

**The Compelling Case For:**

- **Why The Cleveland Clinic Started A Clinical Wellness Institute When All Other Academic Health Institutions Hadn't or Didn't**
- **Some Fun Understandings That Helped CC Caregivers (& Could Help YOU) Make & Sustain Healthful Behavior Changes**

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**What's New (2015-6) & Key For Your Getting Younger:**

- **TMAO Means (non-Italian) EVOO Key If You Want to Eat Red Meat or Egg Yolks**
- **Grip Strength Predicts Disability & Death; 40 Jumps for Spine Strength**
- **Each Serving A Week of Tomato Products & 5 min/ day Walk Decreases Severe Prostate Cancers 7%**
- **2 Baby Aspirins Not 1; Coffee For Fast Metabolizers**
- **Avoid Antibiotic & Alcohol Mouth Washes**
- **The Six Keys For Getting & Sustaining A Healthier Population**
- **5 Day/Mo Periodic Calorie Reduction Regenerates Your Stem Cells—The Holy Grail of Aging**

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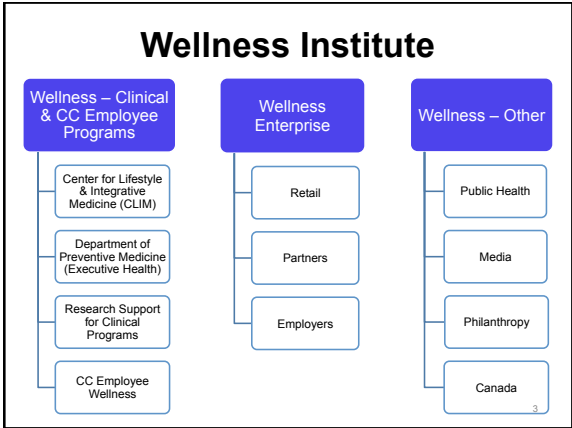
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**Wellness :The Cleveland Experience:  
Vitality: Improve Health, Save Big \$ For  
Social Programs, Ed & Research**

**Part of The  
Legacy of  
Toby Cosgrove**

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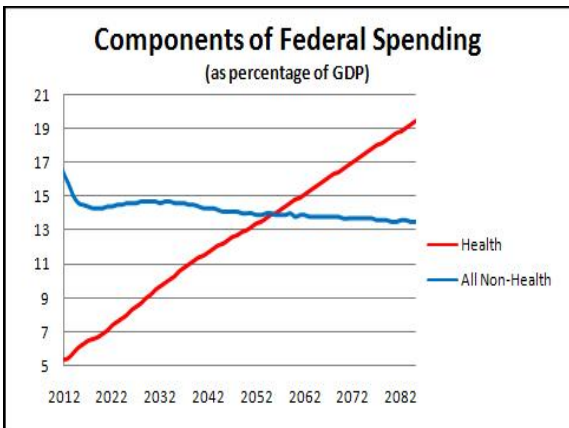
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**Type 2 Diabetic Prevalence In USA**

- 1974: 2.2 million of 211 million = 11/1000
- 1983: 4.6 million of 235 m = 24/1000
- 1994: 6.8 m of 260 m = 30/1000
- 2004: 15.0 m of 292 m = 55/1000
- 2014: 29.0 m of 320 m = 91/1000
- 2050: Predicted 120-180 m (CDC incr predictn for 2050 to 220 m on 9 15 15 = 500/1000)

**Total Hip & Knee Arthroplasties in USA**

- 1974: 0.067million of 211 million= 0.003/1000
- 1990: 0.327 million of 235 m = 0.13/1000
- 2006: 0.675 m of 292 m = 0.02/1000
- 2010: 1.05 m of 320 m = 0.03/1000
- 2050: Predicted 6.33 m (4.17 K & 1.86 H) = 0.2/1000

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**Diabetes in 2050 Uses >15% of GDP**

- 2050: Predicted Diabetics 120-180m uses over 15% without any new therapies or increased age of population
- So Does Osteoarthritis Care
- So Does Dementia Care Use >15%
- So Does Cancer & Post Cancer Care
- So Does Post Heart Attack & Stroke Care
- What's Left 4 Urol or Sports Med or Peds
- What's Left 4 Defense, or Education, or Social Programs, or Res, or Manufacturing

