

2023 Leadership Summits

Nashville, TN

Keynote - A Formula for Living Better
Wednesday, June 28 | 1:00 - 1:30 PM



Nick Buettner
Blue Zones

#NASummits



BLUE ZONES™
live better, longer™

2023 Leadership Summit

EXECUTIVE PRESENTATION | June 28th, 2023



Our Purpose:
To empower everyone, everywhere
to live better, longer.





Origin Story & Solution



Blue Zones

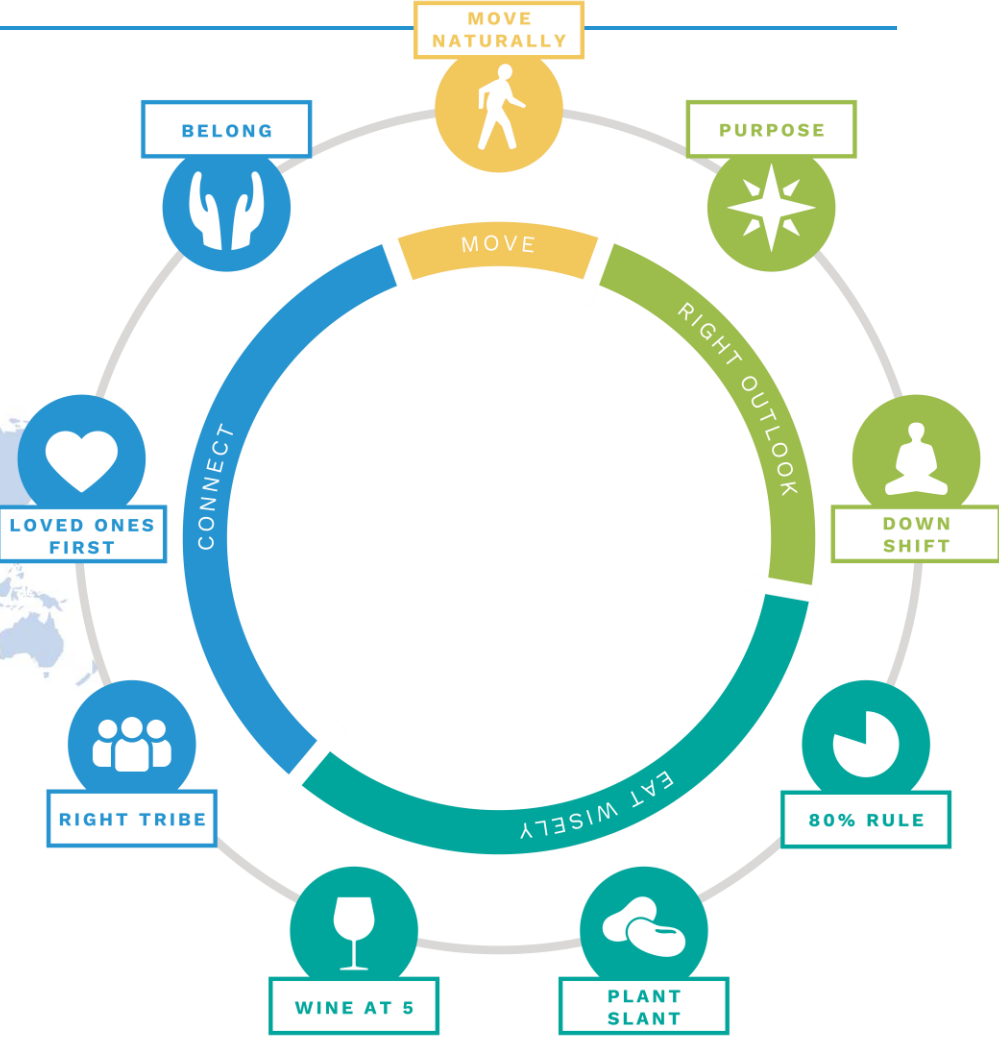


Blue Zones – Solution Model

POWER 9®

Lifestyles of all Blue Zones residents shared **nine commonalities**.

We call these characteristics the **Power 9**.





























