A MISSING ELEMENT IN TOTAL POPULATION HEALTH

As reimbursement for healthcare moves from a volume-based to value-based model, health systems have to navigate the development of new competencies, assets, and business models to drive success and be relevant for the future. Population health models have emerged proposing more sophisticated, effective care and case management solutions. And though the impact of these models in the near term can be meaningful, that approach alone to population health is not likely to create an impact capable of offsetting the current trends of rising health risks, disease, and cost. Blue Zones Project® offers a proven approach that can help you measurably improve those trends.

Current Reach
In eight years, Blue Zones Project has expanded to 45 communities in 10 states.

Measurable Return
We know that sustainably increasing a population’s well-being just one point (on a one-hundred-point scale) from its current baseline leads to a 1% decrease in total healthcare costs, 2% reduction in hospital admissions, and 0.6% reduction in lost workforce productivity.

TRANSFORM YOUR HEALTH SYSTEM’S FUTURE

Help your community live longer better with Blue Zones Project
THE INITIATIVE THAT PUTS YOU IN THE HEART OF COMMUNITY TRANSFORMATION

Blue Zones Project is a community-led well-being initiative. It brings together community stakeholders and national well-being experts to introduce evidence-based programs and permanent changes to environment, policy, and social networks. Together, they measurably improve well-being.

Becoming a sponsor for Blue Zones Project in your community offers you a clear and active opportunity to deliver on your mission, develop a plan to keep people healthy that meets your Community Health Needs Assessment requirements, deepen community reach and trust, gain a competitive advantage, and see a measurable return on your investment.

THE DRIVING FORCES BEHIND BLUE ZONES PROJECT

In a 15-year longevity study to discover the world’s healthiest, longest-lived people, National Geographic explorer and author Dan Buettner found five locations, dubbed Blue Zones, where people are three-times more likely to live to age 100. The secrets to well-being and longevity are found in the Power 9®, nine common principles from the Blue Zones longevity hotspots of the world.

Leveraging this research, we’ve developed an initiative to create new Blue Zones Communities® across the U.S. Working together with sponsors, community leaders, residents, businesses, restaurants, schools, and grocers, we improve community well-being using an evidence-based approach that delivers proven best practices, tools, and resources that impact people, places, and policy. It’s an innovative approach that moves beyond diet and exercise regimens and makes healthier choices easier for everyone. The results? Vibrant communities where residents are happier, healthier, and more engaged with each other.

Community Impact

FORT WORTH, TX, saw a 13% decrease in smoking from 2014 to 2017 and a 7.2% decrease in obesity from 2016 to 2017.

BEACH CITIES, CA, experienced a 15% drop in overweight and obese adults, a 16% drop in smoking, a 9% drop in daily stress, a 7% increase in exercise, and a 5% increase in produce consumption from 2010 to 2015.

ALBERT LEA, MN, saw a 66% increase in pedestrian counts from 2014 to 2015 and a 17% decrease in smoking from 2010 to 2012.

WHAT BLUE ZONES PROJECT IS DOING IN COMMUNITIES AROUND THE U.S.

- Scientifically measure well-being in communities and workplaces and report on it.
- Bring the assets and experience to collaboratively improve well-being for:
  - People: Tools for individuals, purpose workshops, moais, cooking classes, and more
  - Places: Evidence-based interventions for schools, worksites, restaurants, grocery stores, and faith-based communities
  - Policy: Menu of best practices in food, tobacco, alcohol, and built-environment
- Provide staff, volunteers, training, marketing and PR to effectively engage the community and media.
- Reduce health risks, lessening the disease burden, and reduce the rate of medical costs.
- Enhance workforce productivity for employers and other organizations.
- Gain significant positive media attention for leadership, actions, and impact.
- Drive additional improvements in the regional economic vitality.

Community Impact

Following implementation of Blue Zones Project, NCH Healthcare System has seen statistical improvements in its employee Gallup-Sharecare Well-Being 5 survey scores, its employee smoking rate and its high-risk BMI, just to name a few. After effectively incentivizing employees to participate in various activities, NCH Healthcare System has lowered health plan deductibles by about $1 million per year, and has not raised employee health insurance premiums in several years, while actually lowering them for single parents.

