Collaborating to Fight Chronic Disease:
How one partnership has impacted the debate about health reform
Six Unhealthy Truths Tell the Story of the Rise of Chronic Disease and Its Impact on Health and Health Care in the U.S.
Truth #1: Chronic diseases are the #1 cause of death and disability in the U.S.

133 million Americans, representing 45% of the total population, have at least one chronic disease.

Chronic diseases kill more than 1.7 million Americans per year, and are responsible for 7 of 10 deaths in the U.S.
Truth #2: Patients with chronic diseases account for 75% of the nation’s health care spending

During 2005, the U.S. spent almost $2 trillion on health care

Of every dollar spent…

…75 cents went towards treating patients with chronic disease

In public programs, treatment of patients with chronic diseases constitutes an even higher portion of spending:

More than 96 cents in Medicare…

…and 83 cents in Medicaid
Truth #3: Two-thirds of the increase in health care spending is due to increased prevalence of treated chronic disease.
Truth #4: The doubling of obesity between 1987 and today accounts for nearly 30% of the rise in health care spending

Percent of U.S. Adults Who are Obese*
1985

*BMI ≥30, or ~30 lbs overweight for 5’4” person
Truth #4: The doubling of obesity between 1987 and today accounts for nearly 30% of the rise in health care spending.

If the prevalence of obesity was the same today as 1987, health care spending in the US would be 10 percent lower per person—about $200 billion less.

The percent of children and youth who are overweight has tripled since 1980.

*BMI $\geq 30$, or ~ 30 lbs overweight for 5’ 4” person
**Truth #5:** The vast majority of cases of chronic disease could be better prevented or managed

- The World Health Organization (WHO) estimates that…
  - At least 80% of all heart disease, stroke, and type 2 diabetes, and
  - More than 40% of cancer would be prevented if only Americans were to do three things:
    - Stop smoking
    - Start eating healthy
    - Get in shape

- Management of chronic disease could also be significantly improved: Chronically ill patients receive only 56% of the clinically recommended preventive health care services
**Truth #6: Many Americans are unaware of the extent to which chronic disease harms their health – and their wallets**

National survey conducted in April 2007 on Americans’ views of chronic disease and its impact on health and spending

<table>
<thead>
<tr>
<th>Percent answering:</th>
<th>Death</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10%</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>10% but less than 20%</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>20% but less than 30%</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>30% but less than 40%</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>40% but less than 50%</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td>50% but less than 60%</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>60% but less than 70%</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>70% but less than 80%</td>
<td>8</td>
<td>7</td>
</tr>
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<td>80% but less than 90%</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>90% to 100%</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Not sure</td>
<td>10</td>
<td>18</td>
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</tbody>
</table>

Two in three (68%) Americans underestimate the magnitude of the problem: *That in the U.S., chronic diseases represent more than 70% of the deaths and 70% of health care costs*. 
Six Unhealthy Truths Tell the Story of the Rise of Chronic Disease and Its Impact on Health and Health Care in the U.S.

**Summary of All**

**Truth #1:** Chronic diseases are the #1 cause of death and disability in the U.S.

**Truth #2:** Patients with chronic diseases account for 75% of the nation’s health care spending.

**Truth #3:** About two-thirds of the rise in health care spending is due to the rise in the prevalence of treated chronic disease.

**Truth #4:** The doubling of obesity between 1987 and today accounts for nearly 30% of the rise in health care spending.

**Truth #5:** The vast majority of cases of chronic disease could be better prevented or managed.

**Truth #6:** Many Americans are unaware of the extent to which chronic disease harms their health – and their wallets.
Raising Awareness and Changing the Debate: How the Partnership to Fight Chronic Disease has Helped Make Chronic Disease a Top Priority in Health Reform Efforts
The PFCD Fought to Make Chronic Disease a Central Issue in the 2008 Election...and to Keep It Relevant in Spite of Competing Priorities

Demonstrate how fighting chronic disease is the key to solving our the health care crises

Policymaker Outreach/Advocacy
Policy and Research Studies
Grassroots Outreach & Advocacy
Earned Media and Events
Ally Dev’t/Coalition Mgmt.
Online Tactics

MN NJ WI CO PA SC DE
To Do This, We Actively Participated in the Political Discourse, Reaching out to Presidential Candidates and Members of Congress…

Leading Debate in the Election

Promoting Solutions on the Hill

ABC News’ Sam Donaldson and Senior Political Reporter, Rick Klein, interviewed PFCD Executive Director, Ken Thorpe, about health care and the 2008 election.

