

An Unhealthy Truth:

Rising Rates of Chronic Disease and the Future of Health in America

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Capitol Hill Briefing
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PARTNERSHIP TO FIGHT
CHRONIC DISEASE

Agenda

- **Unhealthy Truths**
- **Program Overview – Partnership to Fight Chronic Disease**
 - Our leaders and partners
 - National and state activities
 - Raising visibility of the issue, suggesting solutions
- **Questions**



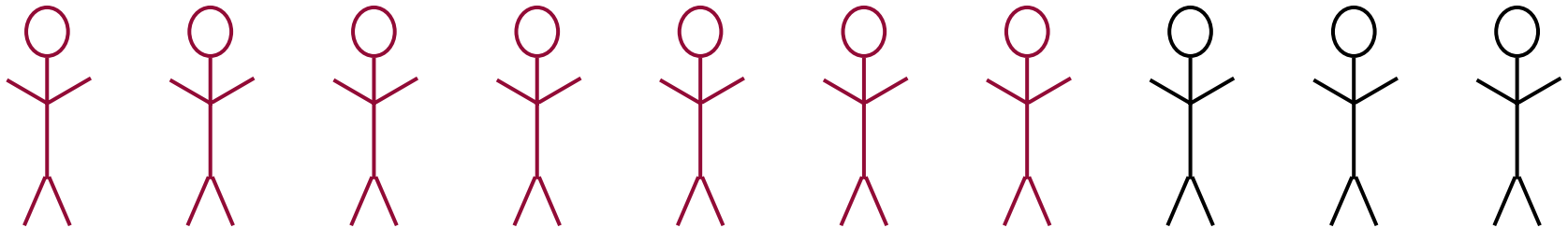
Six Unhealthy Truths Tell the Story of the Rise of Chronic Disease and Its Impact on Health and Health Care in the U.S.

Truth #1: Chronic diseases are the #1 cause of death and disability in the U.S.



**133 million Americans,
representing 45% of the total
population, have at least one
chronic disease**

**Chronic diseases kill more than 1.7 million Americans per year,
and are responsible for 7 of 10 deaths in the U.S.**



Truth #2: Chronic diseases account for 75% of the nation's health care spending

During 2005, the U.S. spent almost \$2 trillion on health care

Of every dollar spent...



...75 cents went towards treating chronic disease

In public programs, treatment of chronic diseases constitute an even higher portion of spending:

