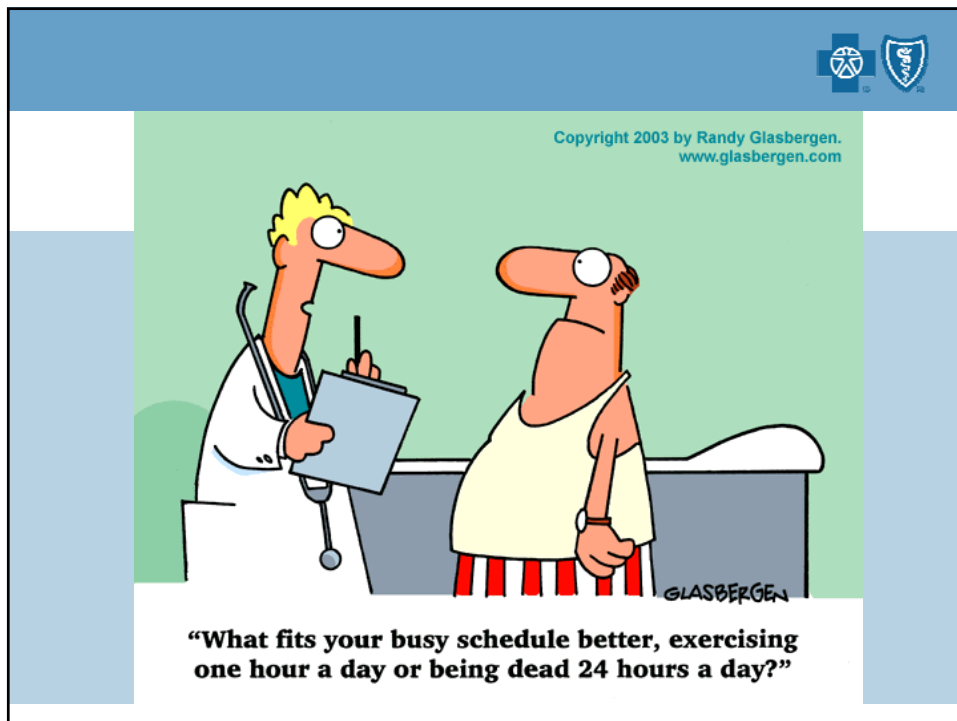


Minnesota Oomph!

March 6, 2008

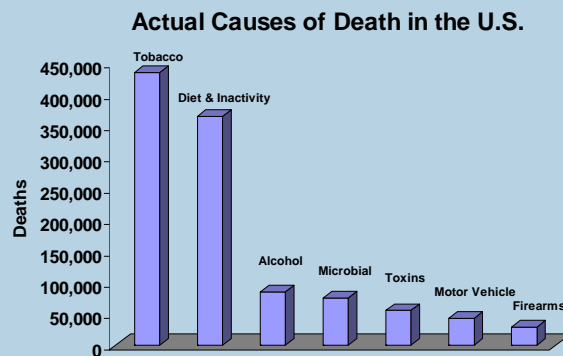
Marc Manley, MD, MPH

Vice President and Medical Director, Population Health
Blue Cross and Blue Shield of Minnesota





A new look at heart disease, cancers, and related conditions...



The cost imperative

- Employees who have five or more health risks (e.g., smoking, obesity, hypertension) cost an employer an average of \$3,300 per year more than employees with two or fewer health risks.
- Estimated productivity losses related to health problems cost U.S. employers \$1,685/ee/year. Total = \$225.8 billion.
- An estimated 25% of General Motors Corporation's medical bills in 2005 could be traced back to unhealthy habits, such as overeating, lack of exercise, stress, cigarettes and alcohol.
 - Diabetes alone costs General Motors \$400 million per year.

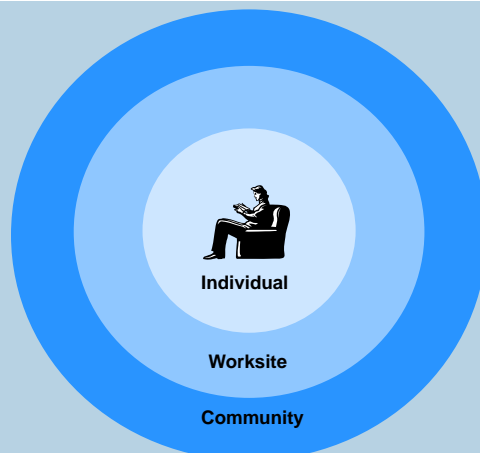


Why do we need new solutions?

- Human and economic costs are unacceptably high
- Poor health drives higher costs
- And many of our costliest diseases are preventable



Comprehensive approach to prevention



Build environments that support health
(in worksites & communities)

The collage features four distinct images: a person in a dark shirt and jeans walking up a set of concrete stairs outdoors; a white bowl filled with a colorful salad of vegetables and pasta; a standard 'NO SMOKING' sign with a red circle and slash over a cigarette icon; and a man in a red vest and white shirt standing in an office setting, with the text 'do.dance' overlaid on the image.

The collage features five distinct images: a silhouette of a person holding a baseball bat against a bright orange sunset; a group of four men in business suits walking along a paved path in a park-like setting; a person in a yellow shirt and helmet riding a bicycle on a dirt trail; a person in a red shirt jumping to catch a basketball; and two people in a red canoe on a calm lake with trees in the background.