

# FIGHTING CHRONIC DISEASE

Finding Common Ground in  
Healthcare

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CHRONIC DISEASE

# Perceptions of Rising Health Care Costs

**NEW TECHNOLOGY**  
seen as driving cost

**CONSUMERS OVERUSE SERVICES**  
since cost sharing is low  
(moral hazard)

Providers practicing  
**DEFENSIVE MEDICINE**

PRICES ARE  
**TOO HIGH**





# Public Health Emergency in Slow Motion



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# Global Growth in Non Communicable Diseases

- 1 Asthma
- 2 Cancer
- 3 Cardiovascular diseases
- 4 Chronic Obstructive Pulmonary Disease
- 5 Congenital conditions
- 6 Diabetes
- 7 Diseases of the digestive system
- 8 Eye conditions
- 9 Genitourinary conditions
- 10 Neuro-psychiatric conditions
- 11 Skin conditions and musculoskeletal conditions
- 12 Skin Diseases

Cause 60% of all deaths globally (35 million a year)



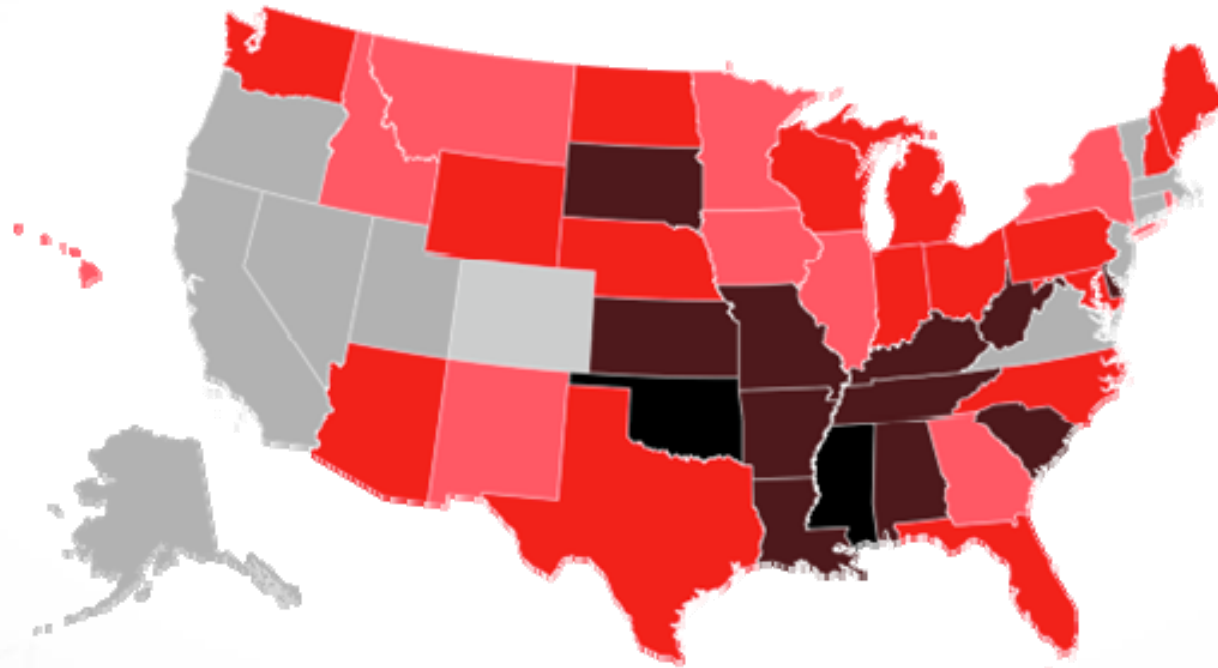
# Chronic diseases still drive U.S. healthcare costs



