



Employers



Health Systems



Physicians



Communities

The Complete Health Improvement Program (CHIP) generates proven clinical and economic outcomes as validated in 40+ scientific articles



LIFESTYLE
MEDICINE
INSTITUTE

PREVENT, ARREST AND
REVERSE CHRONIC DISEASE

Prevent, Arrest & Reverse Chronic Disease

THE PROBLEM

The evidence is overwhelming that lifestyle factors, such as unhealthy eating, physical inactivity, tobacco use, excessive alcohol use and psychosocial factors are key contributors to the cause and incidence of chronic disease.

(Chronic diseases are long lasting conditions with persistent effects that require ongoing medical attention and often lead to gradual deterioration of health and loss of independence.)

The staggering amount of healthcare expenditures in the US...

- National health spending is projected to grow at an average rate of 5.5 percent per year for 2017-26 and will reach \$5.7 trillion by 2026.
- Health spending is projected to grow 1.0 percentage point faster than Gross Domestic Product (GDP) per year over the 2017-26 period; as a result, the health share of GDP is expected to rise from 17.9 percent in 2016 to 19.7 percent by 2026.

<https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/Downloads/ForecastSummary.pdf>

...are overwhelmingly driven by chronic disease.

- 60 percent of American adults have at least one chronic condition, and 42 percent have more than one chronic condition.
- Chronic disease is the leading cause of death and disability in the US (7 in 10 deaths).
- 86 percent of all healthcare spending is to treat people with chronic medical conditions.

http://www.fightchronicdisease.org/sites/default/files/TL221_final.pdf https://www.apha.org/~media/files/pdf/factsheets/chronicdiseasefact_final.ashx <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5798200/>

THE SOLUTION

How can we overcome the crushing burden of chronic disease? The evidence is overwhelming! By fully embracing the proven science and undisputed outcomes of lifestyle medicine, we can significantly impact the health care cost and overall wellbeing of any population. According to experts and CHIP participants, and as shown through dozens of published scientific studies, CHIP is one of the most effective disease reversal solutions available.

(Lifestyle Medicine considers the full range of lifestyle factors that address the underlying causes of disease and the everyday choices we can make toward optimal health.)

The Cleveland Clinic – “The root cause of chronic disease is lifestyle!”

https://my.clevelandclinic.org/health/transcripts/1444_lifestyle-choices-root-causes-of-chronic-diseases

CHIP is a disrupter and catalyst for creating a health advantage by attacking the root cause of chronic disease.

WHAT IS CHIP?

The Complete Health Improvement Program (CHIP) is a research-tested, intensive lifestyle medicine intervention solution designed to prevent, arrest and facilitate the reversal of many common chronic diseases. Founded in 1987, CHIP has impacted thousands of participants and generated more than 40+ published scientific articles. CHIP is a community-based intervention program that uses behavioral change principles, education in an entertaining style and modern adult learning tools to help participants make fundamental lifestyle changes that are proven to lower key risk factors. CHIP is a powerful disease reversal tool that disrupts and curtails the rising chronic disease rates and improve an individual's overall health and wellbeing.

CHIP provides the Vision, Information, Motivation, and Action

(Solving the Puzzle – CHIP provides all the pieces in their proper place to be successful)

- Vision – Drives understanding of what could be.
- Information – Right information delivered in a strategic way based on science.
- Motivation – Journey with others • Support and resources.
- Action – A plan to put everything in the right place for success.

CHIP provides the Why, the How, and the Evidence

- Why CHIP Works – Changes attitude • Fosters social support • Increases control • Sets goals Promotes self-monitoring • Requires no complex formulas • Embraces a wholistic health perspective
- How CHIP works – Learn, Experience, Think, and Share
- Evidence CHIP works – Thousands of participants, 40+ Scientific articles, Powerful testimonials

CHIP will

Empower employers, physicians, hospitals and communities to help them reduce cost, improve productivity, and enhance overall wellbeing!