New Orleans Style
Gumbo
with rice & vegetables

GUMBO









NATIONALGEOGRAPHIC.COM/MAGAZINE

NOVEMBER 2005

NATIONAL GEOGRAPHIC

The Secrets of Living Longer

**Nepal: Inside
the Revolution** 46

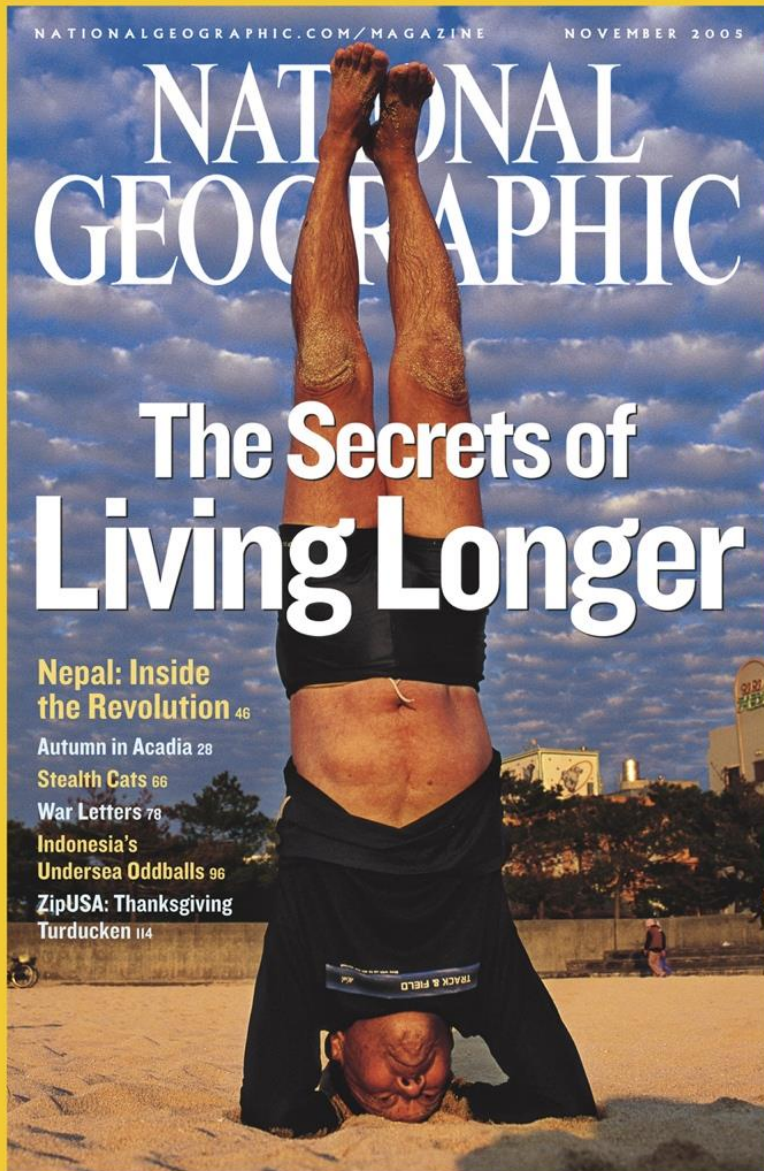
Autumn in Acadia 28

Stealth Cats 66

War Letters 78

Indonesia's
Undersea Oddballs 96

ZipUSA: Thanksgiving
Turducken 114



Life Radius



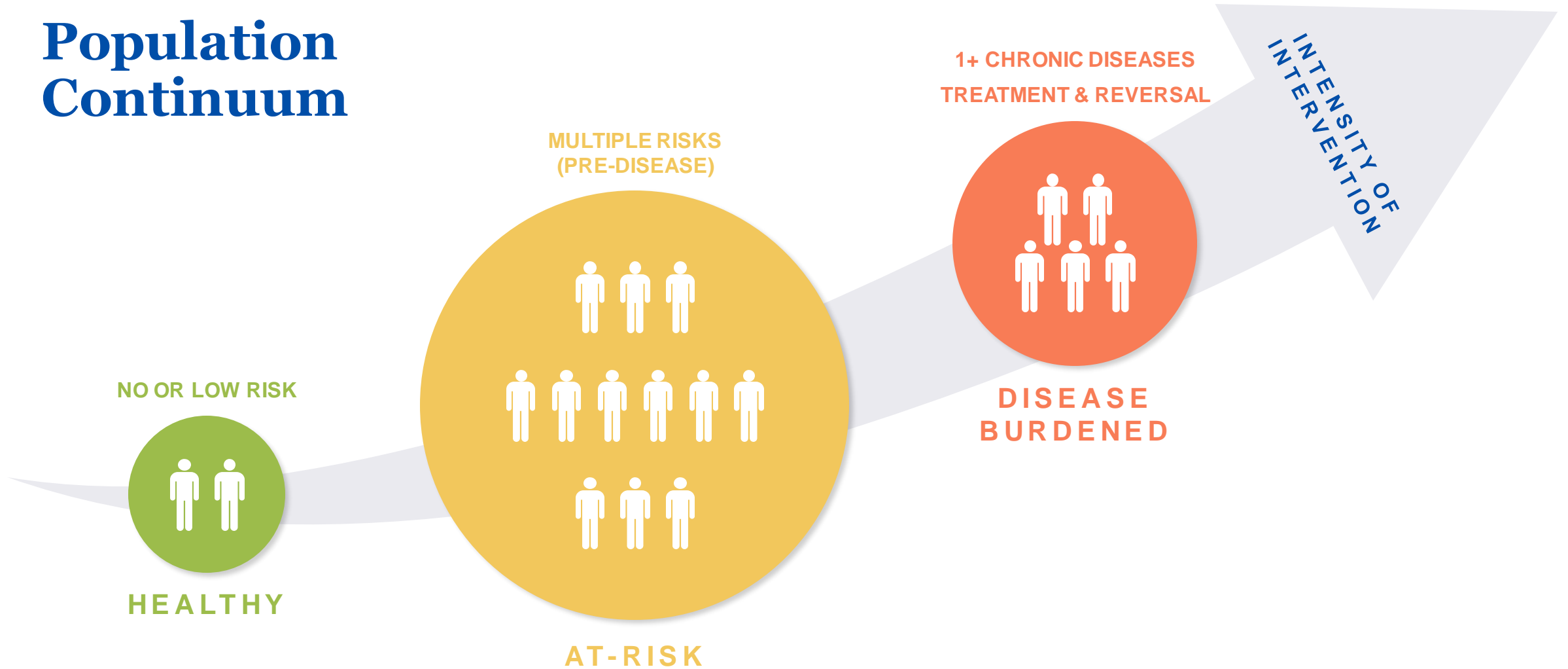
<p>PEOPLE</p>	<ul style="list-style-type: none"> Individual Pledge Purpose Workshops 	<ul style="list-style-type: none"> Moais Volunteering
<p>PLACES</p>	<ul style="list-style-type: none"> Worksites Schools Faith-Based Organizations 	<ul style="list-style-type: none"> Restaurants Grocery Stores
<p>POLICY</p>	<ul style="list-style-type: none"> Built Environment Tobacco 	<ul style="list-style-type: none"> Food Alcohol