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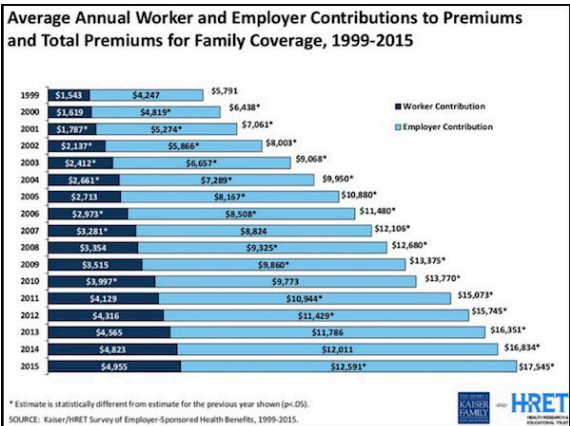
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**In Just 15 yrs to 2015**

- Amt Spent By Indiv Increased \$3422
- Amt Spent By Employer For Indiv Increased By \$8344
- **For 15 Yrs All Productivity Gains Plus of Amer Worker Gobbled Up By Med Costs**
- A Larger Percentage of Lower Income Employees is Used For Their Med Expenses..that is \$17545 is 12.5% of 140,000; But 43.8% of 40,000 Person's Take Home Pay...**Med Expenses Are A Major Cause of Inc Income Inequality**

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**Care Cost w/9.5%/yr Inc At CC For Employees +**

- 2008: \$305 ppm
- 2009: \$334 projected num here & below
- 2010: \$366
- 2011: \$401
- 2012: \$439
- 2013: \$481
- 2014: \$526
- 2015: \$576
- 2016: \$631 An additional \$395 million

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**Chronic Disease Management  
Causes 84% of all Costs & 67% of  
Costs are in under 65 Year Olds  
(2012 data)**

- Tobacco
- Food Choices & Portion Size
- Physical Inactivity
- Unmanaged Stress

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### Obesity, Abdominal Obesity, Physical Activity, and Caloric Intake in US Adults: 1988 to 2010

Uri Ladabaum, MD  
Published Online: 8/19/14  
DOI: <http://dx.doi.org/10.1016/j.amj.2014.06.012>

**Calories Consumed Increased 2% Compounded Annually From 1983 To 2000 then down a little (250-350 More Calories A Day)**

**Physical Activity Decreased To Zero (ZERO!!) in 47.5% In 2010 From 17% In 1988!!!**

Abstract Background Obesity and abdominal obesity are associated independently with morbidity and mortality. Physical activity attenuates these risks. We examined trends in obesity, abdominal obesity, physical activity, and caloric intake in US adults from 1988 to 2010.

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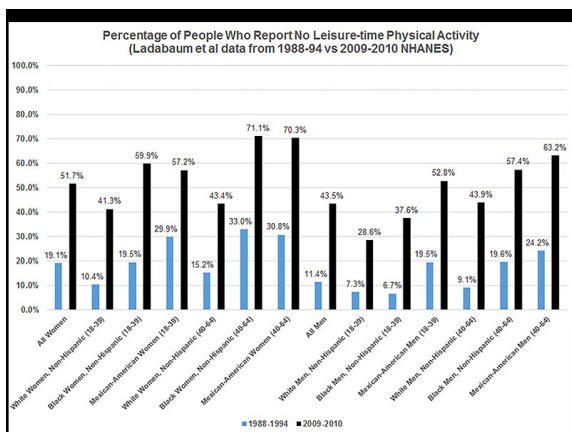
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**Net Result: USA's Costs Increased From 11.7 to 17.6% of GDP (50%+ Increase) As**

**Body Mass Index Increased By 0.37% Per Year In Both Women & Men From 1988 To 2010..**

Abstract Background Obesity and abdominal obesity are associated independently with morbidity and mortality. Physical activity attenuates these risks. We examined trends in obesity, abdominal obesity, physical activity, and caloric intake in US adults from 1988 to 2010.

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### Can You Change The Health Of A Population? At What ROI?

Every Country & Most Every Population Now Has America's Problem: Don't Manage Stress, Eat Too Much Inexpensive Addicting Food, Do Too Little Physical Activity

- **And Reduced Standard of Living Due to Increased Medical Costs**

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### What Really Matters to Chronic Disease

- **If Do 5 Behaviors** Have Only 10-20 % of Risk of All Others For CV & Cancer --  
**Only 4% Did 5 Behaviors** (88+K Nurses Health Study, NEJM, 2000 & 2015)
- **Swedish Men: 1% did 5** (35+K EHPJ, 2014)
- **96-97% Enter Medicare With A Chronic Disease** (JAMA & NEJM, 2000)

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### What Really Matters to Chronic Disease

- **If Do 5 Behaviors or Have 5 Normals** Have Only 10-20 % Risk For CV & Cancer :

