

USING DATA TO DRIVE THE CULTURE OF HEALTH

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GOOD HEALTH IS HARD

That's why we set a
BOLD GOAL
20% HEALTHIER BY 2020

Tracking Progress through Healthy Days



PHYSICALLY
Unhealthy Days

+



MENTALLY
Unhealthy Days

=



OUR BOLD GOAL COMMUNITIES

- Phase I
- Phase II
- Phase III



JOURNEY TO IMPACT



TRUST

Building trust in the community through local business partners, physicians, nonprofits and government partnerships.



PARTICIPATION

Increased focus on engagements and new clinical pilots with health-focused community partners to address the unique local barriers to health.



BEHAVIOR CHANGE

Participation leads to behavior change. Healthier behaviors – like screenings and medication adherence – are improving, leading to more stable health conditions.



LOWER COSTS

Stable health means less use of health-care resources, and fewer out-of-pocket costs for individuals. This translates into stable premiums, enhanced benefits and increased access to care, particularly preventive care.

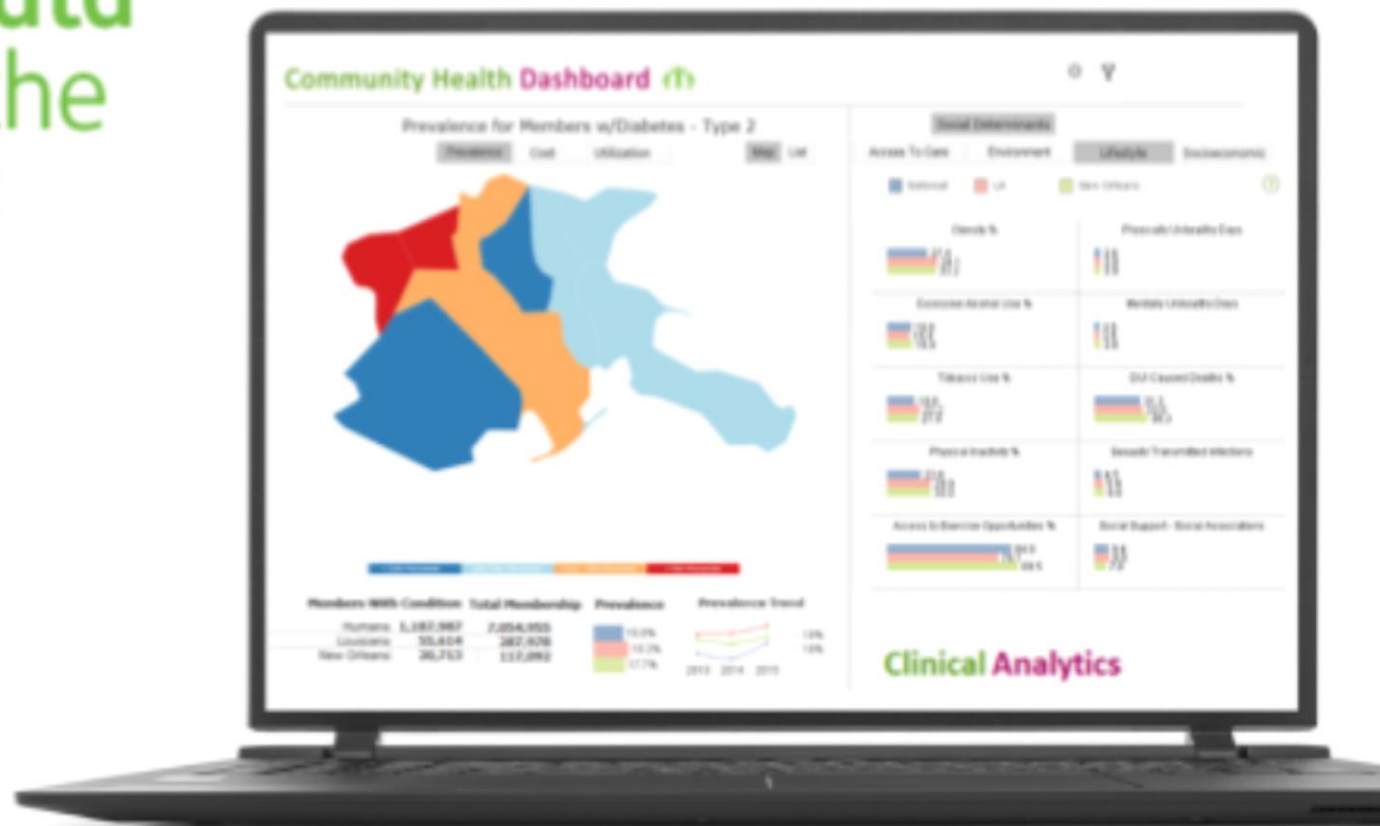


IMPROVED HEALTH

This will lead to more Healthy Days for individuals and communities.

Leverage data & listen to the community

Identify priority health barriers & conditions





Almost **50 percent** of Americans take at least one drug

In 2015, Americans spent **\$419 billion** dollars spent on medication

How did we use DATA to help Bernice?



Let's make health easier, together

#VIOREHEALTHYDAYS