CHIP delivery

- Virtual programs
- In-Person Groups
- Hybrid Groups: Virtual & In-Person
- Self-Guided

CHIP teaches an Optimal Lifestyle including:

- Healthful Eating
- Physical Activity
- Manage Stress
- Relationships
- Sleep

The Optimal Diet

"Let nutrition be your medicine" - Hippocrates

Overcoming Western lifestyle diseases doesn't need to be a battle if we break with the rich Western diet, which is lethal in its excesses. Instead, if we adopt a simpler, more natural dietary lifestyle that allows us to eat more plant foods, we will enjoy better and more buoyant health.

Research with therapeutic nutrition has clearly demonstrated a single dietary principle in dealing with Western killer diseases: there is not one special diet for the treatment of heart disease, another diet for overweight, another for diabetes and yet another for hypertension or osteoporosis. Instead, there is one Optimal Diet.

Such a diet consists of a wide variety of foods,

freely eaten "as grown," simply prepared with sparing use of fats and oils, sugars and salt, and almost devoid of overly processed and refined products. If animal products are used at all, they are eaten only as a condiment. Such a dietary lifestyle will not only prevent most of these Western killers, it will be the major therapeutic factor in reversing many of these diseases and in restoring a higher level of health.

Optimal Principles

The Optimal Diet, a set of principles put together by Dr Hans Diehl, is the result of years of research into diet and lifestyle diseases, such as coronary heart disease,

angina, hypertension, stroke, diabetes, obesity, gout, arthritis, impotence, osteoporosis and acid reflux.

This research has shown that many lifestyle diseases can be prevented and often reversed simply by changing a person's dietary and exercise habits.

The Optimal Diet principles promote eating a wide variety of fresh "foods-as-grown," that are naturally cholesterol free and simply prepared with sparing use of fats, oils, sugars and salt. The Optimal Diet emphasises the use of more vegetables, legumes, wholegrains, fruits, and some nuts. The Optimal Diet principles are a comprehensive way of analyzing and pinpointing where you can improve your meal plans, so you can live a happier, healthier and longer life.

EAT LESS:

Fats and Oils Avoid fatty foods. Strictly limit cooking and salad oils, sauces, dressings and shortening. Use nuts and avocados sparingly. Avoid frying (sauté with some water in non-stick pan). Especially avoid saturated fat and trans fats (eg: biscuits, cookies, crackers and bakery products).

Sugars Limit sugar, honey, molasses, syrups, pies, cakes, pastries, lollies (candy), chocolates, biscuits (cookies), soft drinks, and sugar-rich desserts like pudding and ice-cream. Save these foods for special occasions.

Foods Containing Cholesterol Avoid meat, sausages, eggs and liver. Limit dairy products (if used); better yet, use milk substitutes (i.e. Silk or almond milks). If you eat fish and poultry, use only sparingly.

Salt Use minimal salt during cooking. Strictly limit highly salted products like cured meats, crackers, soy sauce, salted popcorn, salted nuts, chips, pretzels and garlic salt. Beware of restaurant food.

Alcohol and Caffeine Avoid or minimize alcohol in all forms, as well as caffeinated beverages, such as coffee, black tea, energy drinks and soft drinks.

EAT MORE:

Whole Grains Freely use brown rice, millet, barley, corn, wheat, rye, quinoa and amaranth. Also eat freely of whole grain products, such as breads, pastas, wheat biscuits, shredded wheat and tortillas.

Legumes Freely use all kinds of legumes. Enjoy peas, lentils, chick peas and beans of every kind.

Fruits and Vegetables Eat several fresh, whole fruits every day. Limit fruits canned in syrup and fiber-poor fruit juices. Eat a variety of vegetables daily (without high-fat toppings). Enjoy fresh salads with low-calorie, low-salt dressings.

Water Drink eight glasses of water a day. Vary the routine with a twist of lemon or use herbal teas.

