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The Prevention Plan For Every American Could Create Billions in Health Care Savings

U.S. Preventive Medicine Points to The Prevention Plan™ as the Solution

DALLAS, TX and JACKSONVILLE, FL (May 14, 2009) — While the complex debate for the most cost effective method to solve the health care crisis heats up nationally, U.S. Preventive Medicine® CEO and Chairman Christopher Fey says the answer is really quite simple: follow the rules of the clinical discipline of preventive medicine in a personalized solution...The Prevention Plan™.

Responding to President Barack Obama's recent direction to several federal agencies to research the feasibility of developing a prevention program for federal government workers, Fey said The Prevention Plan could save the government billions by avoiding expensive medical treatment and improving worker productivity.

Research shows a program that provides Americans with an integrated program of prevention, early disease detection, and chronic condition management would save trillions, said Fey, whose company, U.S. Preventive Medicine (www.USPreventiveMedicine.com), provides these customized programs. Membership in The Prevention Plan from U.S. Preventive Medicine is available for all Americans adults for less than \$200 annually, with kids covered at no cost.

“All 300 million Americans could be covered in The Prevention Plan for a fraction of what is being discussed now and yield savings of hundreds of billions annually in the next few years...and up to a trillion annually by the 2020s,” said Fey. “This is heavy lifting, but is what is necessary to effectively get the kind of savings our country needs for the long term.”

Fey said integrated prevention, early disease detection, and chronic condition management can save the United States \$1 trillion annually, referring to a Milken Institute research study called “*An Unhealthy America: The Economic Burden of Chronic Disease.*”

The company's suite of prevention products, under the name The Prevention Plan from U.S. Preventive Medicine, includes all the key ingredients recommended by health care

experts and national leaders. With The Prevention Plan, each American would receive risk stratification, a personal health record, a dedicated coach/care advocate, clinically recommended screenings and early detection tests, as well as numerous other personalized care tools.

“By providing individuals with a customized assessment and RN care advocate, we can increase adherence to clinical recommendations at a much earlier stage. This takes care of a big piece of the puzzle,” Fey said.

Research shows that people with chronic conditions receive less than half of the recommended care they should receive, thereby getting sicker and costing more in the process. In addition, children receive less than half the preventive care recommended and start on a lifelong process of declining health.

"It is time to step up and do what the experts tell us over and over again is the only way to truly fix the system. That is to deploy integrated clinical preventive medicine guidelines for primary, secondary and tertiary prevention. By doing so and using sophisticated data analytics, we can prove outcomes are better and provide the savings the President is looking for," said Fey.

U.S. Preventive Medicine has developed several proprietary innovations, including a calculator that enables them to provide buyers with a guaranteed return on their investment and the Prevention Score, which measures an individual's baseline health and prevention efforts during the year.

"Drew E. Altman, the president of the Kaiser Family Foundation, has noted that neither managed care, wage and price controls, regulation, voluntary action nor market competition has had a lasting impact on our nation's health care costs over the last four decades," Fey said. "To create a less costly, healthier, prevention-based society, we must make the shift now toward a complete solution."

About U.S. Preventive Medicine®

U.S. Preventive Medicine®, a privately-owned global prevention services company with clients nationwide and the United Kingdom, provides primary, secondary and tertiary clinical prevention services to government, employers and consumers that are data-driven and outcomes-oriented. Company products include the world's first preventive health benefit, The Prevention Plan™, available to buy or test drive at: www.USPreventiveMedicine.com and www.ThePreventionPlan.com.