



Helping Businesses Lower the Cost of Healthcare

ARCH by 4Leaf – 4Leaf Global, LLC

Introduction to the ARCH* System by 4Leaf

We have a big problem in the United States with chronic disease and the runaway cost of healthcare it has generated. Topping \$3 trillion in 2014, it has risen sharply from 5% of the GDP in 1960 to almost 20% that it is approaching today. This situation is unsustainable for a host of reasons but how is it going to be fixed? First, we must recognize that we don't actually have a "health" care system. Medical journalist Shannon Brownlee got it right:

“We have a *disease care* system, and we have a very profitable *disease care* system—it doesn't want you to die and it doesn't want you to get well; it just wants you to keep coming back for the care of your chronic disease.”

Where is the incentive to change? Although our healthcare industry does not benefit when people get healthy, there are many powerful individuals in this country who would benefit greatly if that began to happen. They are the chief executives of thousands of large, self-insured companies. The numbers are staggering when it comes to the dollars at stake.

A 2014 Towers Watson survey of 595 American corporations put the average total health expenditures per employee in 2013 at \$11,938. So for an organization of 1,000 people, that's an annual medical bill of roughly \$12 million (mostly paid by the company). In a company with 10,000 employees, the employer portion approaches \$100 million.

So what is the most expeditious way for a business to start moving their cost of healthcare in the other direction? By primarily focusing on the single most powerful element that has been missing in virtually all corporate wellness programs--the FOOD. Studies show that up to 80% of the cost of healthcare in the United States is driven by our food choices. Now we're talking about the opportunity to cut those healthcare dollars by 50% or more--by simply helping all employees move rapidly in the direction of a whole food, plant-based diet.

Getting Started. The process begins with all associates being advised of a new health initiative aimed at helping everyone improve their health, save money on healthcare and much more. After everyone completes a simple, online learning module, the ARCH system gets the ball rolling by asking each person to take the 4Leaf Survey on their smartphone.

With the benefit of an online database, each employee will begin to receive a series of custom messages offering them encouragement and praise, while advising them exactly how they can further improve their own 4Leaf score and their health. ARCH makes it possible to actively engage and guide millions of people just as easily as with only a few dozen.

Bottom Line. We're talking about a definite strategic advantage for the pioneering companies. As the first wave of CEOs begins to take advantage of the many benefits that come from a healthier workforce, other companies who don't undertake similar initiatives will have trouble competing with those who do.

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

J. Morris (Jim) Hicks, CEO, 4Leaf Global, LLC -- jmorrishicks@me.com -- Cell: 917-399-9700