



Making good health contagious

The Microclinic Program: Addressing Chronic Disease through Contagious Health in Appalachia Kentucky

*16th Annual Kentucky Rural Health Association Conference
September 18, 2014*

*Leslie Lang
Senior Vice President, Microclinic International*

http://www.ket.org/cgi-bin/cheetah/watch_video.pl?nola=KWFED%20000000

42:40 - 44:30



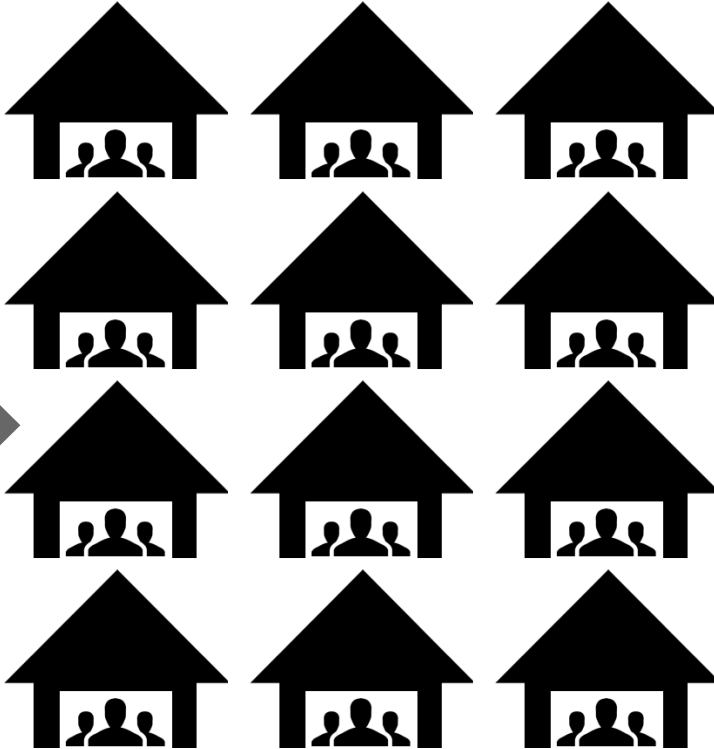
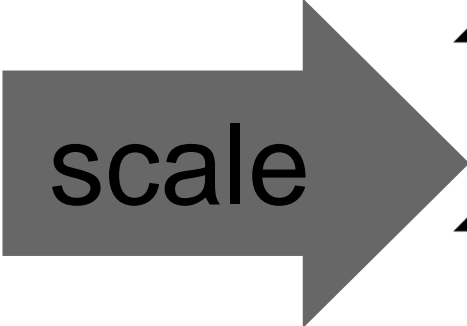
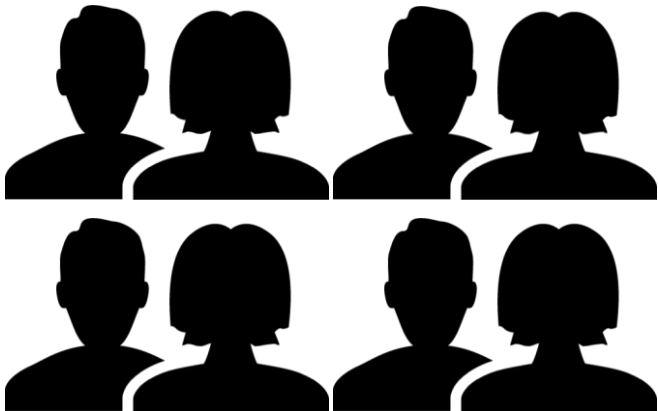
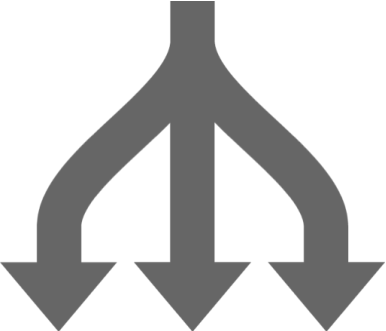
What is “Contagious Health”?





What are “Microclinics”?

contagious health model





TeamUp4Health

Humana®

MICROCLINIC®

I N T E R N A T I O N A L

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**SPREAD
THE HEALTH**
APPALACHIA



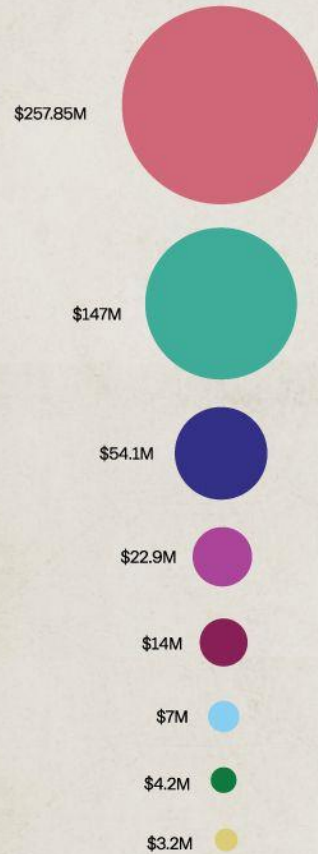
What diseases do we address?



