**THE PROBLEM**

$2.7 trillion was spent on healthcare in the US in 2011. That’s 17.9% of GDP (more than any of our OECD peer countries).

Starbucks spends more on employee health benefits than on coffee.

60% of chief financial officers cited healthcare costs as their main financial concern.

80% of Fortune 500 companies mention health insurance in their 10-Ks, but there is no formal reporting on health beyond occupational safety and health (OSH).

**THE SOLUTION**

$1 spent on health promotion and disease prevention = $2-$4 decrease in medical costs.

75% of high-performing companies have health programs.

65% reduction in workplace fatalities, occupational injuries and illnesses over the last 40 years due to OSH reporting.

The Dow Jones Sustainability Index is leading to a greater focus on good governance and environmental issues.

**THE GOAL**

To reposition health as an investment and help build a culture of health.

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**Vitality Institute Recommendations, 2014**

1. Invest in Prevention Science
2. Strengthen Leadership
3. Create Markets for Health
4. Make Health Measurable
5. Promote Cross-Sector Collaboration

Find out more about the pledge to integrate health metrics by 2020: study@thevitalitygroup.com

Read more about the Institute and its other recommendations: www.theVitalityInstitute.org