Wholesome Breakfasts Enjoy hot, multi-grain cereals, fresh fruit and wholegrain toast. Make breakfast a big deal.

IN SUMMARY:

Freely eat a wide variety of "foods-as-grown," simply prepared with sparing use of fats and oils, sugars and salt. Use refined products and animal products only on special occasions. Enjoy food with friends and family, and create a life time of memories. Choose life!

What People are Saying . . .

From Corporations

Lee Memorial Health System

"At Lee Memorial we are committed to the health of our patients, but also to the health of our employees. I have personally experienced the increase in energy, vitality and wellbeing that making good lifestyle choices brings. The results that CHIP enabled, proves that Lifestyle Medicine unquestionably delivers real benefits for people and real bottom-line savings for the employer"

—SCOTT KASHMAN, CAF, CAPE CORAL HOSPITAL

From Physicians

Michael Greger, MD, FACLM - NUTRITIONFACTS.ORG



"The CHIP program may be the most published community-based lifestyle medical intervention in medical literature and one of the most effective, approaching outcomes achieved in live-in residential lifestyle programs. By

encouraging people towards a more plant-based whole foods diet CHIP achieves reductions in blood pressure greater than those reported in comparable blood pressure lowering drug trials."

Dexter Shurney, MD, MBA, MPH - VANDERBILT



"The Complete Health Improvement Program [CHIP] is capable of generating measurable health cost savings with a meaningful ROI (Return On Investment) within a relatively short period of time."

David C. Pate, MD, JD - ST. LUKE'S HEALTH SYSTEM



"We physicians have many medications we can put patients on for high blood pressure, high blood sugars and high cholesterol, but the CHIP program often gets better results than our medications. And given the high costs of these

medications, physician visits and testing to follow up on treatment, CHIP more than pays for itself."

From Participants

Shelley Shelstad

recently completed the CHIP program. He had high blood pressure and was on three different medications to manage his condition.



Getting closer to retirement gave him the motivation to make a change. So, he and his wife, Nancy, began the class together in January. On that first night of class, each person was asked to share their reasons for signing up. When it was Shelley's turn, he told the group, "We want to live forever and we want to be healthy and happy doing it. We just got this nice house and we're moving closer to retirement," he said. "We don't want to get this close and mess it up."

On that first night, Shelley's blood pressure was 210 over 110. Now it is 125 over 70. He still takes medication, but his dosage has been cut in half. He has also lost 60 pounds.

The couple, who will celebrate their 30th anniversary in August, is on a new journey together.

Deatrice Rasberry

has been a medical support assistant at Truman VA for the last year-and-a-half and loves working with Veterans. She became interested in the CHIP program when she spoke with a nutritionist about plant-based diets.



"I had high blood pressure," Rasberry said. "I felt that I was too young to need daily medication to control it and I wanted to do something positive to fix the problem."

Through the program, Rasberry has learned that she can have a full meal that doesn't always need to include meat or processed food to be satisfying.

"There is so much 'imitation' food that we shouldn't be eating anyway," Rasberry said. "Although I still struggle to always make the healthiest food choices, my goal for this program was to learn about food and what makes a healthy diet. What I got is much more."

CHIP Sessions Overview

1 The Rise and Rise of Chronic Disease

Your CHIP journey begins with startling insights into our changing health care needs through history. We are now faced with a steadily rising tide of chronic diseases that are placing a crippling burden on our health, our health care system and our economy.

2 Lifestyle is the Best Medicine

Learn about a new paradigm in health care called Lifestyle Medicine where patients work in partnership with their health care professionals to take an active role in maintaining their health and, in some cases, even reversing disease.

3 The Common Denominator of Chronic Disease

Did you know that there are a few key bodily processes that, if damaged or harmed can lead to not just one health issue, but a whole range of chronic diseases? Learn about this common denominator for chronic disease and what you can do to avoid it.