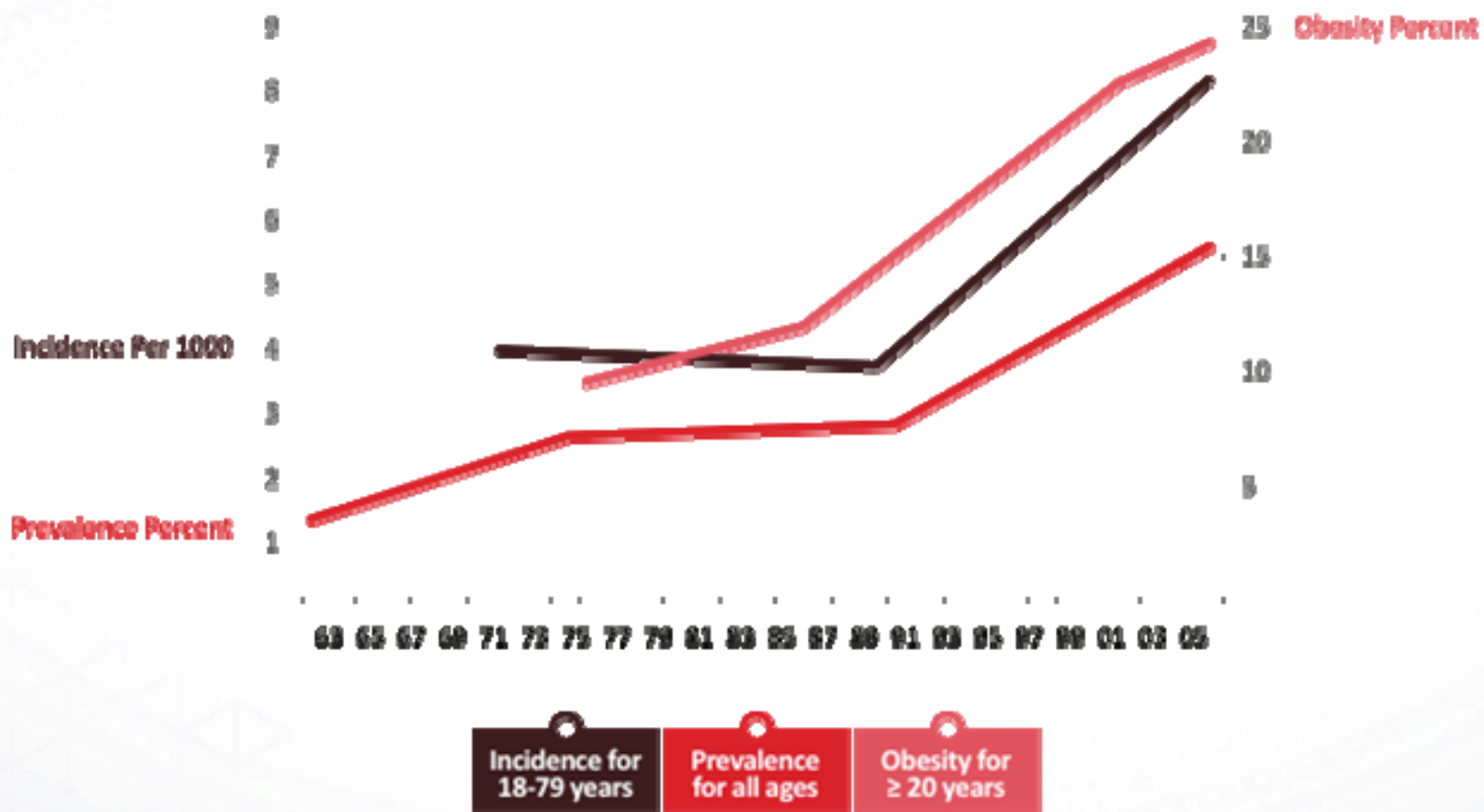


# The Current Trajectory of Obesity will Increase Obesity-Related Health Care Costs in 2030 to more than \$230 Billion annually