Life Radius



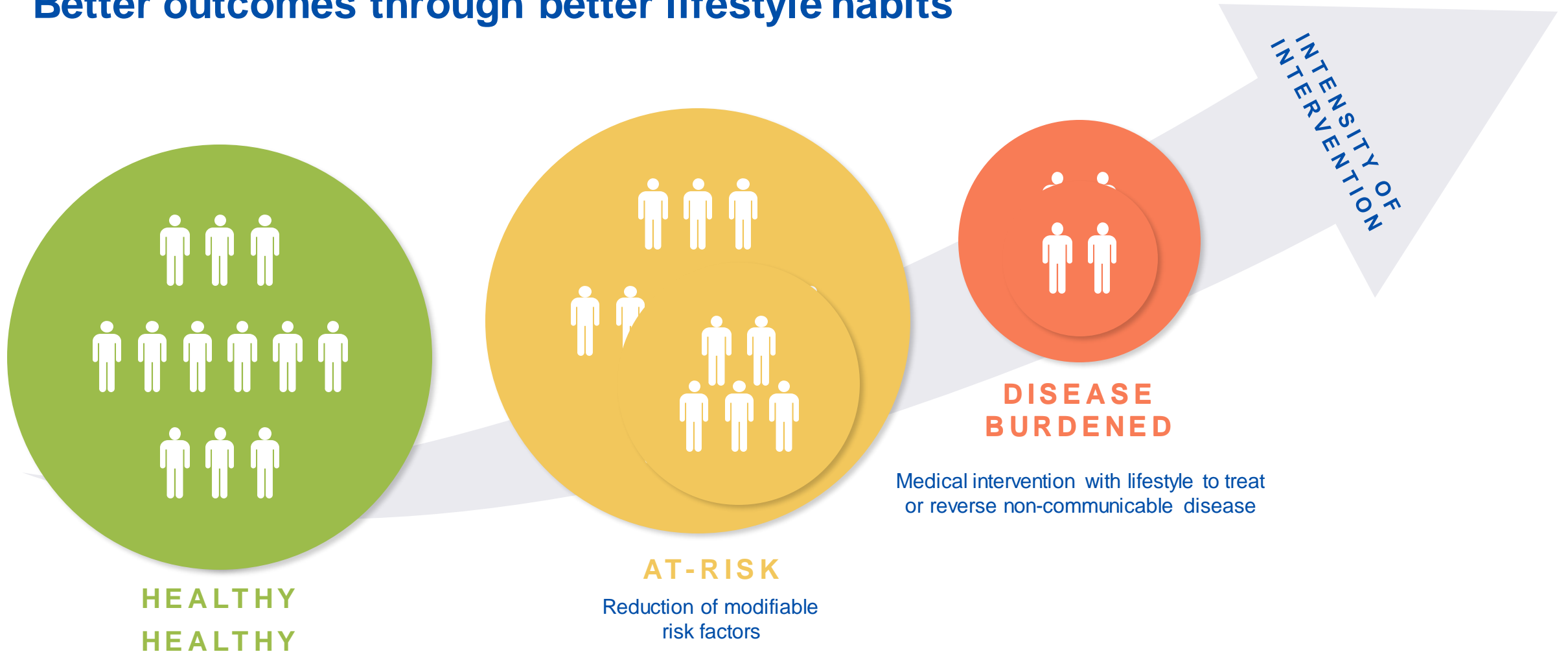
A Different Value Model

Population Continuum



A Different Value Model

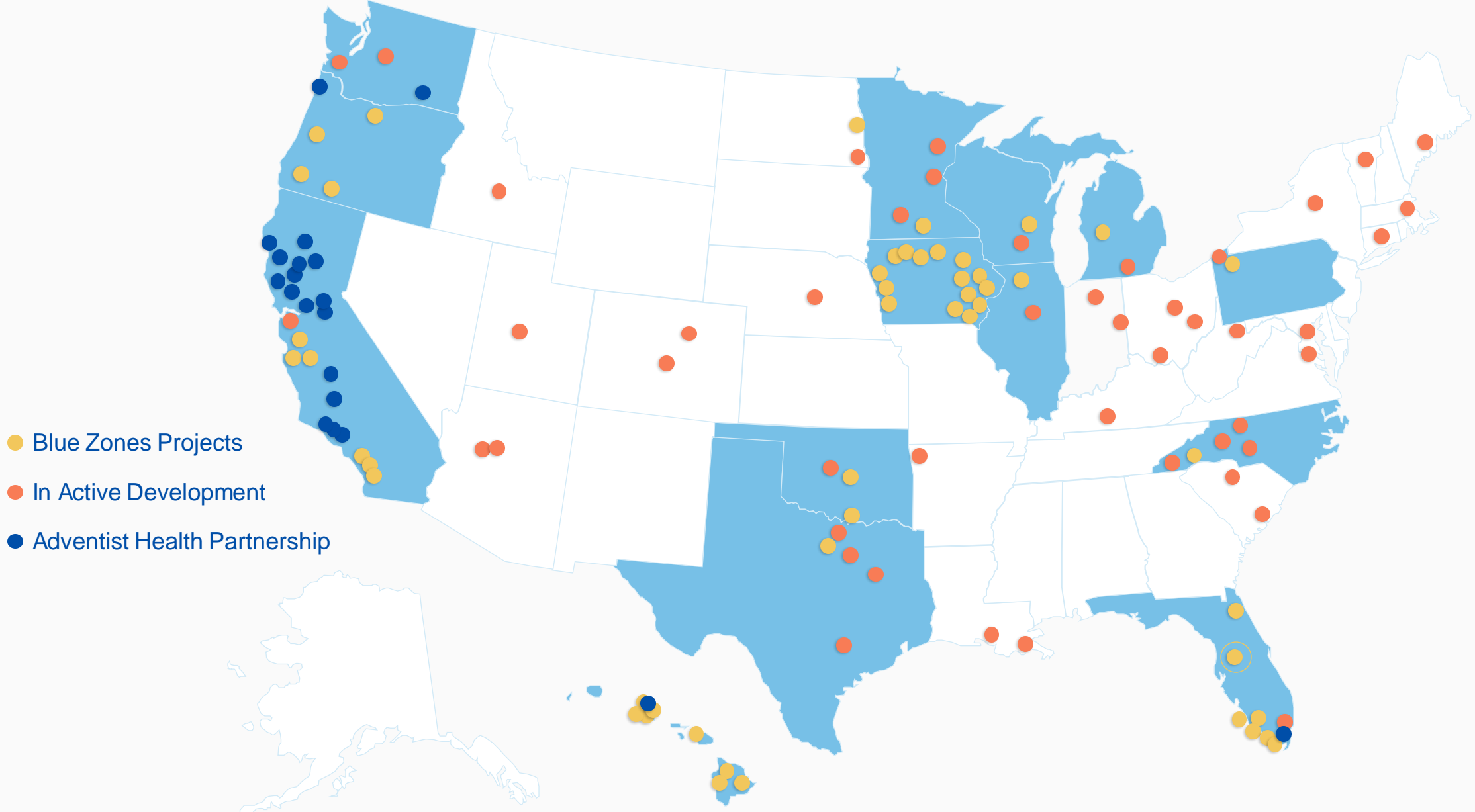
Better outcomes through better lifestyle habits