4 The Optimal Lifestyle

CHIP is not simply a diet and exercise plan, it's about moving towards an optimal lifestyle, one that promotes health and discourages disease. In this session participants learn about the key components of an optimal lifestyle and how to start putting them into action in their day to day lives.

5 Eat More, Weigh Less

Many weight loss diets promote restrictive eating and calorie counting. These diets can be difficult to follow and leave you feeling hungry, not a formula for success. In this session CHIP shows the secrets to eating well and feeling satisfied.

6 Fiber, Your New Best Friend

Fiber is an amazing component of food and getting enough fiber is a key part of healthy eating. Learn how fiber is protective against a

range of chronic diseases, how much you should be aiming for daily and where to find it.

7 Disarming Diabetes

From countries like the US and Australia to India and China, type 2 diabetes is a rapidly growing problem, not just because of how it affects an individual's quality of life but because it also puts an enormous financial strain on already struggling health care systems. In this session, participants learn about the history of research into type 2 diabetes and what modern science shows we can do ourselves to help avoid, as well as manage and reverse the symptoms of this debilitating chronic disease.

8 The Heart of the Matter, Heart Health

Our hearts are amazing organs that will give us many years of faithful service if we take good care of them. A healthy circulatory system plays a huge role in maintaining optimal health, as Dr. Diehl says, "You're only as young as your arteries!" In this session participants learn the keys to maintaining optimal circulation and how to take care for their heart, so it can take care of them.

9 Controlling Blood Pressure and Discovering Protein

A whole plant food diet is low in the things implicated in high blood pressure, which is great news. However, some people also worry that it is low in important nutrients, such as protein. In this session participants get to learn some surprising and reassuring facts about plant-based diets and protein.

10 Bone Health Essentials

Bone health plays such an important role in our quality of life as we age. Healthy bones help us to stay mobile and active, living life to the fullest. In "Bone Health Essentials" Professor Esther Chang leads participants through the key building blocks of bone health showing how lifestyle plays a significant role in helping us to maintain strong, healthy bones.

11 Cancer Prevention

You might be surprised to learn that research into cancer prevention has shown there are some remarkably simple things we can do day to day that can reduce our risk of developing certain types of cancer. In this session participants are guided through the choices we make every day that can help reduce our risks.

12 Understanding Your Results and Taking Action

Following the return of the participants' second blood results and health risk assessment Dr. Andrea Avery guides participants through what any changes or lack of change may mean for them. Dr. Darren Morton then shares the CHIP stories of some remarkable participants who took action and found success through their own unique journey.

13 Become What You Believe and Your DNA Is Not Your Destiny

Positive lifestyle change isn't just about eating better and moving more, true change needs to come from belief. In this session Dr. Darren Morton leads participants through the science behind behavior change and the strong impact our beliefs can have on our behaviors – in both a positive and negative sense. Dr. John Kelly then goes on to explain cutting edge research showing how we have more influence over our genes, and how they affect our health more than we might think.

14 Practicing Forgiveness

Did you know that your ability to move on from past hurts, to forgiveness, has been scientifically proven to have amazing benefits to not just our mental health but also our physical health? Dick Tibbits explains the physiology of how forgiveness can bring benefits to our minds and bodies.

15 Re-engineering Your Environment

Even the staunchest of wills can be tested by a negative environment. Here Dr. Darren Morton shows us the secret to changing healthy behaviors into healthy habits and leads participants through a practical, hands-on session of how we can reengineer our everyday environments to promote healthy behaviors.

16 Stress-relieving Strategies

Like most things worth doing lifestyle change isn't easy. It can be hard to break old habits and easy to fall back into them when things get tough. Stress relieving strategies are the secret weapon of any good CHIP participant, helping participants to work through the difficult times in a positive way and empowering them in all aspects of life.