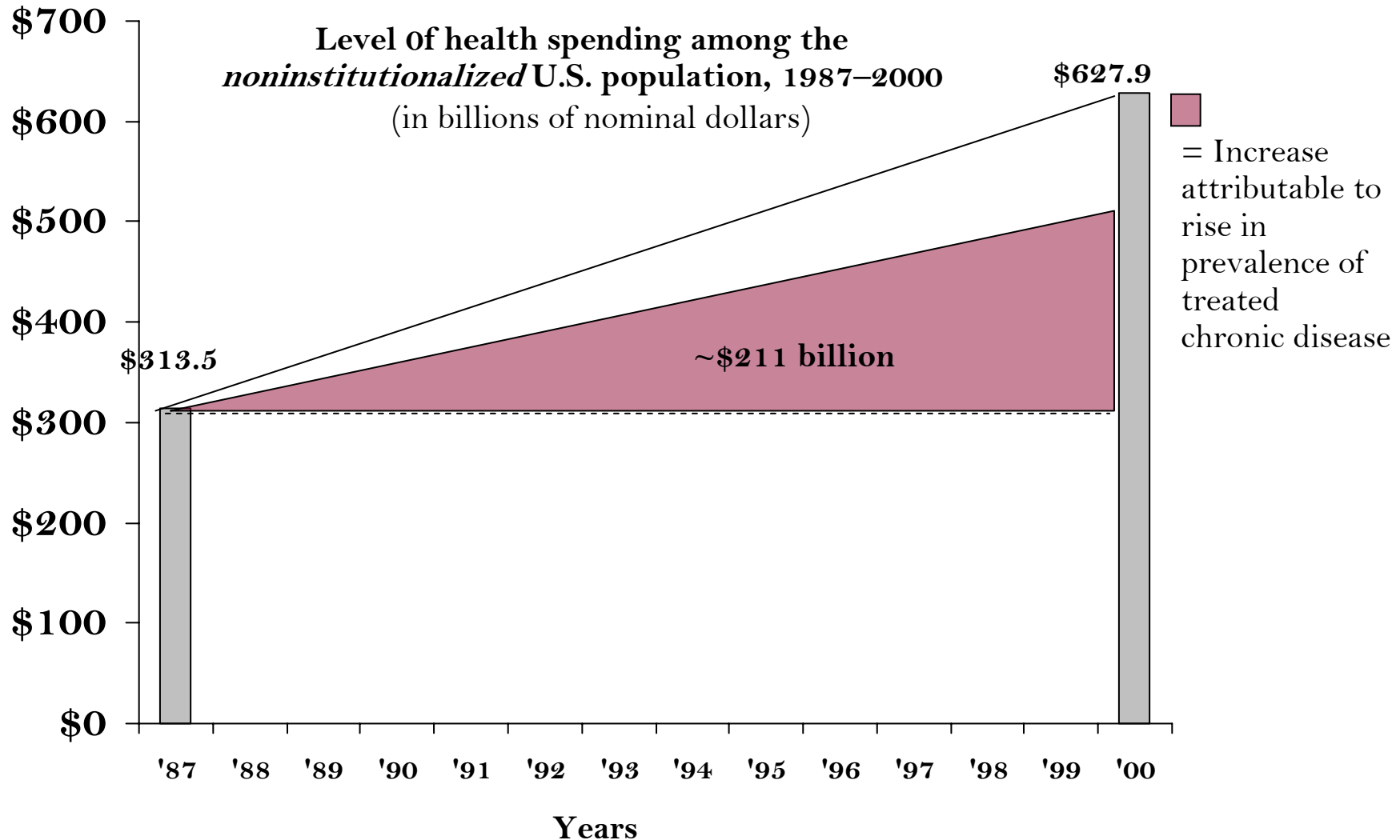
More than **96 cents** in Medicare...

...and **83 cents** in Medicaid

“The United States cannot effectively address escalating health care costs without addressing the problem of chronic diseases.”