<u>Behavior:</u>	<u>Lab:</u>
• 1. Tobacco Free	<b>No Cotenine In Urine</b>
• 2. Waist 1/2 Height or	<b>BMI &lt;27.1</b>
• 3. 30 min Phys Act/day	<b>FBS&lt;110 &amp; HgbA1C&lt;5.8</b>
• 4. Met Diet	<b>LDL&lt;130 or &lt;100</b>
• 5. Only A Little Alcohol	<b>BP&lt;125/85</b>
Manage Stress	

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### What Really Matters to Chronic Disease

- **If Do 5 Behaviors** Have Only 10-20 % of Risk of All Others For CV & Cancer --
- **Only 4% Did 5 Behaviors** (88+K Nurses Health Study, NEJM, 2000 & 2015)
- **Swedish Men: Same Result 1% did 5** (35+K EHPJ, 2014)
- **How Do We Get Many More To Do 5 Healthy Behaviors ????** The Biggest & Most Important Question in Health Today.

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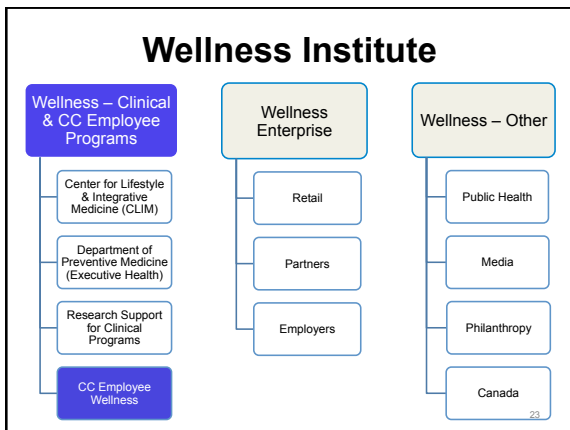
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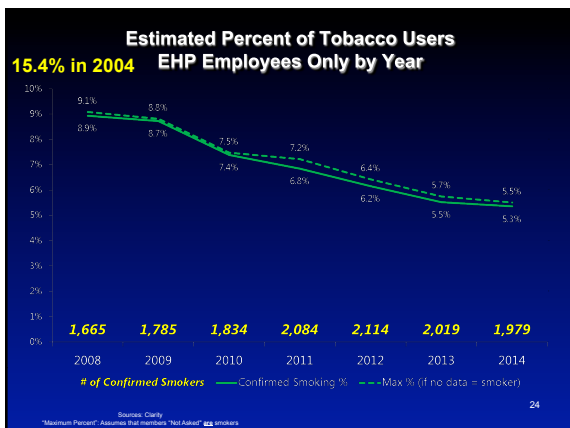
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**Curves Membership**

**Fitness Center**

**Yoga Classes**

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**CC Employee Weight Management**

**445,000 LBS Lost**

- Weight Watchers
- Curves
- Shape Up & Go & Stress Free Now
- Fitness Centers
- Yoga & E-Coaching
- Farmer's Markets
- Vending Machines
- GO! Foods

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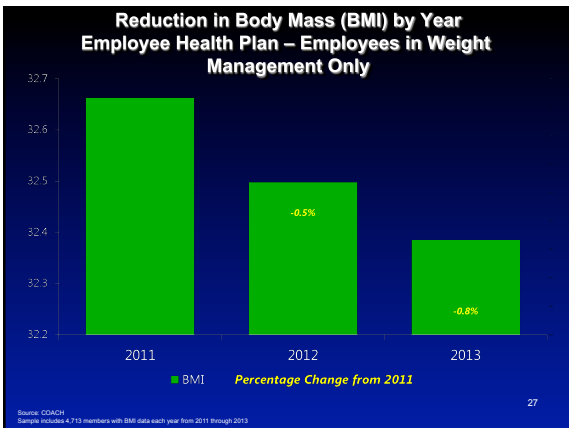
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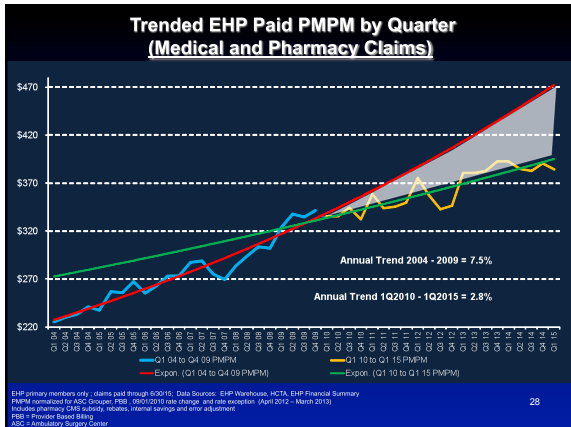
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- Care Cost Include Wellness & Admin w/ 9.5% / yr Inc At CC For Employees + = 101,000**
- 2008: \$305 pmpm
  - 2009: \$334 but became 328
  - 2010: \$366 but became 346
  - 2011: \$401 but became 359
  - 2012: \$439 but became 368
  - 2013: \$481 but became 395
  - 2014: \$526 but became 399
  - 2015: \$576 but became 395? ?
  - Saving \$243 million/y (or \$159 m/y @ 7.5%)

