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## **Passage of Health Reform Legislation Introduces New Era of Prevention**

*HR 3590 Provides Largest Commitment of New  
Prevention and Wellness Funding in U.S. History*

JACKSONVILLE, FL (April 1, 2010) The passage of HR 3590, the Patient Protection and Affordable Care Act, introduces important funding and provisions that could transform the nation's illness-oriented, reactive medical care model to a more proactive, wellness-oriented approach.

HR 3590 promotes evidence-based clinical and community prevention with increased funding; incentives for local governments to improve community wellness; grants for small businesses to provide comprehensive workplace wellness; science-based nutrition information for families; and health screenings with personalized prevention plans covered by Medicare. The legislation also includes a pilot program to provide at-risk populations who utilize community health centers with individualized wellness plans to include nutritional counseling, physical activity plans, alcohol and smoking cessation counseling, and stress management. Importantly, the bill establishes a dedicated public health and prevention fund providing \$15 billion over 10 years to help bring prevention into homes, schools and workplaces throughout the nation.

The clinical science of preventive medicine focuses on preventing illness by identifying health risks and recommending actions to avert those risks; detecting diseases in the earliest stages; and slowing or reversing the progression of disease. The preventive health care movement reaches beyond the four walls of medical facilities to include public health initiatives, such as smoke-free restaurants and proper nutrition labeling, worksite wellness programs and individual health education.

Christopher Fey, chairman and CEO of U.S. Preventive Medicine, said, "This is a historic time for preventive health care. While health reform has been a contentious issue, most Americans agree that prevention lowers costs and saves lives. Clinical research confirms that giving people the tools and information they need to stay healthy can prevent chronic diseases, which are the most common and costly of all illnesses. The new funding and provisions in the Patient Protection and Affordable Care Act will expand efforts to bring these important services to all Americans."

Preventive health care enjoys broad bipartisan support. According to a public opinion survey released by Trust for America's Health (TFAH) and the Robert Wood Johnson Foundation, about 71 percent of Americans favor increased investment in disease prevention.

Ron Loeppke, MD, vice chairman of U.S. Preventive Medicine, said , “This new legislation promotes the development of a national prevention strategy which would align the views of most Americans with the policy and funding necessary to move toward a culture of prevention, personal responsibility and wellness. Furthermore, employers of all sizes could enjoy the benefits of a healthier workforce by implementing comprehensive workplace wellness programs based on the clinical science of preventive medicine. This would help reduce the burden of illness and risk in our society, thereby improving the health and productivity of the workforce, the health of the bottom line for engaged employers and, ultimately, the health of our nation’s economy.”

#### **About U.S. Preventive Medicine**

U.S. Preventive Medicine® ([www.USPreventiveMedicine.com](http://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](http://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.