Reinforce & sustain healthy behaviors

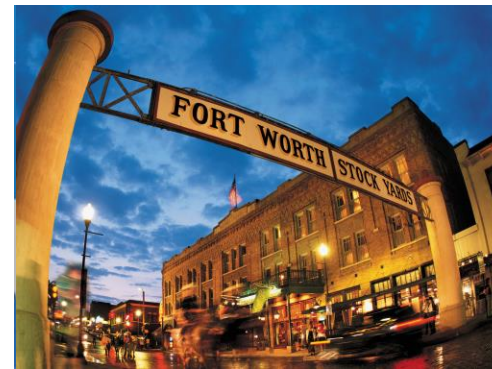
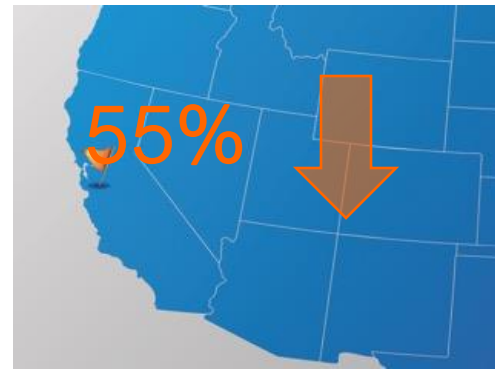
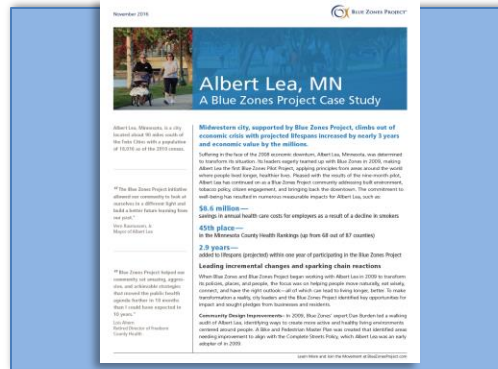


Outcomes



Deployed to 4.8M+ lives in 74 Community Projects across 15 States

Measurable Results



Small Community
Albert Lea, Minnesota
10 Years

- 49% decrease in medical claims cost for city workers.
- 2.38 years added to life spans with one year of participating in the Blue Zones Project.
- 48% increase in tourism since 2012.
- Jump to 41st place in Minnesota County Health Rankings (previously 68 out of 87 counties).

\$40M
Follow-On Grants

Mid-Size Community
Beach Cities, California
7 Years

- 55% drop in childhood obesity rates at Redondo Beach K-5 schools.
- 15% drop in overweight obese adults.
- 10% increase in exercise
- 17% drop in smoking.
- 12% rise in Life Evaluation
- \$72M in medical cost and lost productivity savings

+12%
Life Evaluation

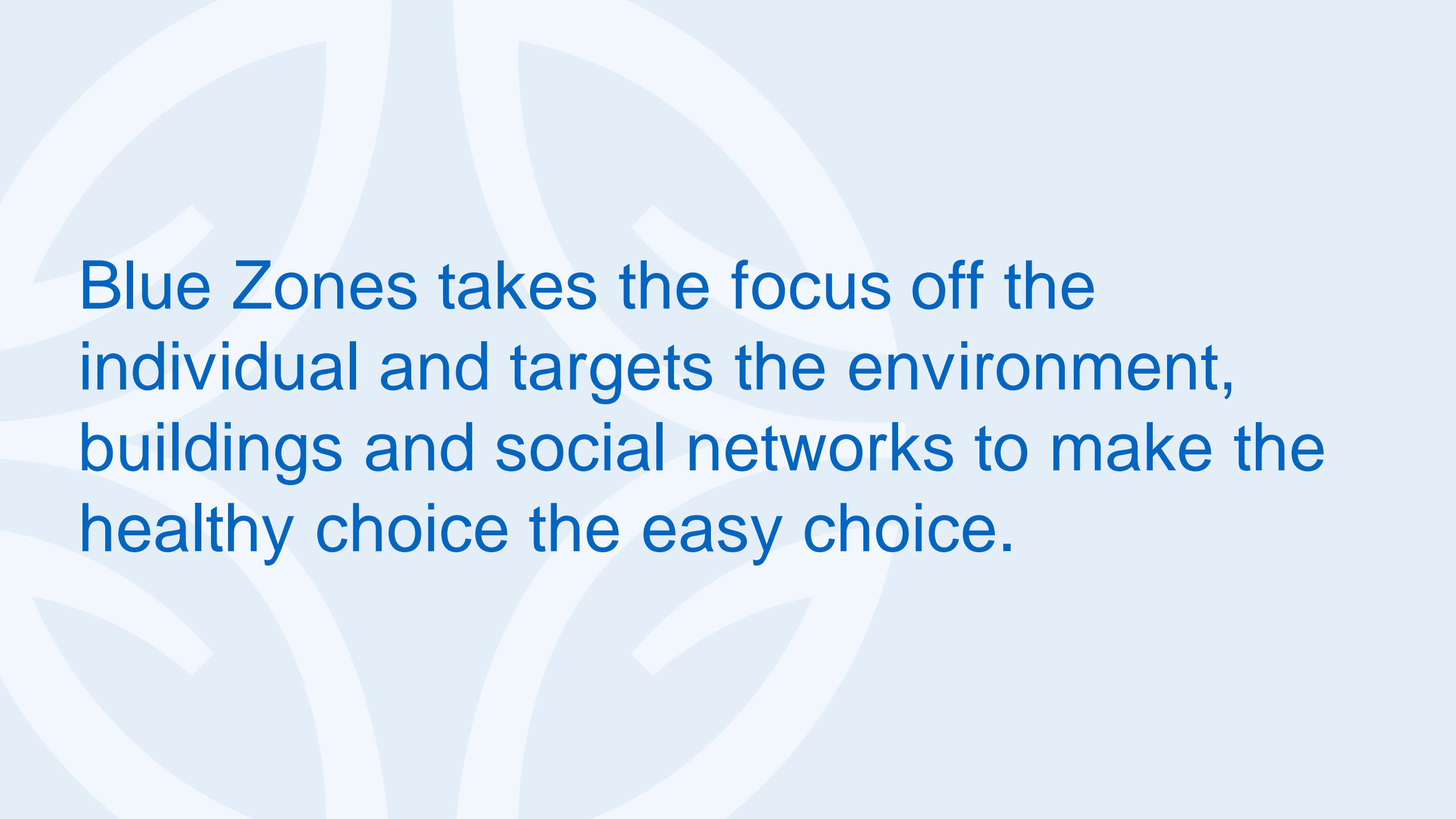
Large Community
Fort Worth, Texas
5 Years

- 31% decrease in smoking, Fort Worth's smoking rate now stands at 11.5 percent.
- Nine-point increase in residents who exercise at least 30 minutes three or more days of the week to 62%.
- Overall 2018 Well-Being Index score rise of 3.7 points or 6% since 2014.

