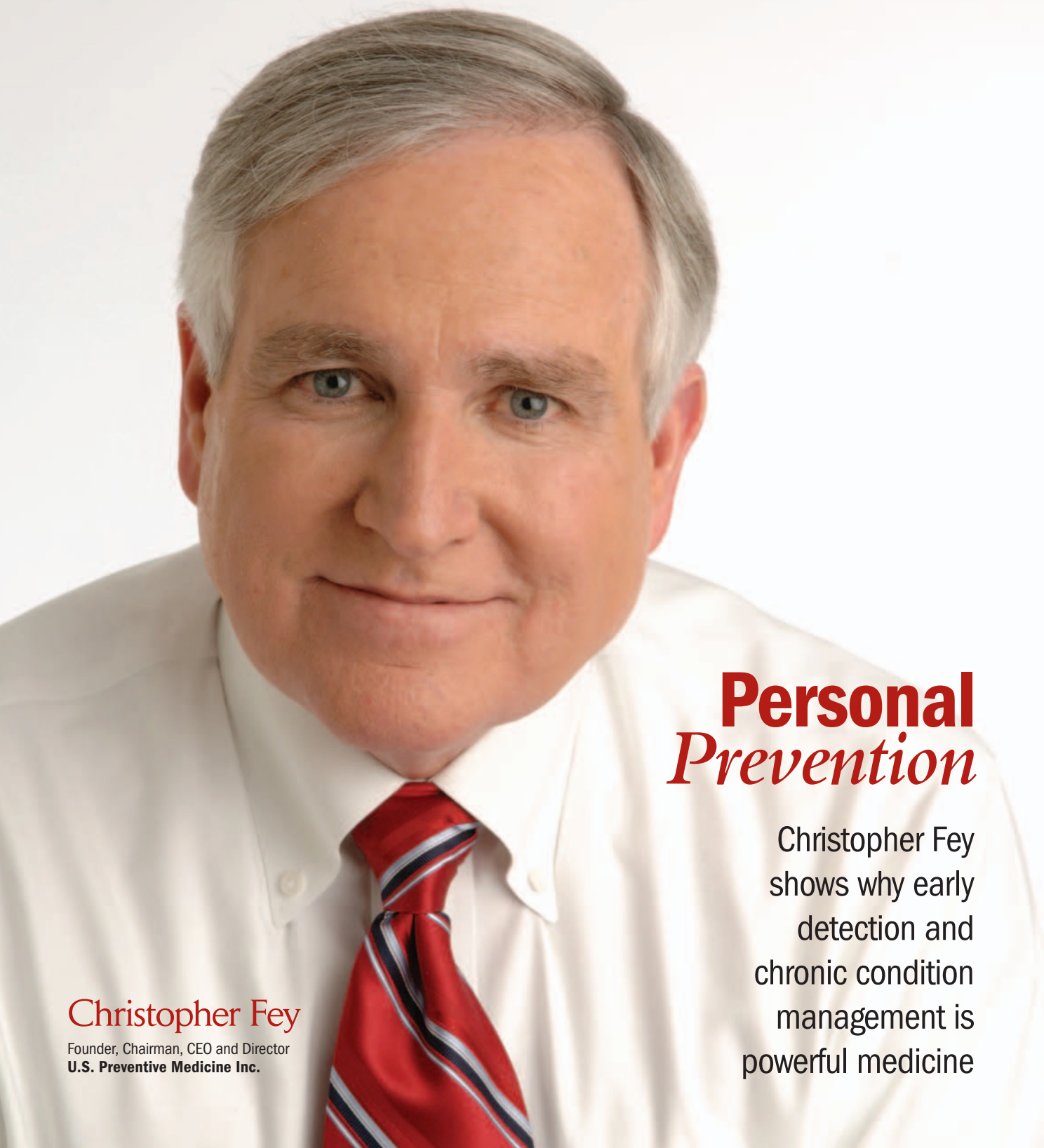


# MANAGED HEALTHCARE **EXECUTIVE**®

FOR DECISION MAKERS IN HEALTHCARE



## **Personal** *Prevention*

Christopher Fey  
shows why early  
detection and  
chronic condition  
management is  
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**Christopher Fey**

Founder, Chairman, CEO and Director  
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# Personal *Prevention*

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by Tracey Walker



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**A**CCORDING TO THE 2007 MILKEN INSTITUTE REPORT, “An Unhealthy America: The Economic Burden of Chronic Disease,” prevention, early detection and chronic condition management could save the nation \$1 trillion annually by 2023. But in the mind of U.S. Preventive Medicine Founder (USPM), Chairman, CEO and Director Christopher Fey, there is something even more important that could be saved: lives.