-- Centers for Disease Control and Prevention

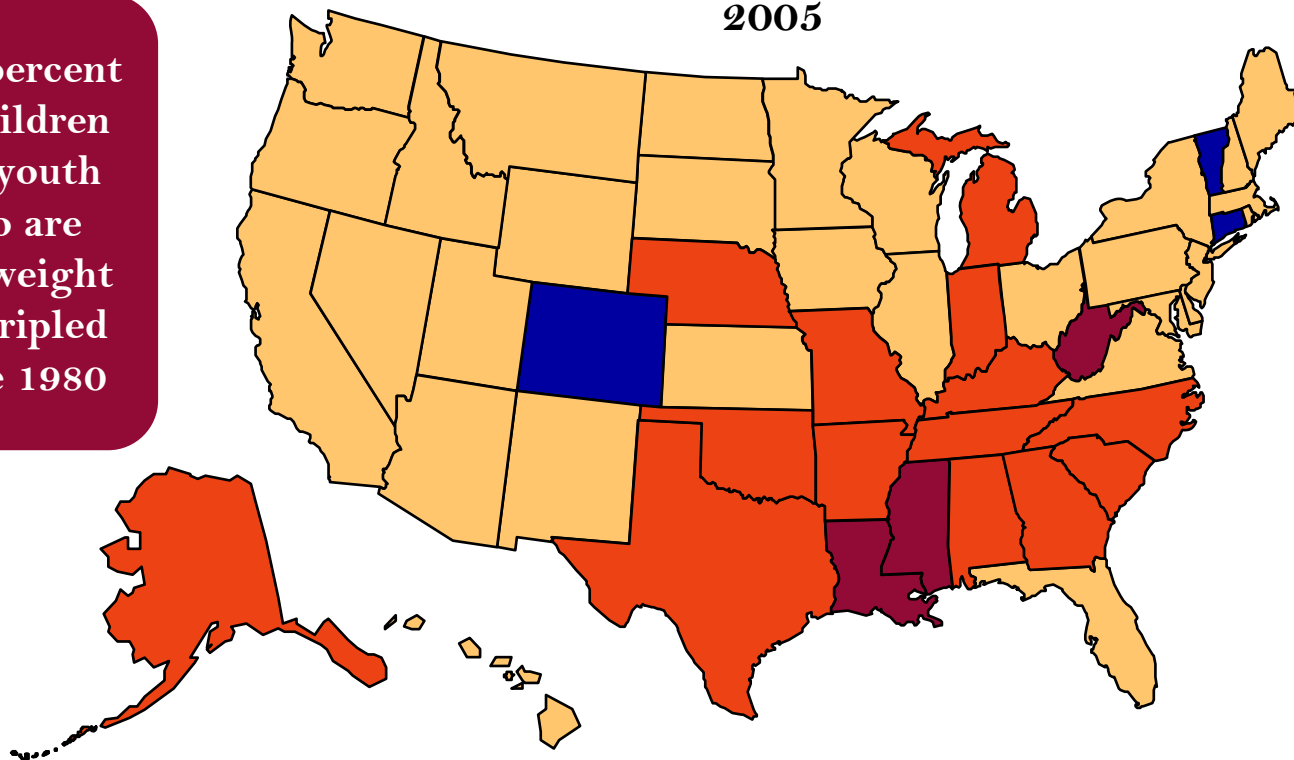
Truth #3: Two-thirds of the increase in health care spending is due to increased prevalence of treated chronic disease



Truth #4: The doubling of obesity between 1987 and today accounts for nearly 30% of the rise in health care spending

Percent of U.S. Adults Who are Obese*
2005

The percent of children and youth who are overweight has tripled since 1980



If the prevalence of obesity was the same today as 1987, health care spending in the US would be 10 percent lower per person—about \$200 billion less

*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" person

Truth #5: The vast majority of cases of chronic disease could be better prevented or managed

- The Centers for Disease Control and Prevention (CDC) estimates...

- 80% of heart disease and stroke
- 80% of type 2 diabetes
- 40% of cancer

...could be prevented if only Americans were to do three things:

- ✓ Stop smoking
- ✓ Start eating healthy
- ✓ Get in shape

- Management of chronic disease could also be significantly improved: Chronically ill patients receive **only 56%** of the clinically recommended preventive health care services



Truth #6: Many Americans are unaware of the extent to which chronic disease harms their health – and their wallets

National survey conducted in April 2007 on Americans' views of chronic disease and its impact on health and spending

disease is responsible for the following percent of death and health spending in the U.S.

Percent answering:	Death	Spending
Less than 10%	3	6
10% but less than 20%	8	8
20% but less than 30%	14	12
30% but less than 40%	15	10
40% but less than 50%	15	12
50% but less than 60%	12	11
60% but less than 70%	7	9
70% but less than 80%	8	7
80% but less than 90%	4	3
90% to 100%	3	4
Not sure	10	18

Only a small fraction of Americans, less than one in six, comprehend the magnitude of the problem:

That chronic diseases represent more than 70% of the deaths in the U.S. and more than 70% of health care costs

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The Partnership to Fight Chronic Disease (PFCD) Is:



PARTNERSHIP TO FIGHT
CHRONIC DISEASE

- ✓ Educating Voters, Campaigns, Policy Leaders
- ✓ Mobilizing Grassroots Efforts
- ✓ Challenging Candidates and Policy Leaders

**Focusing Health Care Reform Efforts on the Primary Problem
Affecting Americans Health and the Affordability of Care:
*Rising Rates of Preventable Chronic Disease***