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- ### Lessons Learned To Foster Sustained Healthful Behavior Change
- Culture Change First & Repeatedly Message
  - Ah-Ha Moments
  - Knock Down Barriers—Make It Free
  - Make It The Easiest Choice
  - Incent It Big Time
  - Offer Multiple Programs That Work

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## What's New (2015-6) & Key For Your Getting Younger:

- The Six Keys For Getting & Sustaining A Healthier Population

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2014 WELLNESS REPORT CARD Crum & Forster	
<b>HEALTHY PERFORMANCE WITH STRESS FREE NOW</b> Employees Registered: 146	
Employees actively engaged in program	175
Participants attended 3-to team sessions	145
Active participants completed post assessment	130
<b>2014 FINANCIAL OVERVIEW</b>	
Wellness Assessment	\$25,000
Wellness Programming	\$194,327
Total Wellness Investment	\$219,327
Estimated Cost Savings	\$966,797
Return on Investment	341%
Employees linked with Fibbit: 875	
Total number of steps: 175.5 million	
<b>KEY METRICS</b>	
Number of People in CC Programs	316
Approx Pounds Lost	578 pounds
Approx Inches Lost	185 inches
Number of People in Motion	952
Total Number of Steps	124.5 million
<b>2014 FINANCIAL OVERVIEW</b>	
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**Care Cost At CC For Employees + About 10% In USA Without Chronic Disease Develop It Every Yr After Age 45**

- Age 47: **50% Chronic Disease** 50% Not
- Age 48: **55% Chronic Dis;** 45% Not
- Age 49: **59.5% Chronic Dis;** 40.5% Not
- Age 50: **63.6% Chronic Dis;** 36.4% Not
- Age 51: **67.2% Chronic Dis;** 32.8% Not
- Age etc
  
- Age 65: **96-97% Chronic Dis;** 3-4% Not

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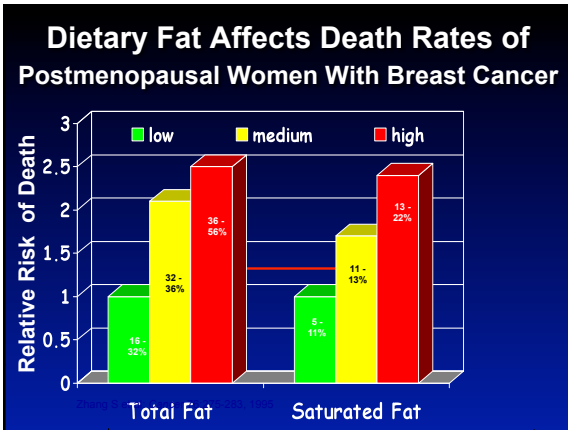
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### Shared Medical Appointments: Key For Affordability

- Trim Life: For Relationship with Food, Waist & Weight Control For Obesity; BP, T2DM, Choice & Portion Control
- Chronic Pain; Another for MS
- Brain Health & Wellness
- Breast, Prostate, & Cancer Post Rx For Health & Wellness
- Joint Health & Wellness Post Rx

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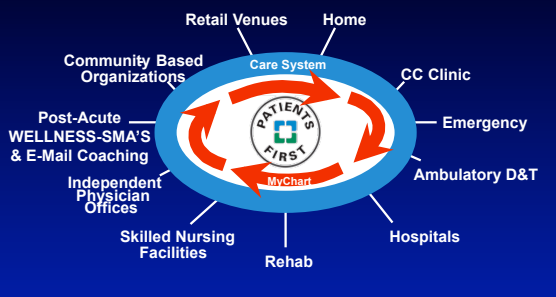
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### Cleveland Clinic-Integrated Care Model (CCICM)



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### The Compelling Case For:

- Why The Cleveland Clinic Started A Clinical Wellness Institute When All Other Academic Health Institutions Hadn't or Didn't
- **Some Fun Understandings That Helped CC Caregivers (& Could Help YOU) Make & Sustain Healthful Behavior Changes**

