

PREVENT, ARREST & REVERSE CHRONIC DISEASE

THE PROBLEM

The evidence is overwhelming that lifestyle factors, such as unhealthy eating, physical inactivity, tobacco use, excessive alcohol use and psychosocial factors are key contributors to the cause and incidence of chronic disease.

(Chronic diseases are long lasting conditions with persistent effects that require ongoing medical attention and often lead to gradual deterioration of health and loss of independence.)

The staggering amount of healthcare expenditures in the US...

- National health spending is projected to grow at an average rate of 5.5 percent per year for 2017-26 and will reach \$5.7 trillion by 2026.
- Health spending is projected to grow 1.0 percentage point faster than Gross Domestic Product (GDP) per year over the 2017-26 period; as a result, the health share of GDP is expected to rise from 17.9 percent in 2016 to 19.7 percent by 2026.

<https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/Downloads/ForecastSummary.pdf>

...are overwhelmingly driven by chronic disease.

- 60 percent of American adults have at least one chronic condition, and 42 percent have more than one chronic condition.
- Chronic disease is the leading cause of death and disability in the US (7 in 10 deaths).
- 86 percent of all healthcare spending is to treat people with chronic medical conditions.

http://www.fightchronicdisease.org/sites/default/files/TL221_final.pdf

https://www.apha.org/~media/files/pdf/factsheets/chronicdiseasefact_final.ashx

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5798200/>

THE SOLUTION

How can we overcome the crushing burden of chronic disease? The evidence is overwhelming! By fully embracing the proven science and undisputed outcomes of lifestyle medicine, we can significantly impact the health care cost and overall wellbeing of any population. According to experts and CHIP participants, and as shown through dozens of published scientific studies, CHIP is one of the most effective disease reversal solutions available.

(Lifestyle Medicine considers the full range of lifestyle factors that address the underlying causes of disease and the everyday choices we can make toward optimal health.)

The Cleveland Clinic – “The root cause of chronic disease is lifestyle!”

https://my.clevelandclinic.org/health/transcripts/1444_lifestyle-choices-root-causes-of-chronic-diseases



WHAT IS CHIP?

The Complete Health Improvement Program (CHIP) is a research-tested, intensive lifestyle medicine intervention solution designed to prevent, arrest and facilitate the reversal of many common chronic diseases. Founded in 1987, CHIP has impacted thousands of participants and generated more than 40+ published scientific articles. CHIP is a community-based intervention program that uses behavioral change principles, education in an entertaining style and modern adult learning tools to help participants make fundamental lifestyle changes that are proven to lower key risk factors. CHIP is a powerful disease reversal tool that disrupts and curtails the rising chronic disease rates and improve an individual's overall health and wellbeing.

CHIP provides the Vision, Information, Motivation and Action

(Solving the Puzzle – CHIP provides all the pieces in their proper place to be successful)

- Vision – Drives understanding of what could be.
- Information – Right information delivered in a strategic way based on science.
- Motivation – Journey with others • Support and resources.
- Action – A plan to put everything in the right place for success.

CHIP provides the Why, the How and the Evidence

- Why CHIP Works – Changes attitude • Fosters social support • Increases control • Sets goals Promotes self-monitoring • Requires no complex formulas • Embraces a wholistic health perspective
- How CHIP works – Learn • Experience • Think • Share
- Evidence CHIP works – Thousands of participants • 40+ Scientific articles • Powerful testimonials

CHIP is

Simple • Flexible • Scalable • Interactive • High-Touch • **Convenient** • Safe • Affordable
Proven to work • Evidence-based • Educational • Engaging • Fun • Entertaining • Life-changing

CHIP will

Empower employers, physicians, hospitals and communities to help them reduce cost, improve productivity, and enhance overall wellbeing!

CHIP delivery

- Virtual programs
- In-Person Groups
- Hybrid Groups: Virtual & In-Person
- Self-Guided