17 Fix How You Feel

Dr. Darren Morton shares his 5 tips for feeling fantastic showing us the science behind how and what we surround ourselves with. How we move and how we think can all have significant effects on whether or not we get the most out of life. At this point, once CHIP participants have had a good chance to implement nutrition and activity principles, Dr. Morton challenges participants to look to all areas of their lives; to strive for more.

18 From Surviving to Thriving

Would you rather just survive, or would you like to thrive? The answer might seem obvious but getting from just surviving to truly thriving can be a little more complicated. In this session, participants are led through what it truly means to thrive and given some practical tools to help them get the most out of life by living an optimal lifestyle.

19 Commencement

A message from CHIP Founder, Dr. Hans Diehl, encouraging participants in the program to continue to good progress they have made in a new lifestyle that will promote health, longevity and quality of living.

OVERVIEW



CHIP: American Journal of Cardiology

Clinical Results – 5,000+ CHIP Participants



Risk Factor	N Baseline	N Post-Intervention	Baseline Mean (SD)	Post-Intervention Mean (SD)	Mean Change	% Mean Change
Cholesterol (mg/dl)						
Optimal (<160)	631	1,682	141.0 (18.7)	133.2 (24.8)	-7.8	-5.6
Elevated (160-199)	2,116	1,781	182.5 (15.7)	165.5 (24.4)	-17.0	-9.3
High (200-239)	1,261	756	215.6 (10.5)	188.5 (25.5)	-27.1	-12.6
Very High (240-280)	478	183	254.7 (10.7)	215.2 (30.7)	-39.5	-15.5
Dangerous (>280)	126	30	306.6 (27.2)	245.9 (43.4)	-60.7	-19.8
Triglycerides (mg/dl)						
Optimal (<100)	3,053	3,232	95.5 (29.7)	99.7 (41.8)	4.2	4.4
Borderline (100-199)	753	765	171.9 (13.9)	158.1 (13.9)	-13.8	-8.1
High (200-500)	820	663	270.5 (62.4)	220.1 (62.4)	-50.3	-18.6
Very High (>500)	45	11	634.7 (114.2)	354.8 (114.2)	-279.9	-44.1
Fasting Plasma Glucose (mg/dl)						
Normal (<100)	3,716	4,026	90.7 (9.9)	86.6 (10.9)	-2.1	-2.3
Impaired (100-125)	390	304	116.1(15.5)	106.0 (15.5)	-10.1	-8.7
Diabetes (>125)	525	301	164.0 (42.2)	131.4 (34.5)	-32.6	-19.9

Source: www.ajconline.org

CHIP: Lee Health

Economic Results – 28 CHIP Participants



Within 12 months...for every \$1 invested \$1.85 saved

Financial ROI

Investment of **\$37,800**; **12 months post CHIP intervention health expenditure saving** (vs 12 months pre intervention) **\$70,155 = 1:1.8**

The Results

average weight loss **17.1** pounds
 average LDL improvement **20.7** points
 average Cholesterol decline **27.7** points
 average BMI improvement **6.7** points
 blood pressure normalization in most participants



Per Participant Economics	
Total Savings	\$2,500
Program Cost	\$1,350
Net Savings	\$1,150

Note: 28 completed CHIP. Per Participant savings measured post beginning of intervention

Courtesy Lee Health

CHIP: Participant Rate Experience

Net Promoter Score (NPS)



Detractors							Passives		Promoters	
0	1	2	3	4	5	6	7	8	9	10
1	1	1	0	0	0	0	0	4	7	35
2.0%	2.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	14.3%	71.4%
6.1%							8.2%		85.7%	

$$\begin{array}{|c|} \hline \text{Promoters} \\ \hline 85.7\% \\ \hline \end{array} - \begin{array}{|c|} \hline \text{Detractors} \\ \hline 6.1\% \\ \hline \end{array} = \begin{array}{|c|} \hline \text{Net Promoters} \\ \hline 79.6\% \\ \hline \end{array}$$

