



In our last *Journey*, we considered where disease management has struggled to meet its lofty, and perhaps unrealistic, expectations. Now let's go a step further. If we shift our perspective from *disease* management to *people* management, it reveals the need for a new dimension in the continuum of health.



Health and Wellness in 3D

On the journey of life, our health more than anything else influences our course. It touches everything – our family, our work and our finances.

Each of us follows a unique path in health that turns with every change in circumstance. Over time, we each move between healthy and less healthy depending on where we are in the continuum. Yet the continuum itself is inescapable.

The question has always been, and remains, how can we best manage our health throughout life.

At the core of the traditional healthcare system in the U.S. is treatment for acute illness, management of disease and end-of-life care. This aspect represents the first dimension in healthcare. Over time, a second dimension was added focusing on prevention to “teach” the population (through school and public health efforts) how to take care of itself.

Over the last several decades, however, we have seen dramatic increases in healthcare costs while at the same time our overall health status has steadily declined. What's wrong? The answer is the convergence of three factors:

1. *An explosion of expensive new healthcare technologies and treatments.* We have more treatment options (many of which are expensive) for more conditions than ever before.
2. *A dramatic shift in diet and lifestyle.* Our lifestyle choices have contributed greatly to earlier onset of risk factors (weight being the most prevalent) and earlier onset of disease (such as diabetes). At the same time, social influences and the stress of everyday life present barriers that get in the way of choosing healthy lifestyle behaviors.
3. *An entitlement culture that deflects personal accountability.* There is a prevailing attitude that our healthcare system should “fix” all our

<p>1D Traditional</p>	<p>Treatment for acute illness, management of disease and end-of-life care (doctors, hospitals, medicines, etc.)</p>
<p>2D Prevention</p>	<p>Public health education (schools, public awareness campaigns, etc.) and preventive care (vaccination, annual physicals, health assessments, screenings, etc.)</p>
<p>3D Nurtur PeopleCare™</p>	<p>A 360° perspective that considers both life and health issues to provide personalized education, guidance and support</p>

"At its core, PeopleCare is simply the recognition that people are human. Only through active listening and genuine caring and support can we really impact behavior change. As we have developed and continue to refine PeopleCare, this underlying premise will always guide our way."



Pat Henriksen, MS, Senior Director,

ills – we are *entitled* to the best healthcare, regardless of how our personal lifestyles contribute to our health status. Without the personal motivation to live healthier, our healthcare system is doomed to be burdened by ever-increasing demands.

Together, these factors are at the root of our nation's healthcare crisis – regardless of how much insurance coverage you have or who pays the bills. In the context of the healthcare continuum, there is too much burden on healthcare treatment and too little emphasis on changing lifestyle, diet and personal accountability for health. The traditional and preventive approaches are not enough. We need to add a new dimension.

Introducing Nurtur PeopleCare™

The new dimension of PeopleCare starts by acknowledging the simple fact that *people are human*. This understanding allows us to recognize the role of life environment on people's ability to overcome barriers. With PeopleCare, healthcare isn't just about health. It's also about *life*. And we can only impact real people's lives with personal attention.

PeopleCare leverages the skills of both medical and social/behavioral professionals. It focuses on connecting with individuals to provide them with education and personalized guidance on health improvement as *well as* support for life issues that can take priority over making behavior changes to improve health. The new dimension of PeopleCare brings the individual into greater focus. Together with prevention and treatment, it closes the gaps in health management with greater participation, better outcomes and real value.

To learn more about Nurtur PeopleCare, please give us a call at 800.293.0056 or send us an [email](#).

quick links	fast facts	web ex
<p>April 2010 Journey: Where disease management fell short [pdf]</p> <p>The Nurtur Personal Approach: How We Deliver PeopleCare [request to download]</p>	<ul style="list-style-type: none"> Healthcare spending per capita increased from \$356 in 1970 to \$6,697 in 2005, and is projected to rise to \$12,320 in 2015.¹ 1.6 million new cases of diabetes are diagnosed in people aged 20 years and older each year.² 4 in 10 Americans (43%) say they overeat or eat unhealthy foods to manage stress, while one-third (36%) skipped a meal in the last month because of stress.³ While many Americans recognize that stress has a negative impact on their health, they may lack the motivation to make lifestyle and behavior changes.⁴ <p>1. Kaiser Family Foundation, <i>How Changes in Medical Technology Affect Health Care Costs</i>, March 2007 2. American Diabetes Association 3. American Psychological Association 4. American Psychological Association</p>	<p>Register Today! <i>Date:</i> Thursday, June 24 <i>Time:</i> 2:00 EST <i>Topic:</i> How to Build a Culture of Health</p> <p>Look for a WebEx invitation coming soon!</p>

