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*

- Catastrophic Loss
- Other


Government administrative expenses, private insurers’ profits, research expenses, the cost of equipment and software, and the cost of public health activities excluded; figures do no sum to 100% because of rounding.
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”.

Blue Zones Project by Healthways
Sponsored by Wellmark, Inc.
The Case for Change
Obesity Trends* Among U.S. Adults
BRFSS, 1985

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1987
Obesity Trends* Among U.S. Adults
BRFSS, 1988
Obesity Trends* Among U.S. Adults
BRFSS, 1990
Obesity Trends* Among U.S. Adults
BRFSS, 1991
Obesity Trends* Among U.S. Adults
BRFSS, 1992

[Map showing obesity trends across the U.S. with color coding: No Data, <10%, 10%-14%, 15%-19%]
Obesity Trends* Among U.S. Adults
BRFSS, 1994

No Data  <10%  10%–14%  15%–19%
Obesity Trends* Among U.S. Adults
BRFSS, 1995
Obesity Trends* Among U.S. Adults
BRFSS, 1996

- No Data
- <10%
- 10%–14%
- 15%–19%
Obesity Trends* Among U.S. Adults
BRFSS, 1997
Obesity Trends* Among U.S. Adults
BRFSS, 1999

[Map of the United States showing obesity trends with color-coded regions for different obesity percentage ranges.]

Legend:
- No Data
- <10%
- 10%–14%
- 15%–19%
- ≥20%
Obesity Trends* Among U.S. Adults
BRFSS, 2002

[Map of the United States showing obesity trends with color-coded states for different obesity percentages: No Data, <10%, 10%-14%, 15%-19%, 20%-24%, ≥25%]
Obesity Trends* Among U.S. Adults
BRFSS, 2003

[Map showing obesity trends by state with color coding for different percentage ranges.]

Legend:
- No Data
- <10%
- 10%–14%
- 15%–19%
- 20%–24%
- ≥25%
Obesity Trends* Among U.S. Adults
BRFSS, 2004
Obesity Trends* Among U.S. Adults
BRFSS, 2008

[Map showing obesity trends in the U.S. with different color codes for various percentage ranges.]
Obesity Trends* Among U.S. Adults
BRFSS, 2010

[Map showing obesity trends across the United States with color coding for different percentage ranges]

Legend:
- No Data
- <10%
- 10%–14%
- 15%–19%
- 20%–24%
- 25%–29%
- ≥30%
A Costly Epidemic

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

| Avoided Costs If Obesity Remains At 2009 Rates (Iowa) \(^3\) |
|------------------|------------------|
| 2013              | 2018             |
| $286M             | $1.627B          |

\(^1\) F as in Fat: 2012 How Obesity Threatens America’s Future; Trust for America’s Health & Robert Wood Johnson Foundation.

\(^2\) State Health Facts, 2012, Kaiser Family Foundation & Diabetes Data & Trends, CDC.

\(^3\) 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

Access to Care 10%
Genetics 20%
Environment 20%
Health Behaviors 50%

Source: Urban Institute
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
Healthiest State: Working Together to Transform Iowa

- Appointed business leaders to lead this initiative
  - John Forsyth, Wellmark
  - Ric Jurgens, Hy-Vee
  - Doug Reichardt, ISF Iowa Sports Foundation
## 2012 Well-Being in Iowa

### Well-Being Overall

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2012</th>
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</thead>
<tbody>
<tr>
<td>Life Evaluation</td>
<td>48.9</td>
<td>48.9</td>
</tr>
<tr>
<td>Emotional Health</td>
<td>81.1</td>
<td>80.5</td>
</tr>
<tr>
<td>Physical Health</td>
<td>78.3</td>
<td>78.1</td>
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<tr>
<td>Healthy Behavior</td>
<td>62.3</td>
<td>62.7</td>
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<tr>
<td>Work Environment</td>
<td>48.4</td>
<td>52.8</td>
</tr>
<tr>
<td>Basic Access</td>
<td>85.4</td>
<td>85.9</td>
</tr>
</tbody>
</table>

### Top Quintile

- **2011**: 16 | **2012**: 9
- **2011**: 27 | **2012**: 27
- **2011**: 8 | **2012**: 11
- **2011**: 11 | **2012**: 8
- **2011**: 36 | **2012**: 36
- **2011**: 23 | **2012**: 4
- **2011**: 6  | **2012**: 3
The Blue Zones Project
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®

Move Naturally
1. Make daily physical activity an unavoidable part of your environment

Right Outlook
2. Know your purpose
3. Downshift: work less, slow down, take vacations

Eat Wisely
4. Eat until 80% full
5. More veggies, less meat & processed food
6. Drink a glass of red wine each day

Belong
7. Create a healthy social network
8. Connect/reconnect with religion
9. Prioritize family

Power 9® is a registered trademark of Blue Zones, LLC. All rights reserved.
Blue Zones Community® Certification Process

**CITIZENS**
- 20% sign up and complete one pledge action

**EMPLOYERS**
- 50% of top 20 employers designated Blue Zones Worksites®

**RESTAURANTS**
- 25% of locally owned restaurants designated Blue Zones Restaurants®

**GROCERY**
- 25% of grocery stores designated Blue Zones Grocery Stores®

**SCHOOLS**
- 25% of schools designated Blue Zones Schools®

**POLICY**
- Adopt recommended policies and complete recommended projects
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 9th among the 50 states.
- With only three states in front, Iowa’s Work Environment Index ranking increased significantly from 23rd to 4th (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

LOMA LINDA, CA

NICOA PENINSULA, COSTA RICA

SARDINIA

IKARIA

OKINAWA
Thank you!

www.bluezonesproject.com