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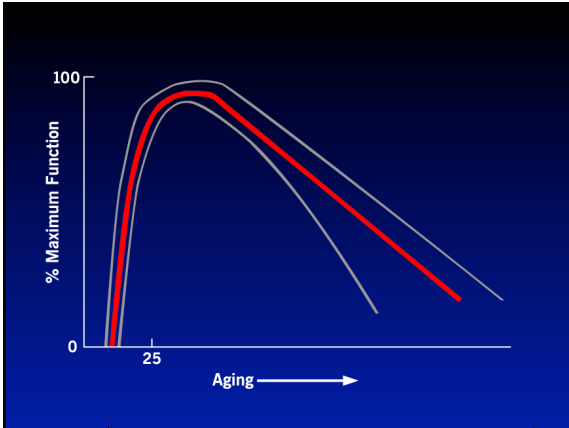
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**But First:**

- You Can Get Younger
- Not Just Prevention, But Reversing Aging Too

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**Is A Do-Over For YOU as An Individual & For America Possible?**

**•YES**

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**You Can Control Your Genetic Inheritance**

- All genes do is make proteins or watch other genes
- Which genes are on or off appears largely under YOUR control

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**But Second:**

- You Can Get Younger !
- How Much Younger?

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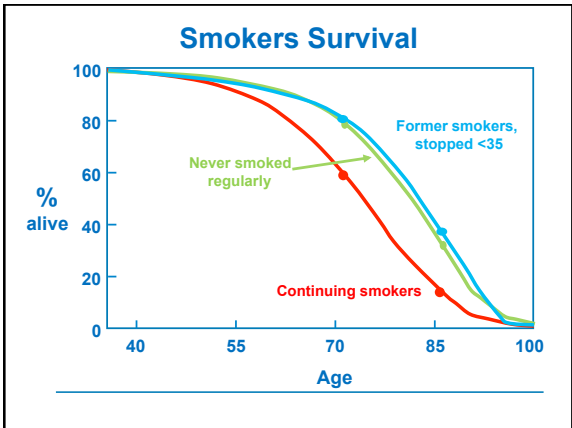
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**Your RealAge Is Actual Age of Your Body**

- **Disability Risk and Mortality Risk**
- Typical 1 ppd Smoker Dies 10 yrs earlier than non-smoker
- Typical 1 ppd Smoker Has 18 yrs more disability than non-smoker
- Largest Cause of Disability Payments in USA: Smoking related

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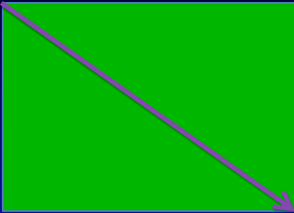
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**3 Types Of Choices**

- **1. Things Going From Top Left To Bottom Right Like Debt: Less Makes You Younger:**
- Cigarettes & Tobacco
- Red Meat
- Egg Yolks
- Simple Carbs
- Sugar, Syrups
- Periodontal Disease; STI's; Viral Infections
- Rogue Cells



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**What's New (2015-6) & Key For Your Getting Younger:**

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Cleveland Clinic

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**What's New (2015-6) & Key For Your Getting Younger:**

- The Six Keys For Getting & Sustaining A Healthier Population
- TMAO Means (non-Italian) EVOO Key If You Want to Eat Red Meat or Egg Yolks

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**Limit Red Meat Consumption**

Carnitine, Lecithin, Choline In More Than 96 Gm Of Red Meat/Yolks In A Week...or 200 Gm of Pork

Changes Your Bacteria (In Your Gut) To Produce TMA or Butyl Betaine; Goes to Liver to Produce TMAO

TMAO Causes Inflammation In Your Body---that Kills Your Kidneys & You (Slowly) & Ruins America

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**Is Saturated Fat Okay?**

- Most —Like Red Meat, Egg Yolks, — Come With “Amino-Acids” or “Proteins” that Change Your Microbiome To Produce Substances That Cause Inflammation In YOU
- Some—Like Butter, Palm Oil, Coconut Oil— Change How Barriers Like Your Blood Brain Barrier Block Things, or How Your Genes Function—In a Way That Promotes Inflammation In Key Spots, Like Your Brain.

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**What Is Best Fruit For A 55 + Y.O. Man?**

**And What Is It Named After??**

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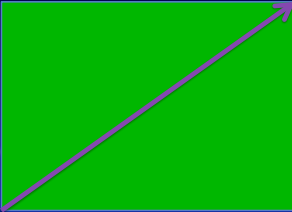
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**3 Types Of Choices**

- **3. Things That Go From Bottom Left To Upper Right Like You Hope Investments Do : More Makes You Younger:**
- Veggies & Tomatoes
- Education
- Filtered Coffee
- Nuts (Walnuts)
- Chocolate (2/3oz/h)
- Friendship
- Mutually Monogamous Sex; Humor



Cleveland Clinic

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- The Six Keys For Getting & Sustaining A Healthier Population
- TMAO Means (non-Italian) EVOO Key If You Want to Eat Red Meat or Egg Yolks
- **Avoid Antibiotic & Alcohol Mouth Washes**