MEASURING THE IMPACT

Blue Zones Project measures success using the Gallup-Sharecare Well-Being Index™. This is the most proven, mature, and comprehensive measure of well-being in the world, giving policy, community, and business leaders a scientifically validated way to benchmark populations, understand gaps and opportunities, and prioritize interventions to measurably improve well-being.

“It’s a rare thing that you can come up with a real measurable success like this in the public health field. We are the envy of the public health world right now.”

– Susan Burden, CEO Beach Cities Health District
HOW HEALTH SYSTEMS ARE BENEFITING FROM SPONSORSHIP

ACQUIRE AN EVIDENCED-BASED POPULATION HEALTH ASSET
You will have the opportunity to develop and own a population health asset with core competencies, experience, and proven impact for changing well-being. Having ownership and control over this asset, you can increase your brand equity with all stakeholders while also strengthening competitive advantage and strategic options.

[Investing in Blue Zones Project is] "about living up to our mission: “to improve the health of the people in the communities we serve.” We asked ourselves, are we doing that? We’re a great acute care hospital system, but we weren’t necessarily improving the health of the community.”

– Barclay Berdan, CEO Texas Health Resources

MEET YOUR CHNA REQUIREMENTS
Blue Zones Project can implement your Community Health Needs Assessment findings into its plan, ensuring you meet your requirements and have the tools needed to measure progress.

“Through the community health needs assessment, BDCH was able to see exactly what issues faced our service area and how we might best approach these issues in order to achieve our goal of making Dodge County the healthiest in the state. The direct result of the development and analysis of these community health assessments is the very exciting Blue Zones Project.”

– Kim Miller, FACHE, President & CEO, Beaver Dam Community Hospitals, Inc.

CREATE MEASURABLE VALUE FOR YOUR WORKPLACE AND OTHERS’
Sponsors, and other organizations in the community, have the opportunity to achieve a designation as a Certified Blue Zones Worksite®. A team of experts works with your leadership to deploy a specific and customized plan that drives changes, yielding well-being improvement within the workforce. This is also expected to yield medical cost savings, improved productivity, improved engagement, and reduced absenteeism.

“We believe in leading by example. Our employees have embraced Blue Zones Project concepts. They understand the value of taking an interest in their own health and well-being. And they’re experiencing first-hand what it means to make the healthy choice the easy choice. Now that we’ve earned our designation, we want to encourage other companies to do the same.”

– Michael A. Gold, HMSA President and CEO (retired)

DEEPEN BRAND EQUITY, COMMUNITY REACH AND TRUST
By becoming the lead sponsor, your brand becomes synonymous with Blue Zones Project, which has generated billions of positive media impressions. You’ll be seen as a trusted source for your health, not just for your care. You’ll also be seen as a leader of a new, sustainable method for impacting population health as you positively change the life course for those who live, work, and play in your community. It achieves a dimension of brand equity growth and a competitive advantage that paid advertising is unable to create.

“During Phase I of the Southwest Florida Blue Zones Project, awareness reached 44% in our city and 33% in our region. Considering the substantial number of messages that are competing for the attention of the residents and visitors in our area, these levels of awareness are excellent and have provided an added bonus of positive goodwill toward our healthcare system within Southwest Florida.”

– Debbie Curry, Director of Marketing and Public Relations of NCH Healthcare System

RETURN ON INVESTMENT
Through a proven population health solution, Blue Zones Project aims to measurably and statistically improve well-being, reduce health risks, lower smoking rates, lower average BMI, and increase physical activity, healthy eating, and productivity, ultimately lowering per capita healthcare and claims costs.

The momentum has also been shown to attract new businesses to the community, increase the tax base, drive economic development, increase property values, generate new housing starts, and attract grants, gifts, and funding.

“Well-being is our mission and our promise, for those we serve and for our employees. That’s why we’re making substantive changes on our campuses — improving the foods we serve in our cafeterias, eliminating sugar-based beverages, and working with local producers to have onsite farmers markets. Each of these actions reinforces the idea that healthy doesn’t have to be hard. We are creating success for patients, employees, and the community at large.”

– Allen S. Weiss, M.D., MBA, FACP, FACR, President and CEO, NCH Healthcare System
45 communities in 10 states are currently experiencing THE BLUE ZONES PROJECT DIFFERENCE.

3 million lives impacted to date with the help of these sponsors:

JOIN THE MOVEMENT TODAY!

Lead Innovation
Ignite a Movement
Transform Well-Being