When Fey was just one year old, his father died from colon cancer at the age of 29. “I never knew him,” Fey says. “Growing up without a father is not easy.”

While this tragedy greatly influenced Fey’s involvement in healthcare, another family member’s near death may have been the tipping point.

“My 39-year-old brother-in-law suffered a massive stroke a few years ago and will never be the same,” he says. “He was standing next to me when he had the stroke. Today, years later, he remains partially paralyzed on his right side. I thought to myself, how could this happen to someone so young, and up until now, in seemingly perfect health? I thought I could be next. I went to my doctor, told him the story of my brother-in-law, and asked that he arrange various types of early-detection tests to make sure the same thing didn’t happen to me.”

At that time, Fey was the founder, president and CEO of HealthCare USA, a 150,000-member HMO, in Jacksonville, Fla. “My doctor had to remind me—a managed care executive—that he couldn’t order but the most basic tests—the ‘system’ wouldn’t allow it,” he says. “We have the misconception that doctors are acting as our personal health architects and mapping out our personal prevention plans and maximizing the quality of life. In reality, the average doctor visit lasts under 10 minutes. Most of that time is spent

on diagnosing and treating a problem.”

The United States operates the most sophisticated and expensive “sick care” system in the world, according to Fey. “The problem is that symptoms present at the later stages of disease, not the early stage of disease when interventions can usually—not in all cases, but usually—provide better outcomes and reduced costs. The true innovators in medicine predict that the future of medicine will be all about prevention, early detection and chronic condition management.”

**Q** Give a big picture overview of what prevention means for cost, quality and outcomes for executives.

**A** definition of prevention is in order here. There are several components to prevention. Primary prevention is focused on not becoming ill or injured. This is about immunizations, wearing seat belts, following a personal health and wellness lifestyle that enhances one’s well being, as well as early detection through the use of appropriate screening tests. Prevention also encompasses secondary prevention, that is, the proper management of illness and chronic conditions so that outcomes are improved. Prevention is powerful medicine, and it pays generous rewards.

Now for the question about the impact of prevention on cost, quality and outcomes. First, according to the Milken Report issued in 2007, prevention, early detection and chronic condition management could save the nation \$1 trillion annually by 2023. Second, if you attend the American College of Occupational and Environmental Medicine’s meetings or those of the American College of Preventive Medicine, or the regional or health coalition groups across the country, or the chamber of commerce meetings, the discussions and presentations are all about looking for a prevention solution as the only way out of the healthcare crisis. Trying to sell a health benefit without a strong focus on prevention would be like trying to sell a car with out a steering wheel.

# at a glance

**CORPORATE HEADQUARTERS:**

McKinney, TX (DFW metroplex)

**OPERATIONAL HEADQUARTERS:**

Jacksonville, FL

**STRUCTURE:**

Private, for-profit

**MISSION STATEMENT:**

To improve the quality of health and longevity of the individual. The organization says it will achieve this by partnering with physicians, hospitals and employers to organize and advance a culture of prevention resulting in more good years for all.

**TRENDS IN PREVENTION/WELLNESS KEEPING EXECUTIVES UP AT NIGHT:**

Healthcare executives who are not proactive in integrating real preventive medicine solutions into their business model will find themselves scrambling to maintain marketshare because governments, employers, payers and aging baby boomers are increasingly demanding prevention services.

**EMPLOYEES:** 60

**2007 REVENUE :** \$1.5 million

**2008 PROJECTED REVENUE:** \$10 million

**ON NAMING GOV. TOMMY THOMPSON, FORMER HHS SECRETARY, AS NATIONAL POLICY ADVISOR:**

"Thompson is one of the most respected individuals in America, and particularly in the healthcare arena. He is also very well-respected overseas. His focus on quality and preventive health are legendary. When I first spoke to Thompson about joining U.S. Preventive Medicine as National Policy Advisor, he said, 'Everyone is preaching that prevention is a good thing, but until now, no one entity has surfaced that could pull all the pieces together,'" Fey says.