PFCD Represents a Diverse Mix of Distinguished Individuals and Groups With a Commitment to Improving Americans' Health



Honorary Chair: Richard Carmona, Former U.S. Surgeon General



Executive Director: Ken Thorpe, Professor and Chair, Rollins School of Public Health, Emory University, Former Deputy Assistant Secretary for HHS



More than 85 partner organizations, including:

- Patient and provider groups
- Civic groups
- Business and labor groups
- Major employers
- Public and private health groups
- Academic institutions



An active, executive level advisory board:

- Working groups focused on*
- Grassroots
 - Communications
 - Policy

Inaugural meeting held April 27, 2007 with representation from 37 groups



PFCD is Reaching Key Audiences Through an Integrated Campaign Operating at the National and State Levels



Earned Media and Events

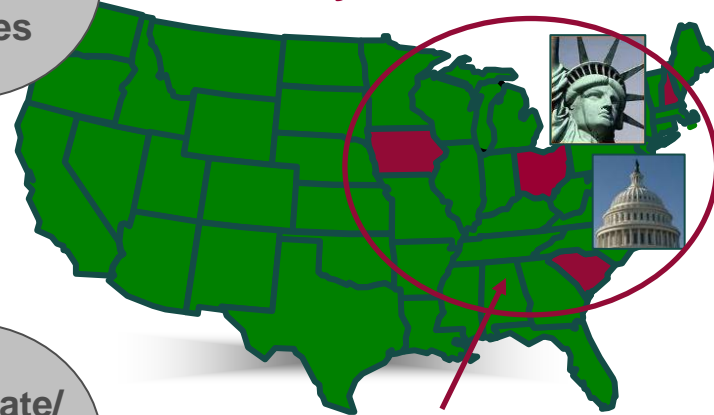
Policy and Research Studies

PFCD Tactics Are Helping Raise Awareness of Chronic Disease Among Target Audiences

Grassroots and Alliance Building

Candidate/ Policymaker Outreach

Efforts Are Targeting the Most Important Areas for Changing the National Debate and Influencing Policymakers



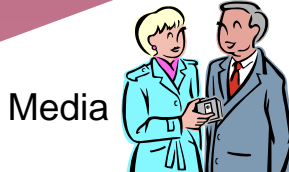
States with key primary or caucus, and the largest and most influential media markets



Voters



Candidates



Media



Key Opinion Leaders

Successful Launches, Both at the National and State Levels, Spurred Media Interest in the Issue and the Group's Mission

May 15th
National
Launch



May 17th
Concord,
NH

May
22nd –
24th
SC

May 30th-
31st
Des Moines
and Cedar
Rapids, IA

Nov. 1st
Columbus,
OH

Results:

- **Print coverage in more than 20 national, state and trade publications**, including the *Associated Press*, *Congressional Quarterly*, the *Washington Post*, and *The Des Moines Register*
- **Coverage by 12 influential blogs**; including *EyeOn08* and *Chronic Babe*
- **Local television news stations in attendance**



The Des Moines Register

PORTSMOUTH HERALD

HealthBeat
from CONGRESSIONAL QUARTERLY

The State

THE HENRY J. KAISER FAMILY FOUNDATION

kaisernet.org

Modern Healthcare

The Washington Post

Labor Breakfast with Bill Hoffman, Retired Director of UAW Social Security Dept



Partnership to Fight Chronic Disease RAGBRAI Bike Team



State Grassroots Efforts Are Helping Elevate the Importance of the Issue

Partner questions asked at LIVESTRONG Forum



Strong presence at the Iowa Straw Poll

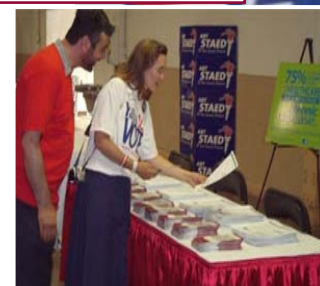


PFCD-Placed Question Asked at the YouTube Debate

THE CNN★YOUTUBE DEBATES



Appearance at Iowa Union Rally



PARTNERSHIP TO FIGHT CHRONIC DISEASE

Continuing Coverage in Key National and State Publications is Driving Attention to the Issue...