\$20B
Lifetime Reduced Smoking Value



NIGHTLY
NEWS



Blue Zones takes the focus off the individual and targets the environment, buildings and social networks to make the healthy choice the easy choice.

What We Know



Health Outcomes

Healthcare Utilization
Hospital Admissions
Hospital Readmissions
Disease Burden

Business Outcomes

Performance
Unplanned Absence
Turnover
Safety

Community Outcomes

Crime Rates
High School Graduation Rates
Teen Pregnancy Rates
Motor Vehicle Deaths

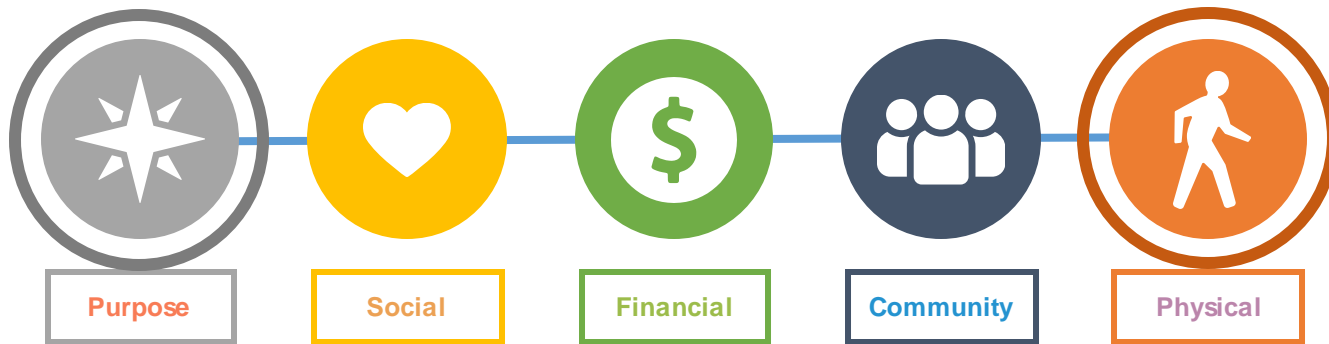
Mental Health Outcomes

Clinical Depression
Daily Emotions
Resilience
Adaptability

Relationship: Well-Being Elements to Outcomes

Population-Average Contribution

In an average population, the different elements of well-being have varying contribution towards outcomes of organizational & community value and cost.



N = 12,035. Multivariate regression models included age and gender. Outcomes are self-reported.

Job Performance



Life Satisfaction



Absenteeism



Presenteeism



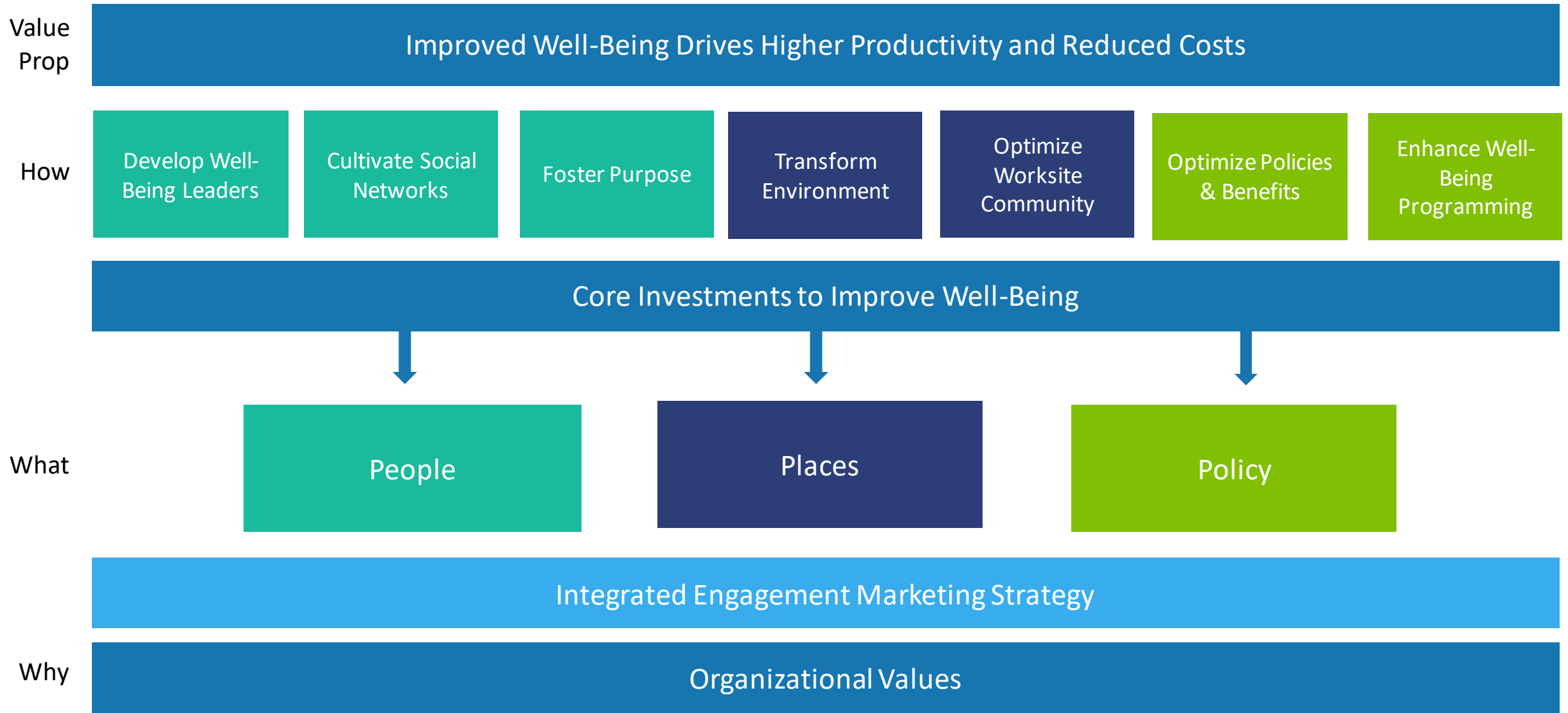
Hospitalizations



ER Visits



Blue Zones Workplace Framework



How we accelerate the good work an organization is already doing

Leadership



Blue Zones Workplace — Creating Your Blueprint

Leadership

Are leaders modeling and supporting health and wellness behaviors that influence the environment at the workplace?