Managed care executives who realize prevention is powerful medicine will recast their companies in the light of what baby boomers are going to want to buy—none of them want to get sick; they are going to want more focus on prevention—and if they do come down with a chronic condition, they want great clinical care, excellent customer service and help managing that condition—all at a cost they can understand.

**Q What is your vision for comprehensive health management services?**

**A** Most companies providing comprehensive health management use predominantly a call-center approach and periodic mailings—at least that is what we hear from employers and government payers. I would call that a telemarketing approach to health

management. Someone is going to interrupt your home environment with a phone call and try to change your behavior, without understanding the 360-degree environment of the person, their family, their home, their emotions, their economic and other social issues.

We attempt to treat the chronic condition by taking a personalized approach that includes RN visits to the client's home, an integrated assessment that takes place in person, and ongoing management and follow up that requires personal encounters in the home, office, doctor's office, or wherever the client requires our attention. Our call center functions as command central for the personal interaction with the client. That combination, with our interactive prevention plan services, brings the Web, the

physician, the family, social surroundings—all into play.

What I have described is the total surround of the individual and their family. This is the future of comprehensive health management. Individuals, employers, government and other payers will demand this level of service.

**Q What are the preventable diseases on the horizon?**

**A** To understand the health and cost threats facing our country, as well as the rest of the world, you need look no further than the waistline of our population. It is not just the fact that we as a nation are overweight—it is the negative health consequences of the extra weight, improper diet and lack of exercise. If you combine that with a healthcare and health insurance system that spends the majority of funding taking care of people who are sick, you have a triangulation that is going to consume all of the disposable income of the American family as we enter the 2020 timeframe. This trajectory is simply unsustainable. We spend more than \$300 billion treating cardiovascular disease, \$100 billion treating diabetes, and so on. These costs are expected to double in the next 10 years, pushing the national spend on healthcare toward the \$5 trillion mark. What's even worse, in many metrics, such as care for diabetics, children's health, etc., we are only getting half of what we are paying for.

When you look at the preventable diseases that we could do something about, most experts will tell you conditions like chronic obstructive pulmonary disease [COPD], lung cancer, colon cancer, cardiovascular disease, including stroke, and diabetes are some of the most preventable diseases. What people need are personalized instructions, coaching and care models on what they need to do, specific to them, their risks, family history and lifestyle—to prevent the onset of these diseases. **MHE**



# BRACE YOURSELF.

**<<\$92 BILLION<sup>1</sup> IS SPENT ANNUALLY ON DIRECT MEDICAL COSTS FOR DIABETES IN AMERICA. YET RESEARCH SUGGESTS THAT PEOPLE SUFFERING WITH DIABETES ARE ONLY GETTING 45%<sup>2</sup> OF THE CARE THEY NEED.**

## PAINFUL, ISN'T IT?

At U.S. Preventive Medicine<sup>®</sup> we lessen the pain with The Prevention Plan CM<sup>™</sup>, a successful program that helps patients manage their condition on a person-to-person basis, in their homes, one at a time. We could save as much as \$5 billion<sup>3</sup> annually in direct medical costs if we did nothing more than help Americans with diabetes keep blood sugar levels in check.

And that's just diabetes. It has been estimated that nearly \$1.1 trillion<sup>4</sup> -- yes trillion -- could be saved annually by 2023, through improved prevention and better treatment of all seven of America's most common chronic medical conditions: cancer, diabetes, hypertension, stroke, heart disease, pulmonary conditions and mental disorders. That's powerful medicine.

The Prevention Plan CM<sup>™</sup> is designed around a people-based, 360° approach to care management, which mobilizes registered nurses to ensure that proper, often complex, treatment plans are being followed by patients with chronic disease.

We're working to save millions, even billions of dollars. More importantly, we're extending and saving the lives of real human beings -- maybe someone important in your life. We know how to make medical costs less painful. We do it all day, every day. Disease management is powerful prevention.

U.S. Preventive Medicine<sup>®</sup> is the leader in prevention. We're working relentlessly to make prevention available to more people so we can give everyone more good years.



Learn more at [www.USPreventiveMedicine.com](http://www.USPreventiveMedicine.com) or call 866.713.3415.