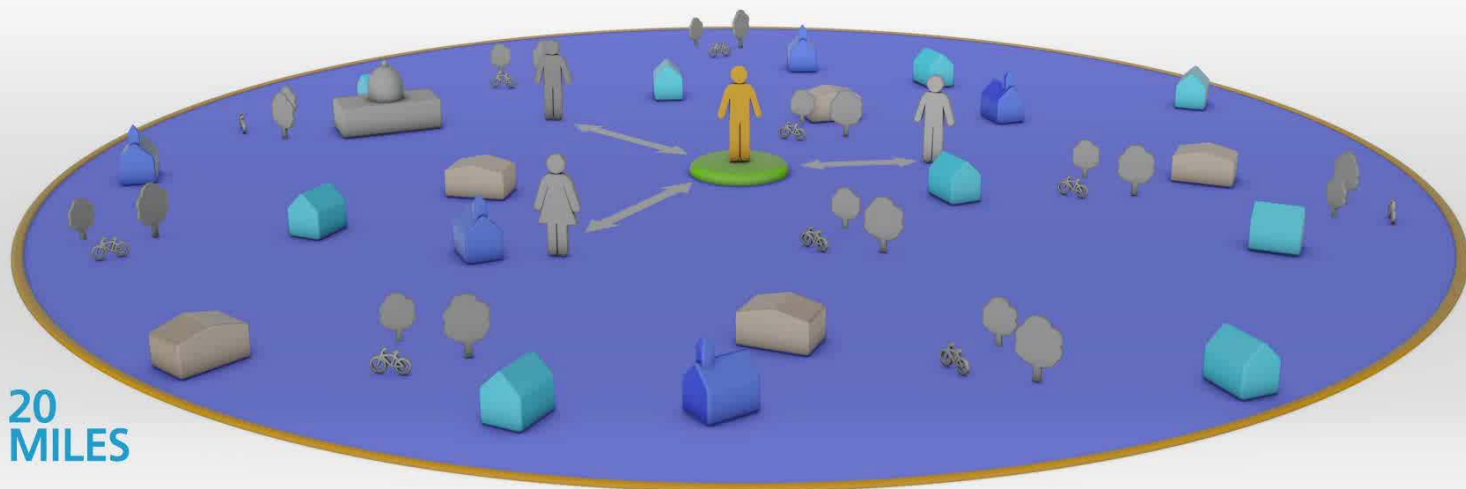
# Blue Zones Power 9<sup>®</sup>



Power 9<sup>®</sup> is a registered trademark of Blue Zones, LLC. All rights reserved.