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**Eat Leafy Greens & Beets, & Avoid Antibiotic & Alcohol Mouth Wash**

- **You Want NO in Your Blood Vessels**
- Nitrates From Leafy Greens & Beets Have Nitrates That After You Get To Your Intestine Goes Into Your Blood & Is Concentrated In Your Salivary Gland...When U Eat Again, Bacteria in Your Mouth (If You Have Them) Convert This Nitrate To Nitrite
- **That Nitrite Is Absorbed & Becomes NO In Your Blood Vessels**



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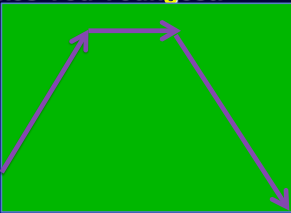
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**3 Types Of Choices**

- **2. Things Where More or Less Make You Older (Like # of Investments) & There Is An Ideal Amount To Makes You Youngest:**
- 4 Components Of Phys Activity
- Stress
- Sleep
- Calories & Fiber
- Alcohol & Watermelon
- Exposure to Dirt, Bacteria, Viruses & Infections
- Most Vitamins & Minerals (like Folate, Ca<sup>++</sup>)





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**Two Baby Aspirin's Impact**

- 10- 45% reduction in heart attacks
- 30+% reduction in strokes, other arterial aging like wrinkling & erectile dysfunction
- 40% reduction in major cancers like colon & breast; and 9 other cancers

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**5 areas in arterial aging YOU can impact:**

- Endothelial & Gout Injury/dysfunction
- Quality of LDL Repair
- **Chronic Inflammation (& TMAO levels)**
- **Acute Inflammation/Rupture**
- **Platelet/Clot Aggregation on injury**

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**How Much Aspirin?**

- 100 mg of Aspirin Every Other Day doesn't reduce cancer incidence While 162 mg every day does— Cook NR et al Ann Int Med 2013)
- 70% of side effects are related to aspirin effects on stomach ...take with one half glass of H2O before and after --- no data just logic

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**Two Baby Aspirin's Impact**

- 40% reduction in major cancers like colon & breast; and 9 other cancers
- **All Cause Mortality Data: 22% reduction in cancer rates with about 2 babies a day (take with H2O -- Pignone J Gen I Med 2013; Rothwell Lancet 2011)**
- **Benefit>Risk 4 Anyone with greater than 10 yr risk of Heart &/or Stroke of 2.5%**

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**Supplements, Vitamins, & Minerals—  
Don't Test, Just Give Women 12 to  
45 These 3 :  
BS or Real Science**

- ½ a Prenatal with DHA every morning & night
- Vit D2/3 1000-2000 IU a day till measured
- Calcium <600mg a day & Magnesium 400 mg a day (+Aspirin if on BCP's)

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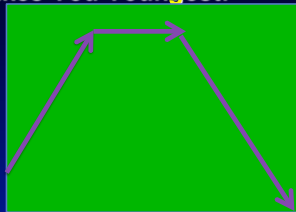
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**3 Types Of Choices**

• **2. Things Where More or Less Make You Older (Like # of Investments) & There Is An Ideal Amount To Makes You Youngest:**

- 4 Components Of Phys Activity
- Stress
- Sleep
- Calories & Fiber
- Alcohol & Watermelon
- Exposure to Dirt, Bacteria, Viruses & Infections
- Most Vitamins & Minerals (like Folate, Ca++)




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**Supplements, Vitamins, & Minerals—  
Don't Test, Just Give Women 12 to  
45 These 3 :  
BS or Real Science**

- ½ a Prenatal with DHA every morning & night
- Vit D2/3 1000-2000 IU a day till measured
- Calcium <600mg a day & Magnesium 400 mg a day (+Aspirin if on BCP's)

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**Test Video #5**

**What Do-Over Deed  
Does This Video  
“Explain” & Why?**

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**The Magnificent 7 Do-Over Choices**

- Get A Buddy
- 10K a Day, No Excuses, & Show Some Resistance Twice a Week & Do Some Cardio
- Arrest & Ban The Five Food Felons
- Morph a Bad Habit With A Good Habit
- Find Your Stress Buster
- Keep Love In Your Life
- Find Your Passion or Purpose in Life

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Test Video #5

What Do-Over Deed Does This Video "Explain" & Why?