Like all change management, to be successful programs need to be supported and led by senior leaders.

Blue Zones Workplace — Creating Your Blueprint

Purpose

Purpose

Does the organization have a purpose that the employees connect with? Does it support employees to identify and pursue their own purpose inside and outside of the workplace?

Those who live with a strong sense of purpose live 7 years longer than those who don't.



Built
Environment &
Surroundings

Blue Zones Workplace — Creating Your Blueprint

Built Environment & Surroundings

Does your workplace promote healthy practices and empower employees to make healthy choices through the physical layout, workplace setting and surrounding environment.

People mindlessly make over 200 health decisions daily. Blue Zones makes the healthy choice the easy choice.

A woman in a dark shirt is holding a blue wristband with the words "I BELONG" printed in green. She is looking down at the wristband. In the background, other people are seated at a table, some looking at papers. The scene appears to be a workshop or meeting.

Social
Environment &
Employee
Engagement

Blue Zones Workplace — Creating Your Blueprint

Social Environment & Employee Engagement

Does your organization support social connections, events and support health and wellness to break down department barriers?

Having a best friend at work is one of the strongest indicators of low employee turnover.

Policies & Benefits

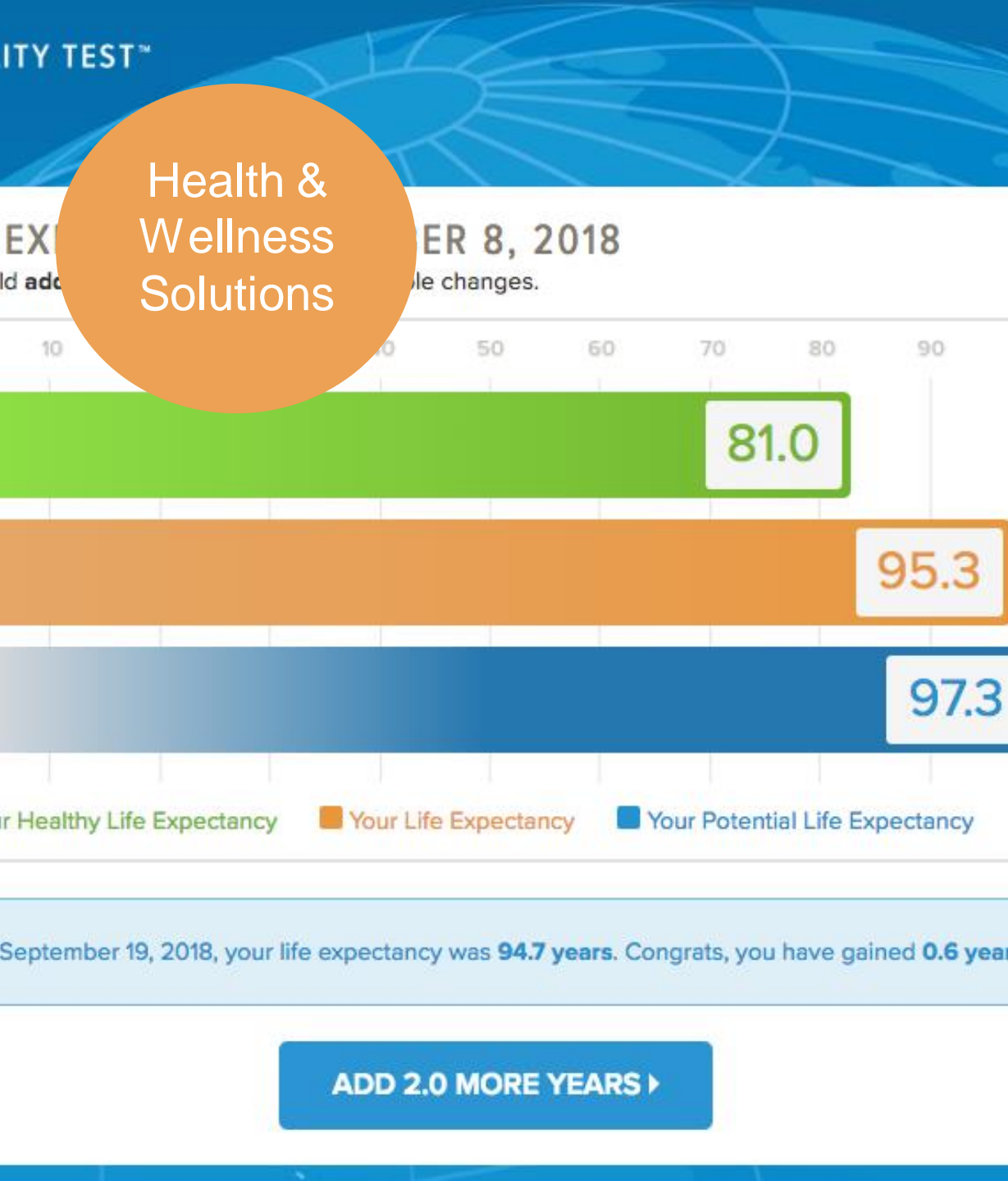


Blue Zones Workplace – Creating Your Blueprint

Policies & Benefits

Do your benefits and policies support health and wellness of your organization?

Employers that support employee well-being attract and retain the brightest and best talent. For every dollar spent on employee wellness, there is \$5.18 return on claims and costs and increased productivity.



Blue Zones Workplace – Creating Your Blueprint

Health & Wellness Solutions

Does your organization offer interesting and fun opportunities to measure, message, and help support positive behavior change?

