

4Leaf Automated Reduction in the Cost of Healthcare (ARCH)

November 2016. We are pleased to announce the world's first automated system for reducing the cost of healthcare in businesses—ARCH by 4Leaf. We do it by focusing totally on the critical variable that is missing in all major corporate wellness programs—the FOOD.



Confidential

*Automated Reduction in
the Cost of Healthcare
The ARCH System*

Knowing that a diet of mostly whole, plant-based foods has been proven to prevent, slow, stop or reverse most chronic disease, we are confident that as more associates move in the direction of eating more plants, the total cost of healthcare will begin to drop, for both the business and the associates. Our new system will facilitate that process.

The ARCH algorithm is based on a simple definition of the optimal diet: "The closer we get to eating a diet of whole, plant-based foods, the better off we will be." –T. Colin Campbell, PhD, Nutritional Biochemistry, Cornell Univ.

Designed for the Workplace. Not necessarily advocating a vegetarian or vegan diet, ARCH was designed to help all associates improve their health by making better food choices—prompting them to begin adding more whole, plant-based foods to their daily eating routines.

In a business setting, we're talking about a huge win-win: for the health and the pocketbooks of all associates AND for the health and the bottom line of the business itself.

Example. Imagine a corporation with 10,000 employees and a cost of healthcare of \$120 million (shared by the company and associates). How can we start that process with a minimal amount of investment in time or capital? By launching our new ARCH automated system.

Vision. Endorsed by its CEO, any business can lower the cost of healthcare—by making it easy for all associates to learn to improve their own health. Here's how:

1. First step. Company executives are thoroughly briefed regarding the 2-way info that will soon be shared with all associates directly through their electronic devices.
2. All associates are encouraged (not required) to make improvements in the way they and their family eats, but they will be required to occasionally take the online 4Leaf Survey.
3. The ARCH system is provided to all associates at no cost and, except for taking the survey when asked, individual participation is 100% voluntary.
4. A HIPAA compliant system administers all data.
5. Beginning with a period of orientation/education (via ARCH) for all associates, each receives an electronic request to take the online 4Leaf Survey (See demo now at 4leafsurvey.com).
6. Just before taking the two-minute survey, associates are asked for their name, sex, birth date, height and weight—for system computation of BMI.

7. ARCH then generates a custom report for one of six levels of eating for each associate. In addition to their numerical 4Leaf "score," their report will advise each person how they can improve their "score" AND their health. They are also encouraged to share all of the ARCH information with their families.
8. Monthly, all associates receive a system-generated message asking them to take the 4Leaf Survey again. If their scores improve from their first survey, they receive automated congratulatory notes, along with more suggestions for continued improvement.
9. This dynamic system interface continues monthly, and after three months, all associates are asked to update their weight information. ARCH then generates a new BMI and offers congratulatory notes if there has been improvement—and encouragement notes to others.
10. Routine positive messaging to associates continues throughout the first year and beyond. For those associates who demonstrate exceptional interest in improving their scores and their health, they are asked if they are interested in taking a more active role in the ongoing administration of the ARCH system.
11. At various times throughout the year, all associates are asked if they are interested in taking a more active role in the ARCH system. For example, joining a small team in their location that provides help and support for each other as they strive to promote vibrant health for themselves and their families.
12. **The Payoff.** As the health of the associates improves, so does the health of the company's bottom line as healthcare costs gradually begin to decline.

By the end of the first year, ARCH will be capable of reporting dietary patterns, BMI numbers, 4Leaf scores, cost of healthcare and rates of individual improvement, by department, etc., etc.—throughout the entire organization.

Conclusion. We have described herein how this powerful system can be effective with very little senior management involvement—other than a strong endorsement from the top. With active leadership, coupled with a creative incentive package, we estimate that the total annual cost of healthcare for the entire company can be cut by 10% to 50% within three to five years. Why the wide range of savings? It reflects the level of commitment from the top.

Bottom Line. For the 10,000-associate firm mentioned earlier, we estimate annual healthcare savings of \$10 million to \$50 million. Each associate can also save up to \$5,000 per year. Further, the company will likely see higher productivity, less absenteeism, and much more.

*Another big winner is our precious environment
that sustains us all.*

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