

TRANSFORM YOUR HEALTH SYSTEM'S FUTURE

LIVE LONGER, BETTER®



BLUE ZONES PROJECT
by sharecare



MAKING
HEALTHY
CHOICES
EASIER

LEARN MORE AND JOIN THE MOVEMENT AT
BLUEZONESPROJECT.COM

A MISSING ELEMENT IN TOTAL POPULATION HEALTH

CURRENT REACH

Blue Zones Project
has expanded to
56 communities
across the U.S.

MEASURABLE RETURN

We know that sustainably
increasing a population's
well-being **just one
point** (on one-hundred-
point scale) from its
current baseline
leads to:

As reimbursement for healthcare moves from a volume to value-based model, health systems have to navigate the development of new competencies 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. Though the impact of these models in the near term can be meaningful, this approach alone 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.

2% reduction in hospital
admissions costs

1% decrease in total
healthcare costs

0.6% reduction in lost
workforce productivity

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.

FORTH WORTH, TX

23%

decrease in smoking and a **16% increase** in residents who exercise 30+ minutes 3x per week . 2014 to 2020

BECOMING A SPONSOR FOR BLUE ZONES PROJECT IN YOUR COMMUNITY OFFERS YOU A CLEAR, ACTIVE OPPORTUNITY TO:

- Deliver on your mission
- Develop a plan that integrates your Community Health Needs Assessment initiatives
- Deepen community reach and trust
- Gain a competitive advantage
- See a measurable return on your investment

BEACH CITIES, CA

25%

drop in overweight adults, a **36% drop** in smoking, an **8% increase** in exercise, a **6% increase** in produce consumption from 2010 to 2017.

ALBERT LEA, CA

66%

increase in pedestrian counts from 2014 to 2015 and a and nearly **14% increase** in residents who exercise 30+ minutes 3 times per week.



THE DRIVING FORCE BEHIND BLUE ZONES PROJECT

In a 20-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.

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

- Scientifically measuring well-being in communities and workplaces and reporting on it.
- Providing staff, volunteers, training, marketing and PR to effectively engage the community and media.
- Reducing health risks, lessening the disease burden, and reducing the rate of medical costs.
- Enhancing workforce productivity for employers and other organizations.
- Gaining significant positive media attention for leadership, actions, and impact.
- Driving additional improvements in the regional economic vitality.
- Bringing the assets and experience to collaboratively improve well-being.

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.



MEASURING THE IMPACT

Blue Zones Project measures success using the Sharecare Community 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

COMMUNITY IMPACT: NCH HEALTHCARE SYSTEMS

Following implementation of Blue Zones Project, NCH Healthcare System has seen statistical improvements in its Community Well-Being Index 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.



HOW HEALTH SYSTEMS ARE BENEFITING FROM SPONSORSHIP

DELIVER 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 integrate your Community Health Needs Assessment findings into your 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, former President & CEO,
Beaver Dam Community Hospitals, Inc.



CREATE MEASURABLE VALUE IN THE WORKPLACE

Sponsors, and other organizations in the community, have the opportunity to achieve designation as a 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 health, not just for care. And, you’ll be seen as a leader of a new, sustainable method for positively impacting the lives of those who live, work and play in the communities you serve. Blue Zones Project provides you the opportunity to strengthen your brand equity and competitive advantage in a way that paid advertising cannot match.