The Des Moines Register

Op-Ed: "Refocus health care to prevent chronic diseases"

By Terry Branstad and Sarah Swisher
Thursday, May 31, 2007

"Chronic diseases have quietly become the biggest challenge facing both our health-care system and our economy."

The Washington Post



David S. Broder "A Route To Better Health Care"

Op-Ed Columnist

Sunday, June 3, 2007

"The shift of focus to preventive care and management of chronic diseases offers encouragement to those legislators in both parties who are promoting more ambitious schemes to cover the uninsured."

THE POLITICO

"Business leaders have eye on bottom line" 10/1/07

Pressing candidates to focus health care plans on improving the treatment of...chronic illnesses that **sap money from the system.**

The State.com

SOUTH CAROLINA'S HOME PAGE

Op-Ed: "Politics and Chronic Disease"

By Timothy Ervolina
Wednesday, May 23, 2007

"The reality is, rising rates of preventable chronic diseases have sent health care costs skyrocketing — and, by extension, exacerbated problems of access, quality and affordability..."

AP "Coalition pushes presidential candidates to address chronic diseases"

Thursday, May 17, 2007

"Health care, business and labor organizations are **working together** to put the issue of chronic disease in the presidential primary spotlight..."



Wire Story: "Curbing chronic diseases new issue in health-care politics"

By Tony Pugh
July 26, 2007

- ✓ Nearly 100 news stories in television, print and online
- ✓ More than 10 op-eds written by PFCD partners

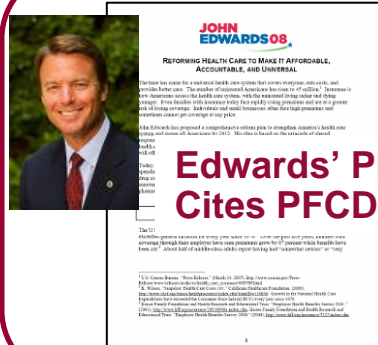
...And By Targeting Campaigns and Conditioning the Political Environment, the PFCD is Reaching Key Presidential Candidates

Responding with statements to political events, speeches

Briefing candidates and staff

Injecting relevant questions into the primary debates

Employing policy research to promote the issue



"Too many Americans currently suffer from chronic diseases... **The Partnership to Fight Chronic Diseases** should be proud for joining together on a bipartisan basis to tackle this important issue."

-Barack Obama, May 31, 2007



"We don't have a health care system. We have a sick care system."

- Mike Huckabee July 24, 2007



"I look forward to working with the Partnership, and with Ken and his partners to modernize our health care system to achieve our dual goals of preventing and treating chronic illness;

with the Partnership's leadership and support, I know we can and will do just that." *-Hillary Clinton, September 25, 2007*



"We need to require that all health plans cover a standard set of **proven preventive services**. If there's one thing better than a patient's being cured of a disease, it's his never having had it at all."

- Bill Richardson, August 7, 2007



"Only 10 percent of the money is spent to keep you out of the hospital and out of the nursing home. Isn't that a little goofy?" *-Tommy Thompson*

The PFCD is Raising Visibility of the Issue, As Well As Suggesting Substantive Solutions

PFCD Policy Platform Recommendations

- ✓ Advance sustainable “Next Generation” chronic disease prevention, early intervention, and management models throughout the health care system and public health infrastructure
- ✓ Promote healthy lifestyles and disease prevention and management in every community
- ✓ Encourage and reward continuous advances in clinical practice and research that improve the quality of care for those with prevalent and costly chronic diseases
- ✓ Accelerate improvements in the quality and availability of health information technology (HIT) throughout the health care system
- ✓ Reduce health disparities by focusing on barriers to good health

Any Questions?

For more information, visit our Web site:

www.fightchronicdisease.org



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