Briefing: “Averting a Health Care ‘Meltdown’: The Value of Prevention”

Ken Thorpe participates in a CMS meeting.
To Make Sure This Issue Was a Top Health Care Priority in 2008 for Both Major Political Parties

Key Activities:
- ✓ Shared facts with members of the Platform Committees
- ✓ Testified at the Democratic Platform Committee hearing
- ✓ Sponsored breakfasts with state delegates at the Conventions

Platform

“Chronic diseases — in many cases, preventable conditions — are driving health care costs, consuming three of every four health care dollars. We can reduce demand for medical care by fostering personal responsibility within a culture of wellness…”

Platform

“Chronic diseases account for 70 percent of the nation’s overall health care spending. We need to promote healthy lifestyles and disease prevention and management especially with health promotion programs at work and physical education in schools…”
We Promoted PFCD’s Thought-Leadership and Commitment to Finding Solutions to the Health Care Crisis…

**Release of New PFCD Resources**

**PFCD and Emory University Health Reform Symposium**

**Congressional briefing: “Averting a Financial ‘Meltdown’: The Value of Prevention”**

**CQ Presidential Forum: “From Sick Care to Well Care,” Sponsored by PFCD**
...And Created New Opportunities to Elevate the Issue

Major articles on health reform around the election highlighted the centrality of fighting chronic disease to solving our nation’s health care crises.

A pragmatic approach to health care reform would strengthen the role of the group market and reduce health care spending by reorienting the health care system toward proven prevention and chronic disease management.

Fighting the Wrong War

THE BIGGEST PROBLEM WITH THE U.S. health-care system is that it has long been designed to respond to illness rather than prevent it. According to an analysis by the Commonwealth Fund, a foundation that funds health-care research, half of American adults in 2005 did not receive recommended preventive care, which includes vaccinations, cancer screenings and blood-pressure checks. When we do get our cardiac health checked, too often it’s because we’ve been rushed to the emergency room suffering from chest pains. When we do
ROADMAP

NINE ESSENTIAL ELEMENTS OF SUCCESSFUL HEALTH PROGRAMS

Innovators in schools, communities, workplaces and the health care system are proving the value of addressing chronic disease in building a healthier America. Working together at local, state and national levels, we can develop innovative, common sense solutions to our current health care system crisis. The Partnership to Fight Chronic Disease encourages you — as policymakers, community leaders and those with a vision for change — to use this tool to develop and support meaningful changes that will make a difference. Population health improvement is the foundation upon which a true health care system must be built. Following this roadmap will set us in the right direction toward quality, affordable health care and full, productive lives for all.
Thank you!

Questions?
Sources

Slide 2:
Chronic Diseases are the #1 cause of death and disability

Chronic diseases kill more than 1.7 million Americans per year, and are responsible for 7 of 10 deaths in the U.S.

133 million Americans, representing 45% of the total population, have at least one chronic disease

Slide 3:
Patients with chronic diseases account for 75% of the nation’s health care spending

During 2005, the U.S. spent $2 trillion on health care

More than 96 cents in Medicare… …and 83 cents in Medicaid

“The United States cannot effectively address escalating health care costs without addressing the problem of chronic diseases.”
Sources Continued

Slide 4:
About two-thirds of the rise in health care spending is due to the rise in the prevalence of treated chronic disease

Slide 5:
The doubling of obesity between 1987 and today accounts for nearly 30% of the rise in health care spending

Map

Slide 6:
The percent of children and youth who are overweight has tripled since 1980

If the prevalence of obesity was the same today as 1987, health care spending in the US would be 10 percent lower per person—about $200 billion less

Map
Sources Continued

Slide 7:
Preventable: 80% of heart disease and stroke, 80% of type 2 diabetes, 40% of cancer

Chronically ill patients receive only 56% of the clinically recommended preventive health care services

Slide 8:
Poll Information
SOURCE: Survey by the Partnership to Fight Chronic Disease: Conducted by APCO Insight, April 27-29, 2007 and based on telephone interviews with a national adult sample of 1,001.