“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

BOOST COMMUNITY VITALITY AND REALIZE ROI

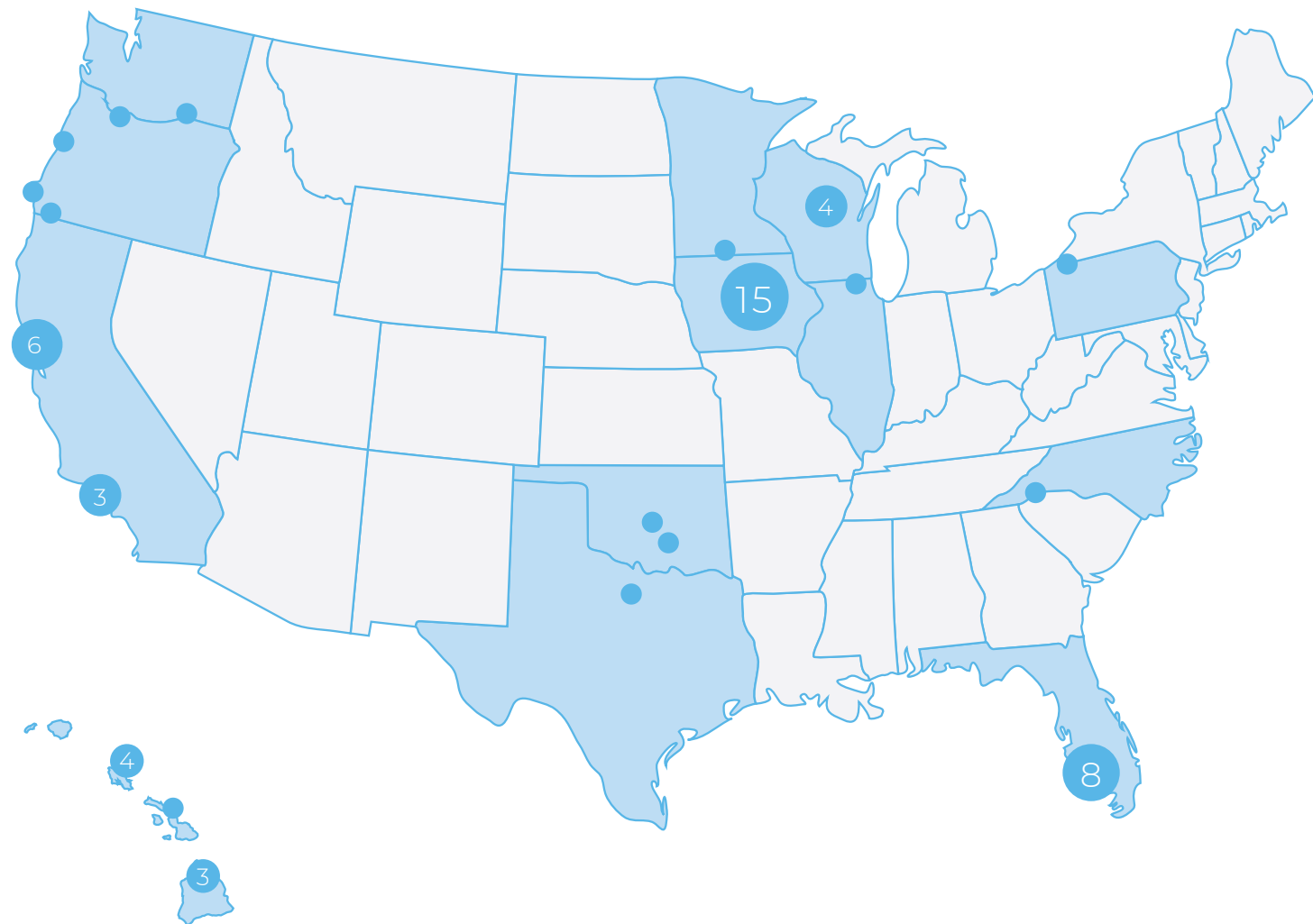
Through a proven population health solution, Blue Zones Project aims to measurably and statistically improve well-being, and reduce health risks, ultimately lowering per capita healthcare and claims costs.

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

“Well-being is our mission and our promise. That’s why we’re making substantive changes on our campuses – improving the foods we serve in our cafeterias, eliminating sugary beverages, and working with local producers to have onsite farmers markets - actions that reinforce 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, former
President and CEO, NCH Healthcare System

56 communities across the United States are currently experiencing



THE
BLUE ZONES PROJECT
DIFFERENCE

3.8+ million lives
IMPACTED

TO DATE WITH THE HELP OF THESE SPONSORS:



LEAD INNOVATION
IGNITE A MOVEMENT
TRANSFORM WELL-BEING