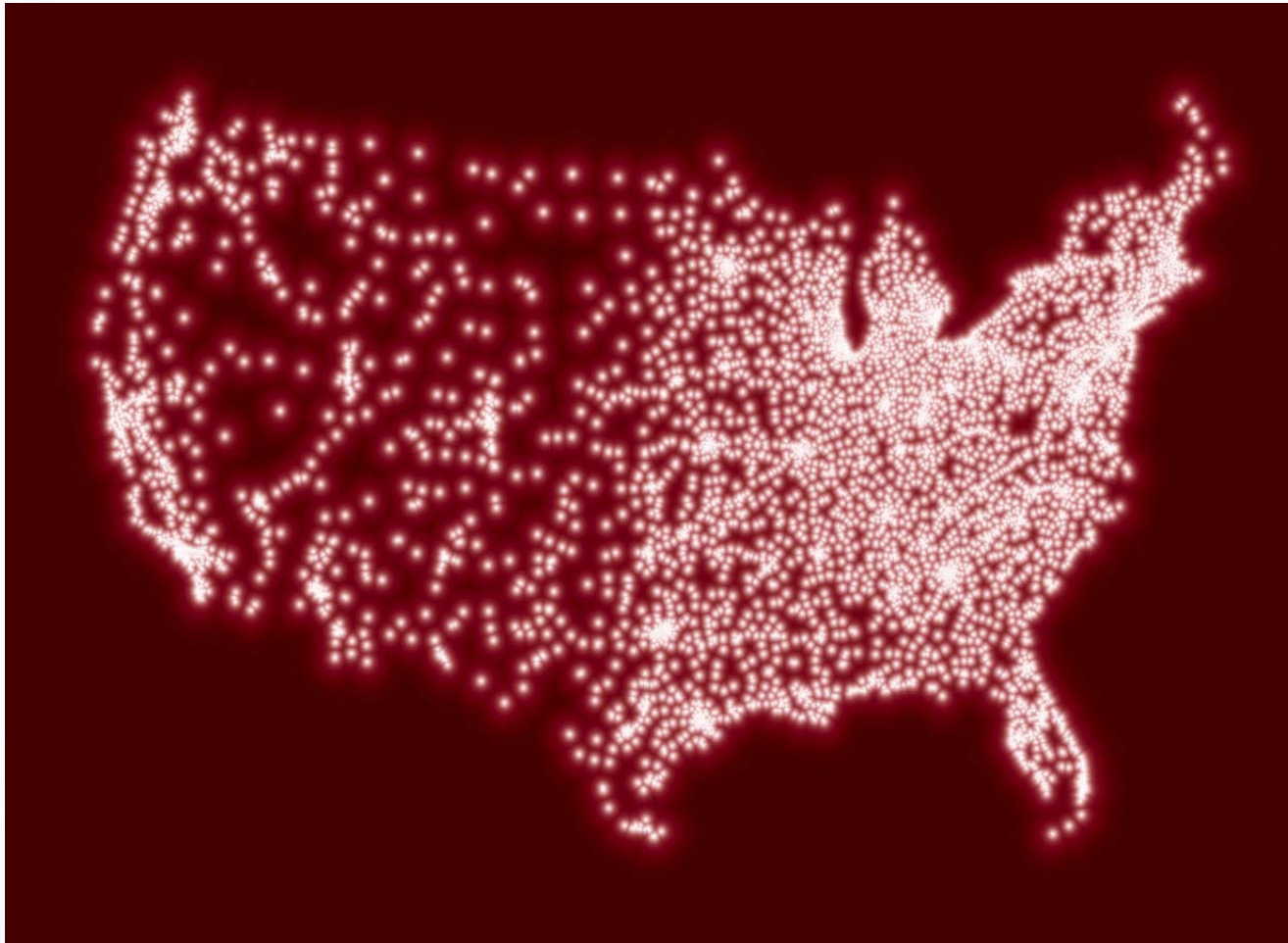
Today 69% of Americans are overweight or obese    Today 62% of Canadians are overweight or obese    By 2030 more than 90% of America will be obese



# Trends in the Prevalence and Incidence of Diagnosed Diabetes and in Prevalence of Obesity



# The Contiguous United States Visualized by distance to the nearest McDonald's



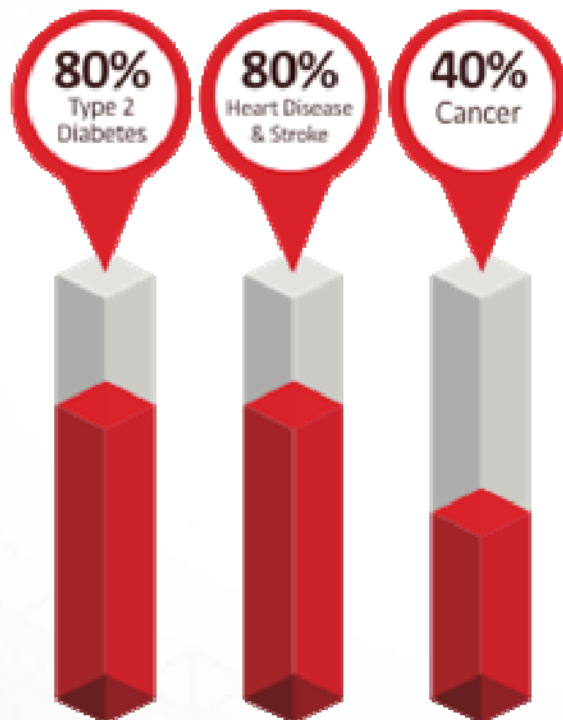
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By Stephen Von Worley – September 2010. Data Pointed, [www.datapointed.net](http://www.datapointed.net). Location data courtesy of AggData, [www.aggdata.com](http://www.aggdata.com)



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

The World Health Organization estimates...



...could be prevented if people did three things:

- 1 Stop Smoking 
- 2 Start Eating Healthy 
- 3 Get in Shape 



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Healthcare cost growth is like a sink that's overflowing...



# HEALTHCARE

...we're so focused on mopping up the water, no one is reaching up to turn off the faucet.



