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Republicans and Democrats Agree on The Prevention Plan®; Ad Scores with Frank Luntz Audience

“The right care at the right time; that’s what the American people are looking for,” Luntz says

DALLAS, TX and JACKSONVILLE, FL (January 8, 2010) Pollster Frank Luntz appeared on Fox and Friends today to discuss the one health care issue that resonates on both sides of the aisle: prevention. Luntz analyzed audience response to an advertisement featuring Christopher Fey, founder of U.S. Preventive Medicine®.

In the Fox and Friends segment (www.MoreGoodYears.com), anchor Steve Doocy said, “Lawmakers will have to work out the senate and house versions of health care reform but there’s at least one thing democrats and republicans *can* agree upon—that prevention is a key to good health. Now, Frank, you’ve taken a look at this and there is a vast disparity between what republicans want and what democrats want when it comes to health care. But you’ve found an area where we can all get together and that is, ‘Let’s prevent problems before they happen.’”

The advertisement tested by Luntz highlighted Fey’s personal health story (He lost his father to colon cancer just days after his first birthday) as the catalyst for the creation of The Prevention Plan. The Prevention Plan is a suite of services for preventing disease, managing health conditions and helping people navigate the health care system.

Of more than 60 health care advertisements Luntz tested in 2009, The Prevention Plan was among the very few that resonated with both republicans and democrats.

“What’s *powerful* about this is that both Republicans and Democrats dial it well. If an ad does above a 50 it’s a great score; this one hits a 70 among republicans and democrats because this is exactly what they want. They know that it saves money. They know that it saves your health,” Luntz said.

Fey believes the positive response echoes the growing support in the United States for a proactive approach to health care. “Clinical research is confirming what common sense has long dictated—keeping people healthy saves more lives and costs less than treating diseases after they occur. If we can move beyond our treatment-focused health system into a total health delivery system, then we’ll have real health reform in the United States,” Fey said.

“The right care at the right time it’s what the American people are looking for,” Luntz said.

About U.S. Preventive Medicine:

U.S. Preventive Medicine® (www.USPreventiveMedicine.com) is leading a global preventive health care movement focused on saving lives and money by keeping people healthy and better managing chronic conditions before they progress. The company provides a suite of innovative wellness, chronic condition management, concierge, care advocacy, and executive health services—all based on the clinical science of preventive medicine. The world’s first preventive health benefit, The Prevention Plan® (www.MoreGoodYears.com) moves beyond traditional wellness to identify each individual’s top health risks and design a customized action plan supported 24x7 by nurse coaches. The company is one of the few accredited in wellness and health promotion by NCQA as well as disease management by URAC.