- *Biometric Screening*
- *Nutrition Coaching*
- *WB5*
- *Employee Assistant Programs*
- *Tobacco Cessation*



NCH HEALTHCARE SYSTEM Case Study

NCH
Healthcare
System
MAIN
ENTRANCE

Specific Actions Taken by the NCH to Achieve a Certified Blue Zones Worksite

- **Engage leadership** in well-being training.
- Host an **all-company kick-off meeting** to introduce Blue Zones Projects.
- Provide Blue Zones Project **prompts and messaging on campuses.**
- **Offer purpose workshops** and tie to volunteer opportunities.
- **Work with Sodexo** to nudge healthier food choices.
- Schedule **regular produce markets** on campuses.
- Create **walking paths.**
- Launch **Moais.**
- **Provide education** to enhance ergonomic environment.
- **Review & upgrade policies** and services to employees that emphasize health and well-being.



Optimize Physical Environment

ACTIONS TO IMPROVE FOOD ENVIRONMENT

Removed sugar-sweetened drinks from cafeterias & vending

Added BZ Inspired menu items

Added grab 'n' go plant-based choices

Product placement intended to nudge

Replaced deep fryers with air fryers

Produce Markets & Organic Garden

RESULTED IN

Approximately 500 pounds of sugar **not** sold/consumed monthly

220% increase in water sales

39% increase in plant-based meals sales

72% increase in vegetables sales

34% decrease in sales of fried foods

25% positive change in nutrition score

Healthy Food Offerings

NCH BLUE ZONE APPROVED RESTAURANT CAFÉ CHANGES

- **Removal of Deep Fat Fryers** Deep fryers were replaced with air fryers in May 2018
- **Single Beverage Vendor Contract** NCH moved away from single beverage vendor contract to allow more options for water and remove sodas with artificial sweeteners
- **Blue Zone Patient Menu Enhanced** Sodexo launched Blue Zone Approved patient menu in August 2018
- **Healthy Sodexo** sales within the cafeterias continue to rise



Increase in Sales	NCH Wave Café	NCH Tree Top Cafe
Water	219%	221%
BZ Value Meal	53%	25%
Veggie Sales	63%	65%
Veggie Burger	158%	92%

Optimize Physical Environment

ACTIONS TO IMPROVE ENVIRONMENT

Tobacco Policy

Optimizing Moving Naturally

*Walking Paths Enhanced
Moais Created
Walking Maps
Offered Challenges*

Ergonomic Training

Purchase of Sara Lift Chairs

Offered a Kaia Digital Therapy Pain Mgt. Program

RESULTED IN

Drop in percentage of smokers from 2.8 to 0.2

4.8% increase in NCH physical well-being score

6.8% increase in employees who exercise 30 min./d, 3x/ week

Improved Biometrics

*Healthy HbA1C
Reduction in high BP
Improvement in LDL
Decrease in high risk BMI*

2018 CHIP Cohort Results

8%

Improvement in healthy blood pressure

17%

Improvement in healthy HDL cholesterol

7%

Reduction in high-risk triglycerides

	68%	52%	43%	39%
	Body Mass Index	Blood Pressure	Hemoglobin A1C	Cholesterol
2015	69%	48%	43%	39%
	Body Mass Index	Body Mass Index	Hemoglobin A1C	Cholesterol
2016	70%	49%	37%	37%
	Body Mass Index	Body Mass Index	Waist Circumference	Cholesterol
2017	70%	52%	36%	34%
	Body Mass Index	Body Mass Index	Waist Circumference	HDL Cholesterol
2017	70%	43%	36%	53%
	Body Mass Index	Body Mass Index	Waist Circumference	HDL Cholesterol