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**Raise awareness of the global social and economic burden of NCDs**





# Building a Network...

**position your issue so that others need you to win.**



People won't protect what they don't first value

Valued Company  
Valued Product  
Valued Function  
Valued Policy



Protected



# Its Not as Easy as it Looks...

What are your common-ground policy and strategic communications objectives?

How will you demonstrate value to partners & assets?

Where are your relationships strong & weak?

How do you organize, maintain and deploy your partners & assets?



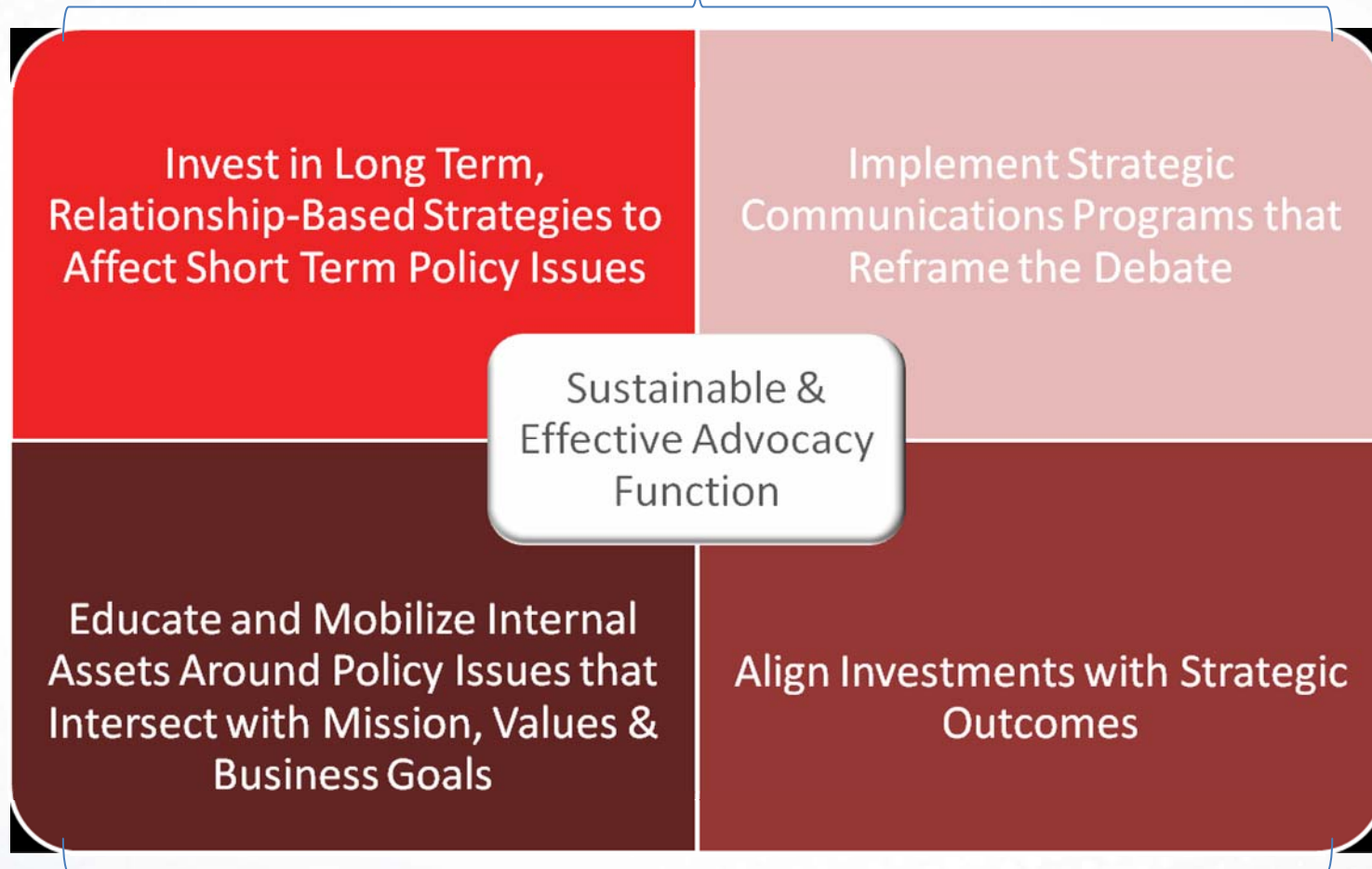
# Rules of Partnering





# Demonstrating Value

How do we expand and leverage our external, indirect relationships & partnerships?



How do we organize and leverage our internal, direct assets and investments?

# All Boats Can Rise with the Tide

**position your issue so that others need you to win.**



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Protected



**Questions?**



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