**A: Find Your Stress Buster**

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### Stress Is The Greatest Ager What Just Happened

- Release of Cortisol, & NE,E,etc from Your Adrenal: Increased Sugar, Increased BP, Increased Alert/Anxiety
- Longer Term: Increased Fat
- Longer Term: Increased Inflammation & Burn Out

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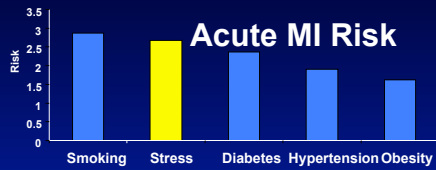
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### Stress – The Interheart Study

30,000 patients in 52 countries



"Psychological distress is comparable to smoking and more significant than blood pressure, obesity, and diabetes".

Yusef, S. et al., Lancet, 2004 364: 937-952

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### Leading in A Demanding Environment

- Why Care About Stress?
- What Causes Stress For You Isn't The Same As What Causes Stress For Your Team Members

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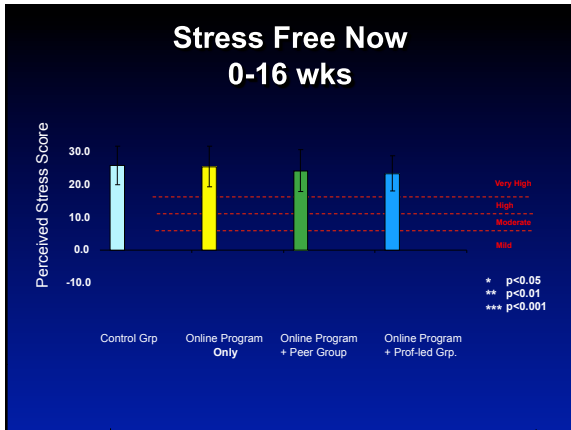
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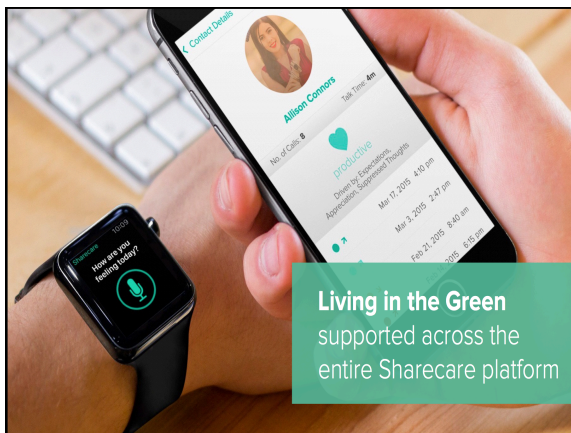
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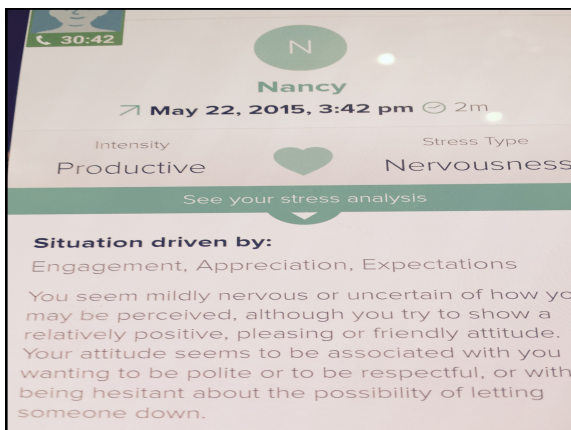
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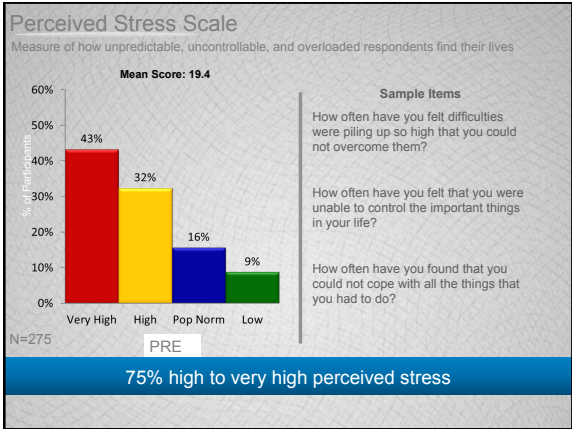
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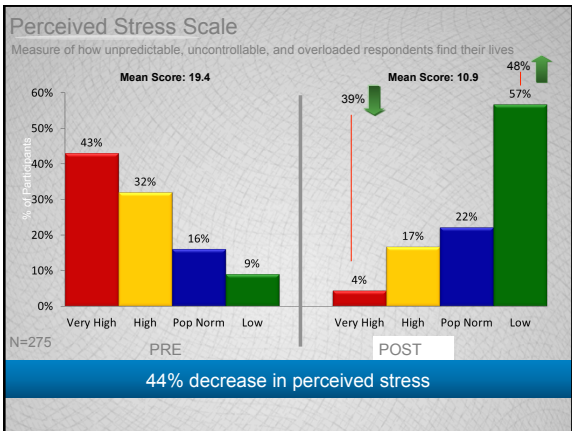
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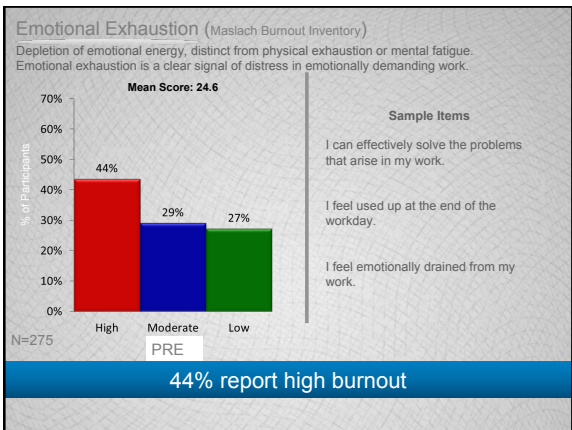
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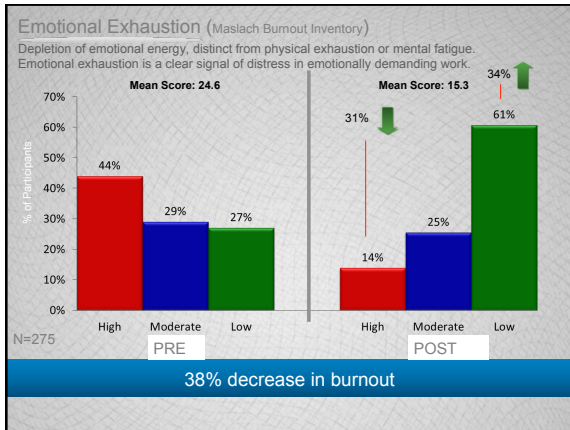
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**What's New (2015-6) & Key For Your Getting Younger:**

