



GET PAID TO ACHIEVE A HEALTHY WEIGHT

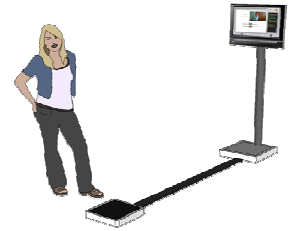
Get daily support • Track your progress • Success rewarded • It's Free

What is Weigh and Win?

Weigh and Win is a weight management program that will be offered for FREE to Colorado adults age 18 and over. The program is initially being funded by Kaiser Permanente Community Benefit with the interest of increasing the availability of evidence-based, low cost behavior modification programs to the general public, including Kaiser Permanente members and employees in Colorado as champions of the program. The goal is to provide the public with access to an effective healthy living program and to build a business model to sustain the program in the community by 2013.

Program components include:

- **Enroll:** Easy enrollment at WeighandWin.com or at a kiosk
- **Coach:** A daily email or text program that coaches individuals on healthy eating and active living (messages tailored based on early assessment).
- **Measure:** Participants will weigh-in at a private, automated kiosk located in their community every 90 days. Weigh-in results and real time progress tracking will enable the incentive rewards program: (5% weight-loss = \$15, 10% weight-loss = \$30).
- **Reward:** Opportunity to earn rewards from local retail partners for achieving and maintaining healthy weight, participating in program activities (i.e. weekly journal).
- **Challenge:** Teams comprised of family, friends, and/or co-workers will further motivate participants and allow them to earn additional rewards.



Why it's Needed?

- Over 55% of the Colorado adults are overweight or obese.
- Denver spent an estimated \$704 million in preventable health care costs in 2009 because of obesity.
- Worksite wellness programs can be cost prohibitive for small employers.
- Current KP and community programs for behavior change in healthy eating and active living are not scalable to reach large populations due to cost and resource challenges

Kiosk Locations:

Current Locations

- Alamosa – San Luis Valley Regional Medical Center
- Aurora - Water Park I Kaiser Permanente Admin Office
- Aurora/Denver – East Denver Medical Office
- Centennial – Goodson Rec Center
- Colorado Springs – Southeast YMCA
- Commerce City – Commerce City Rec Center
- Denver – Kaiser Permanente Franklin Medical Office
- Denver – Denver Health Hospital
- Firestone – Carbon Valley Library
- Glendale – CO Department of Public Health and Environment
- Lafayette – Bob L Burger Recreation Center
- Lakewood – American Furniture Warehouse
- *Mobile Kiosk* – for use at community organizations and events

Community Benefit and Return on Investment

Weigh and Win incentivizes those who are ready, motivated and have access to community placed kiosks. The program will decrease BMI for participants and streamline costs by pooling purchasing power, allowing the general public to participate in a successful program normally only offered in worksite settings. Initial estimated return on investment is \$3.25 per one dollar invested. A minimum of 10,000 participants are expected to participate during the first year, 27% of which are predicted to achieve a 5.7% percent improvement in weight. Based on data collected for healthcare, absenteeism, prescription drug, and loss of productivity costs, this will result in an annual cost savings of \$686 per person, or about \$1.5 million for 10,000 people.

Contact

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