Optimize & Engage **Social Connections**

ACTIONS

Created walking & potluck Moais

Increased volunteer opportunities

Added social events outside of work

Started a *Leadership Listens* forum

RESULTED IN

Approximately **53% joined Moais**

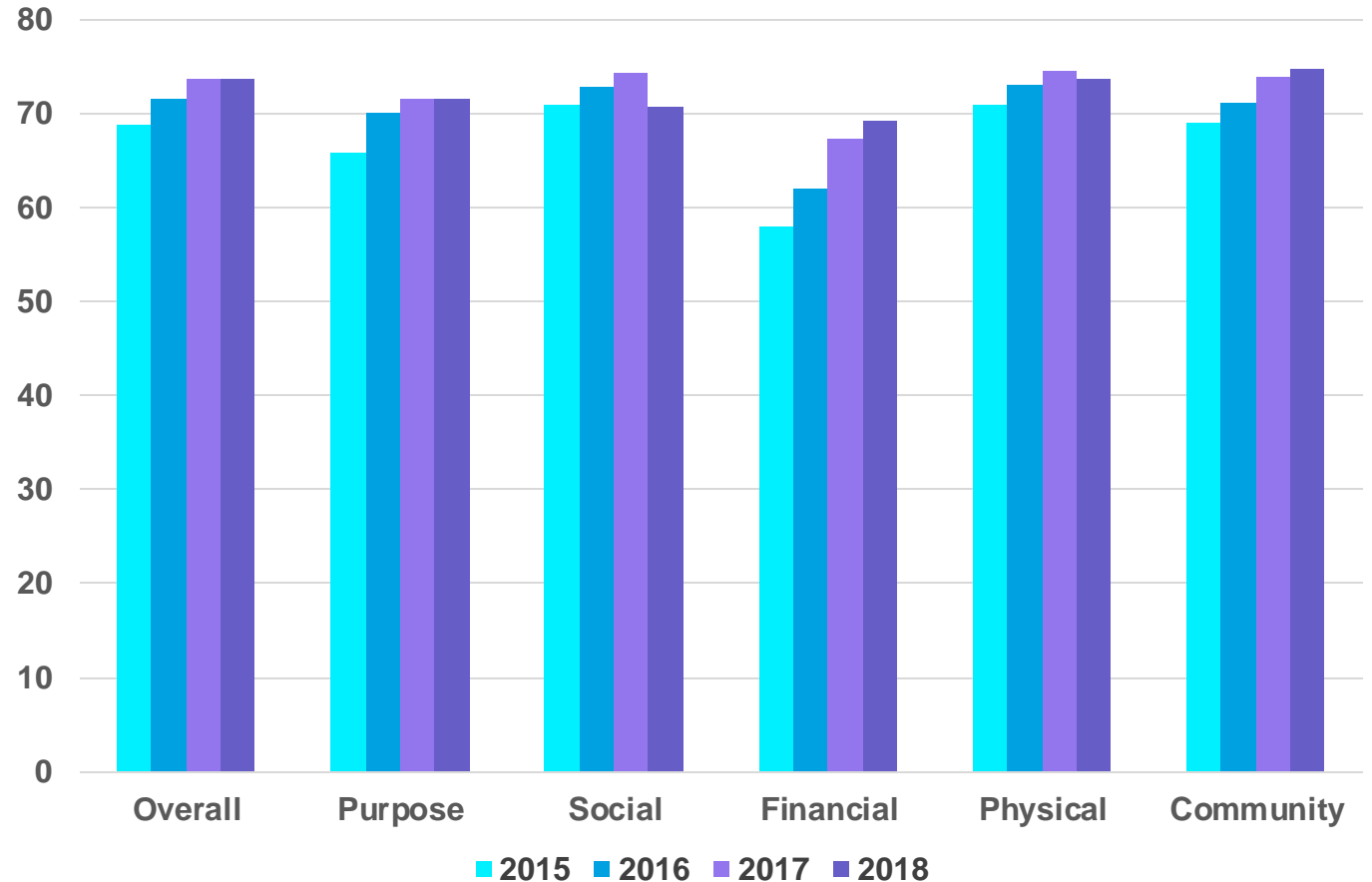
4.8% NCH social **well-being score**

7.1% increase in number of employees who have **someone who encourages them to be healthy**

More than 4200 employee volunteer hours logged

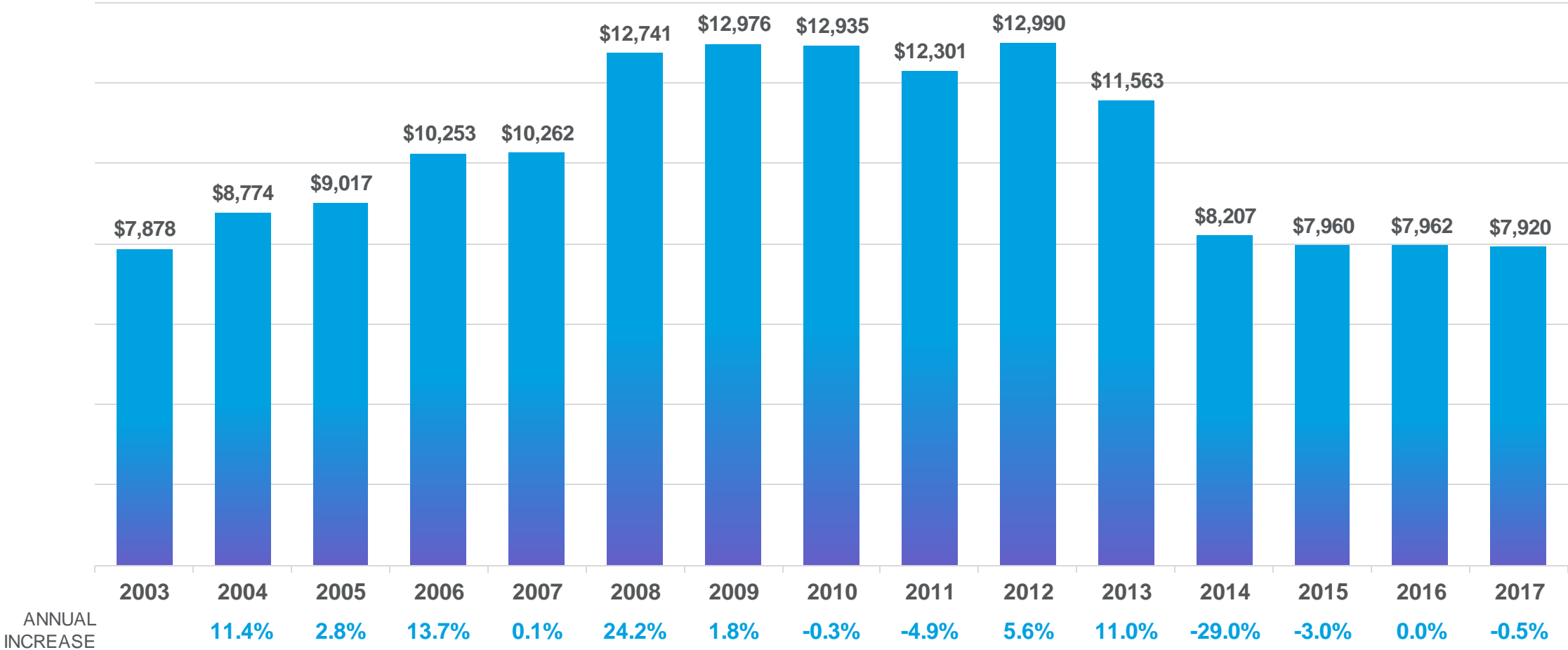
Positive Changes
in Every Area of Well-Being

Scores improved in nearly every category with overall well-being jumping **nearly five points from 68.9 to 73.8** on a scale of 0 to 100.



Watson Wyatt: Y-O-Y Changes in Claims Expenses

NCH Claims PEPY



Positive Changes to the Bottom Line

54%

decrease in healthcare expenditures, resulting in \$27 million in savings over a six-year period

0%

increase in employee health insurance premiums during a four-year period

40%

drop in number of work days lost related to any/all types of injuries from fiscal year 2015 to 2016

(381 days to 226 days)

Measurable Results

> 5% Sustained Improvement in Well-Being

\$40M Follow-On Grants

- **2.9 years added** to life spans within one year of participating in the Blue Zones Project.
- **48% increase in tourism** since 2012.
- **Jump to 34th place** in Minnesota County Health Rankings (previously 68 out of 87 counties)

+12% Life Evaluation

- **15% drop in overweight/obese** adults.
- **10% increase** in exercise.
- **17% drop** in smoking.
- **12% rise** in Life Evaluation.
- **\$72M in medical cost and lost productivity savings.**

\$20B Lifetime Reduced Smoking Value

- **15.5%**
- **Sixteen-point increase** in residents who exercise at least 30 minutes three or more days of the week, now at 62%.
- **90,000 residents and 280 organizations engaged.**

\$27M Medical Claims Redux

- **54% decrease in healthcare expenditures** over six years.
- **\$27 million reduction in self-insured medical claims.**
- **Nearly 60%** of all employees pledged participation.
- **40% decline** in lost work days due to injury.

Keys to Success



Keys to Success





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