- TMAO Means (non-Italian) EVOO Key If You Want to Eat Red Meat or Egg Yolks
- Grip Strength Predicts Disability & Death; 40 Jumps for Spine Strength
- Each Serving A Week of Tomato Products & 5 min/ day Walk Decreases Severe Prostate Cancers 7%
- 2 Baby Aspirins Not 1; Coffee For Fast Metabolizers
- Avoid Antibiotic & Alcohol Mouth Washes
- The Six Keys For Getting & Sustaining A Healthier Population
- 5 Day/Mo Periodic Calorie Reduction Regenerates Your Stem Cells—The Holy Grail of Aging

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**The Holy Grail Of Aging Is Repair**

- 14 Areas of "Hot" Research Into Why You Age
- Some, Like Mitochondrial Errors & Wear & Tear may Be Able to Be Reduced
- But The Key Is Having A Great Repair/ Replacement System: Pluripotent Stem Cells
- Example of Sunburn/ Heartburn
- Example of Heart Attack & Stroke

Cleveland Clinic

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**5 Day a Month Modified Calorie Restriction  
May Rejuvenate Your Pluripotent Stem Cells**

- Calorie Restriction in 21/23 Species Extends Median & Max Life Span
- 5 days a Month Seems To Be Almost As Good, Maybe Better in 2 Species (Longo et al)
- 1000 calories 1<sup>st</sup> day, Followed By Four 750 calorie days; Then Medit Diet
- Reduced Biomarkers of Aging, Inflammation & Lengthened Telomeres on Stem Cells 

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**The Holy Grail Of Aging Is Repair**

- 14 Areas of “Hot” Research Into Why You Age
- Change Which Genes Are On...Since You Can't Change Which Genes You Have... Or Can YOU
- CRISPR



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**DISCLOSURE OF INTERESTS:**



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**What's New (2015-6) & Key For Your Getting Younger:**

- The Six Keys For Getting & Sustaining A Healthier Population

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### Lessons Learned To Sustain Healthful Behavior Change

- Culture Change First & Repeatedly Message
- Ah-Ha Moments
- Knock Down Barriers—Make It Free
- Make It The Easiest Choice
- Have Multiple Programs
- Incent It Big Time




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### What's New (2015-6) & Key For Your Getting Younger:

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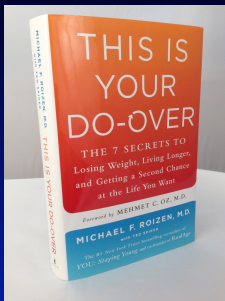
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### The Magnificent 7 Do-Over Choices



**& Overpay For Pedometer, HR Monitor, Chef's Knife, Cross Training Shoes.**




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