NPS Comparisons	
iPhone	70%
Amazon	69%
Marriott	62%
Netflix	50%

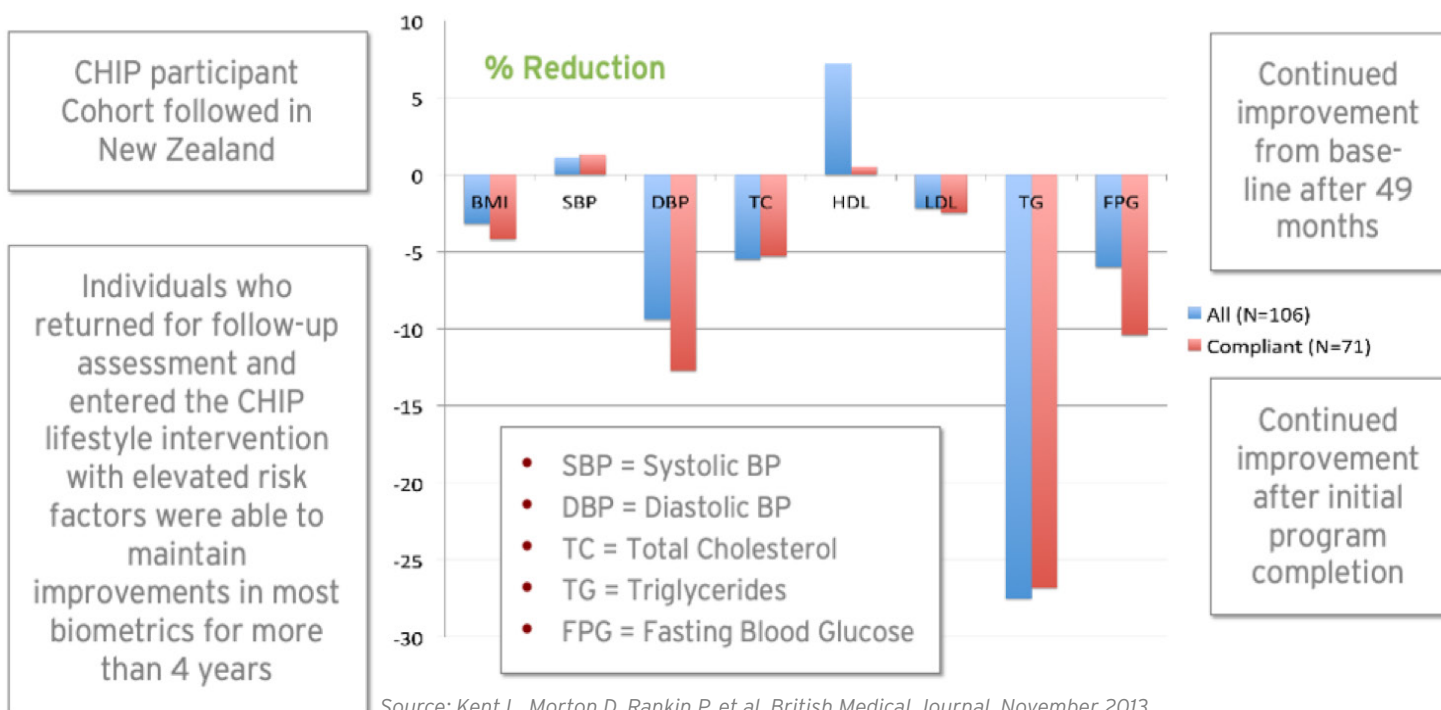
- Overwhelmingly high at 79.6% (average score = 9.1)
- Polarized responses (nothing between 3 and 7)
- Nearly 86 out of 100 Participants are promoters

CHIP: Long-Term Success

Mean Duration of Participant Follow-Up: 49 Months



After four years, 67% still compliant



CHIP Scientific Publications

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*Go confidently in the
direction of your dreams!*

LIVE THE LIFE YOU'VE IMAGINED

—Henry David Thoreau

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