

# HOW TO START A CHIP PROGRAM



LIFESTYLE  
MEDICINE  
INSTITUTE

## STEP 1 - SET THE STAGE FOR SUCCESS

- Find an organization that will sponsor CHIP?
- Is there an identified CHIP champion in that organization?
- Are the organization's leadership receptive to lifestyle medicine and CHIP?
- Is the organization's leadership willing to be an active promotor of CHIP?
- Is the organization willing to invest in CHIP?

### CONSIDER THIS...

- A believer must be a buyer and buyer must be a believer.
- A strategy requires passion and passion requires a strategy.

*LMI will support  
you every step  
of the way!*

## STEP 2 - CREATE PLANS

- Develop a CHIP strategy, including specific goals and objectives. Define success.
- Develop an operating plan that includes:
  - Program management structure and oversight.
  - Financial model.
  - Physician engagement strategy.
  - Campaign strategy to build awareness/engagement and drive enrollment.
  - Facilitator training plans, including required qualifications.
  - Participant eligibility requirements and exclusions.
  - Participant sign-up process.
  - Participant incentive structure and qualifications.
  - CHIP delivery model—In-person, Virtual, Hybrid, or Self-Guided.
  - Cohort – frequency, cohort size (min and max), locations, dates, and times.
  - Food sampling process (optional).
  - CHIPHUB setup including security requirements.\*
  - Meal planning tool – process and reporting.\*
  - Lab collection – provider, process, and reporting.\*
  - Wellbeing360 Health Risk Assessment – process and reporting.\*
  - Participant experience and engagement measures – process and reporting.\*
  - General results reporting.\*

\*Follow standard security protocols including HIPAA/PHI/PII guidelines.

## STEP 3 - ENROLL, ENGAGE, AND SUPPORT

- Launch CHIP marketing campaign(s).
- Invite individuals to attend a CHIP Information Session either in-person or Webinar-based.
- Follow-up with interested potential Participants.
- Secure Participant enrollment. Require each Participant to sign a Commitment agreement.
- Launch initial CHIP cohort(s).
- Reinforce Participants engagement throughout the CHIP experience.
- Invite Participants to enroll in CHIP+ or CHIP4Life to maintain success and stay connected.

# CHIP SESSION FORMAT



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- Welcome and review.
- Watch video – first half.
- Reflect/Discover: *Live More Workbook* questions.
- Finish video and take the quiz.
- Wrap-up – Experience/Share: Incorporate lifestyle medicine into your daily life. What's next?
- Homework – Explore/Apply: Engaging your resources: *Learn More Textbook, Move More Exercise Book, Eat More Cookbook*.

## Session Core Objectives...

- Participants form new habits and make better choices based on increased knowledge, skills, and encouragement.
- Participants achieve lasting change by applying new learning in the “real-life” environments of home, workplace, and community.
- Participants are made to feel accountable for their health and wellbeing. Encourages self-management, teaching them to take control of their health by making wiser choices.

# CHIP DELIVERY SCHEDULE

#	Phase I – Session Core Message: Changing Behavior
0	Orientation - Kick-off (0 and 1 can be combined)
1	The Rise and Rise of Chronic Disease
2	Lifestyle is the Best Medicine
3	The Common Denominator of Chronic Disease
4	The Optimal Lifestyle
5	Eat More, Weigh Less
6	Fiber, Your New Best Friend
7	Disarming Diabetes
8	The Heart of the Matter - Heart Health
9	Controlling Blood Pressure and Discovering Protein

#	Phase I – Session Core Message: Changing Behavior
10	Bone Health Essentials
11	Cancer Prevention
12	Become What You Believe, and Your DNA is Not Your Destiny
13	Practicing Forgiveness
14	Re-engineering Your Environment
15	Stress-relieving Strategies
16	Fix How You Feel
17	Understanding Your Results
18	From Surviving to Thriving
19	Commencement (18 and 19 can be combined)

Month	Month 1				Month 2				Month 3			
Week	1	2	3	4	5	6	7	8	9	10	11	12
Session #s	0/1	2/3	4/5	6/7	8/9	10/11	12/13	14/15	16	17	18	19

Week	1	2	3	4	5	6	7	8	9	10
Session #s	0/1	2/3	4/5	6/7	8/9	10/11	12/13	14/15	16/17	18/19

Week	1	2	3	4	5	6	7	8
Session #s	0/1	2/3	4/5/6	7/8/9	10/11/12	13/14/15	16/17	18/19

Required

### Delivery Timeline Options

- A. 12-week schedule
- B. 10-week schedule
- C. 8-week schedule

### Track More Results

- Track More Labs
- Track More Wellbeing360 HRA
- Track More Participant Experience Survey

Under certain circumstances. Client may choose to combine Sessions to reduce number of times class meets per week

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

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CHIP/LMI is a wholly owned subsidiary of Sanitarium Health & Wellbeing, a 120-year old company based in Sydney, Australia. Sanitarium's mission: "To share with our community a message of health and hope for a better life." CHIP/LMI is based in Redlands, CA.