# LIFE RADIUS

## BLUE ZONES: OPTIMIZING THE ENVIRONMENT



# Blue Zones Community<sup>®</sup> Certification Process

CITIZENS



20% sign up and complete one pledge action

EMPLOYERS



50% of top 20 employers designated Blue Zones Worksites<sup>®</sup>

RESTAURANTS



25% of locally owned restaurants designated Blue Zones Restaurants<sup>®</sup>

GROCERY



25% of grocery stores designated Blue Zones Grocery Stores<sup>®</sup>

SCHOOLS



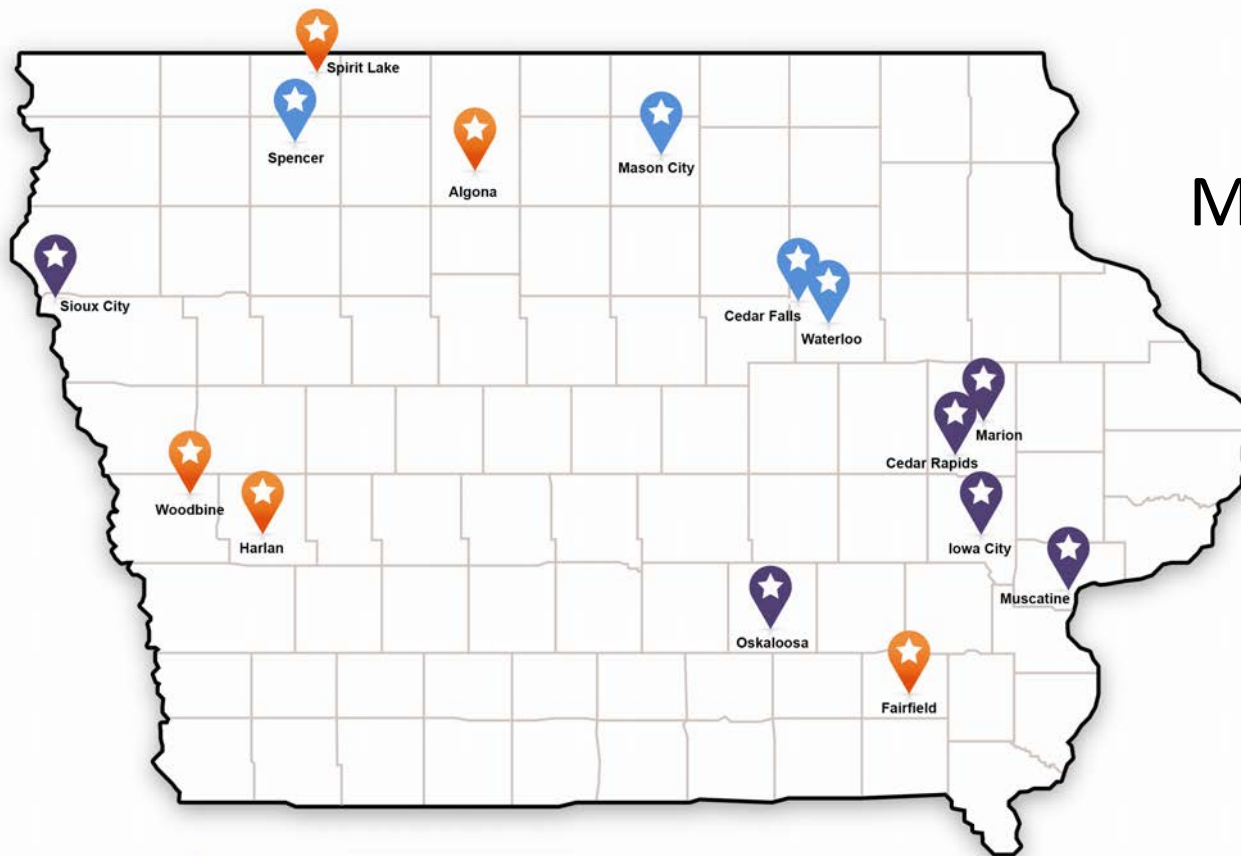
25% of schools designated Blue Zones Schools<sup>®</sup>

POLICY






Adopt recommended policies and complete recommended projects

# Blue Zones Project Demonstration Sites



More than 17% of the Iowa population lives inside a demonstration community.

-  Demonstration sites announced **May 2012**
-  Demonstration sites announced **October 2012**
-  Demonstration sites announced **January 2013**

# Results in Iowa

- 15 communities selected as demonstration sites.
- 157,000+ Iowans have pledged to support the Blue Zones Project.
- 925+ organizations working to achieve Blue Zones designation by implementing simple changes to improve well-being.
- 175+ organizations have already achieved designation as a Blue Zones Worksite, Blue Zones Grocery Store, Blue Zones School, or Blue Zones Restaurant.
- More than 17% of Iowans will reside within a Blue Zones Project demonstration community by 2014.

# Iowa's Well-Being Jump



- Iowa's Gallup-Healthways Well-Being Index ranking jumped up from 16th to 9<sup>th</sup> among the 50 states.
- With only three states in front, Iowa's Work Environment Index ranking increased significantly from 23<sup>rd</sup> to 4<sup>th</sup> (2011-2012).
- Iowans reported a significant lift in the feeling that their community is getting better as a place to live.
- Iowans' Healthy Behavior Index improved (2011-2012) with more residents reporting they're eating five or more servings of fruits and vegetables four or more times a week.

*\*Stats above between 2011 and 2012*

# Blue Zones Areas



# Thank you!

[www.bluezonesproject.com](http://www.bluezonesproject.com)

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