Addressing America’s Obesity Epidemic

Practical, Flexible Weight Management Capabilities for a Spectrum of Needs
The Impact of Obesity on Individuals and Employers

Obesity—defined by the Centers for Disease Control and Prevention (CDC) as a body mass index (BMI) of 30 or higher—is an epidemic in the United States. Prevalence rates in 1990 were estimated at 10 percent of the U.S. population. Now, more than one-third of American adults are obese, and another one-third are overweight (fig. 1). That combined number is expected to increase to 75 percent by 2020.

When it comes to the workplace, a heavier American population has significant consequences. Obesity costs businesses an estimated $153 billion a year in lost productivity. In addition, a Mayo Clinic study, which tracked the healthcare costs for 30,000 current and retired employees, released findings in 2012 showing annual healthcare costs were $1,400 higher for obese employees. In fact, obese employees cost $600 more per year than smokers.

In June 2013, the American Medical Association (AMA) officially recognized obesity as a disease. Shining a spotlight on obesity and helping change the way the medical community approaches it may lead to better strategies for weight management.

What if you could reverse the trend in your population?

Weight loss, even five to 10 percent for an obese individual, can significantly improve lipoproteins, hypertension, diabetes, risk for osteoarthritis and certain cancers, and other risk factors for chronic diseases. Studies have also shown that intensive lifestyle modifications sustained over time result in a 58 percent reduction in new cases of diabetes, a 42 percent reduction in new cases of hypertension, and a 50 percent reduction in total mortality.
Well-Being Improvement as a Path to a Healthy Weight

Healthways knows that improving overall well-being is central to achieving the measurable, sustained behavior change that leads to optimal results, in weight management and in many other areas. People with high well-being simply perform better and cost less. In fact, their medical costs are 20 percent lower than average, while people who report low well-being cost 50 percent more.

How do we improve well-being to support weight management? Healthways’ Well-Being Improvement Solution goes beyond the physical aspect to also address other interconnected elements of well-being: purpose, social, financial and community. This serves the entire population in the smartest way possible. Through a simple, powerful process, we:

- Identify individual needs and target interventions
- Deploy successful strategies to get and keep them engaged
- Use the best science to drive behavior change
- Deliver meaningful, measurable outcomes

When it comes to helping your population achieve and maintain a healthy weight, the most effective method is comprehensive: taking everyone into account and matching them with right intervention. Healthways approaches weight management with a deep and broad understanding of the influences that drive the adoption of healthy behaviors and improved well-being.

Weight Management Capabilities That Meet People Where They Are

The AMA recommends a range of medical interventions for the treatment and prevention of obesity. Healthways’ comprehensive approach to weight management supports these recommendations and addresses an entire population’s needs at an individual level (fig. 2). Our capabilities provide the right level of support at the right time for those who are overweight, obese and maintaining a healthy weight, and we base it on each person’s health needs and readiness. In addition to our targeted weight management capabilities, we can also provide access to a fitness center network designed to increase physical activity across a population.

Self-Directed Support Tools

Well-Being Connect™ and its mobile app, wellbeingGO™, are ideal for individuals who are at a healthy weight, prefer a more self-directed program, or are more inclined to use online modalities for weight-loss support. Both provide tools, tips and trackers for weight loss and maintenance.

Figure 2:
TOTAL POPULATION WEIGHT MANAGEMENT CAPABILITIES

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<tr>
<th>OBESÉ</th>
<th>Coach-Directed Specialty Program  • Innergy™</th>
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Coach-Directed Intervention
Health-Risk Coaching is a structured, telephone-based program for individuals with identified health risks associated with being overweight or obese (BMI, cholesterol, triglycerides, exercise, nutrition, glucose). With the help of a health coach, participants set goals and learn how to make small behavioral changes for their weight management. This can prepare individuals for the commitment needed to make long-term lifestyle changes via a program such as Innergy™.

Coach-Directed Specialty Program
Developed by Healthways in collaboration with Johns Hopkins Medicine, Innergy is a highly intensive, two-year program for individuals with a BMI of 30 or more who are ready to commit to significant lifestyle changes that are required for sustained weight loss. It includes 28 coaching calls and focuses on three critical phases of weight loss—active weight loss, maintenance and independence—to ensure sustained behavior change success. Innergy has been shown to be effective for a sustained aggregate weight loss of five percent or more, which can have a significant impact on health risks.

Fitness Network
Regular physical activity is an integral part of any weight management program. Prime® Fitness offers the benefits of physical activity to an entire population with convenient access to more than 9,000 fitness centers, plus motivation and insight to raise activity and fight obesity.

Healthways Well-Being Insights analyze trends and provide actionable best practices to support organizational leadership in well-being improvement. To find out more, contact Healthways at:

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References