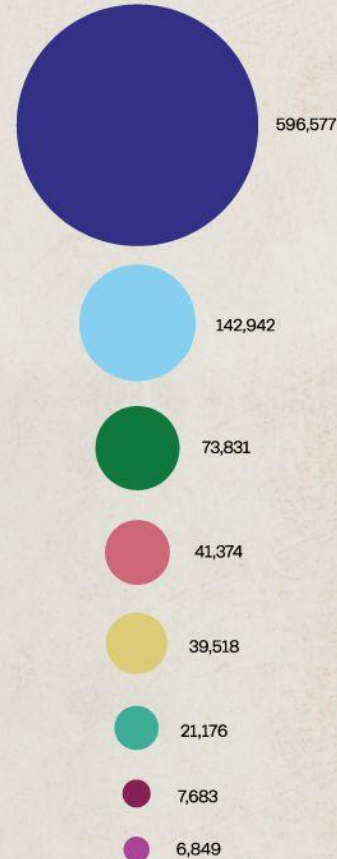
WHERE WE DONATE VS. DISEASES THAT KILL US

- **Heart Disease**
Jump Rope for Heart
- **Diabetes**
Step Out: Walk to Stop Diabetes
- **Motor Neuron Disease (including ALS)**
ALS Ice Bucket Challenge
- **Suicide**
Out of Darkness Overnight Walk
- **HIV / AIDS**
Ride to End Aids
- **Chronic Obstructive Pulmonary Disease**
Fight for Air Climb
- **Breast Cancer**
Komen Race for the Cure
- **Prostate Cancer**
Movember

MONEY RAISED



DEATHS (US)

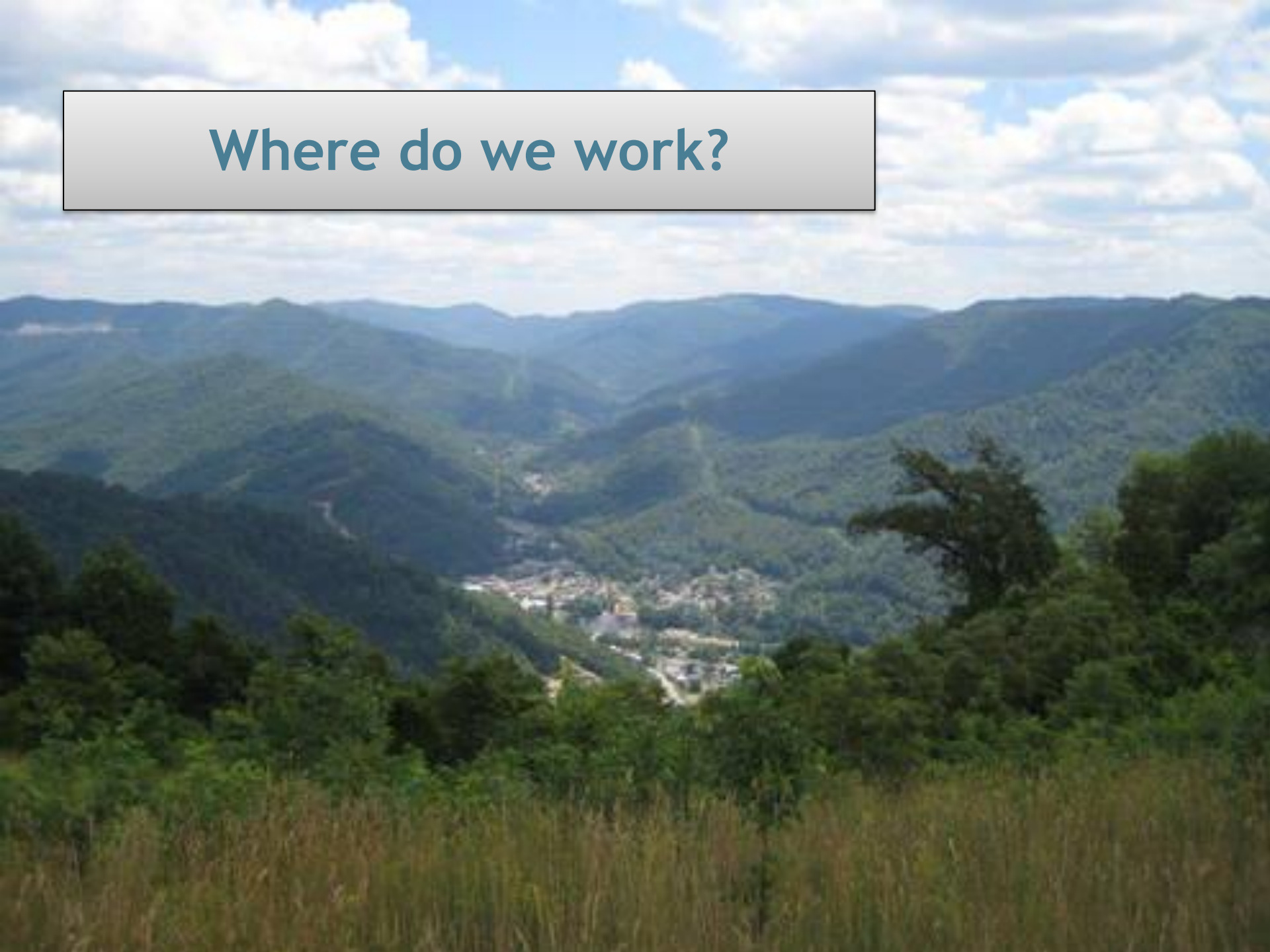


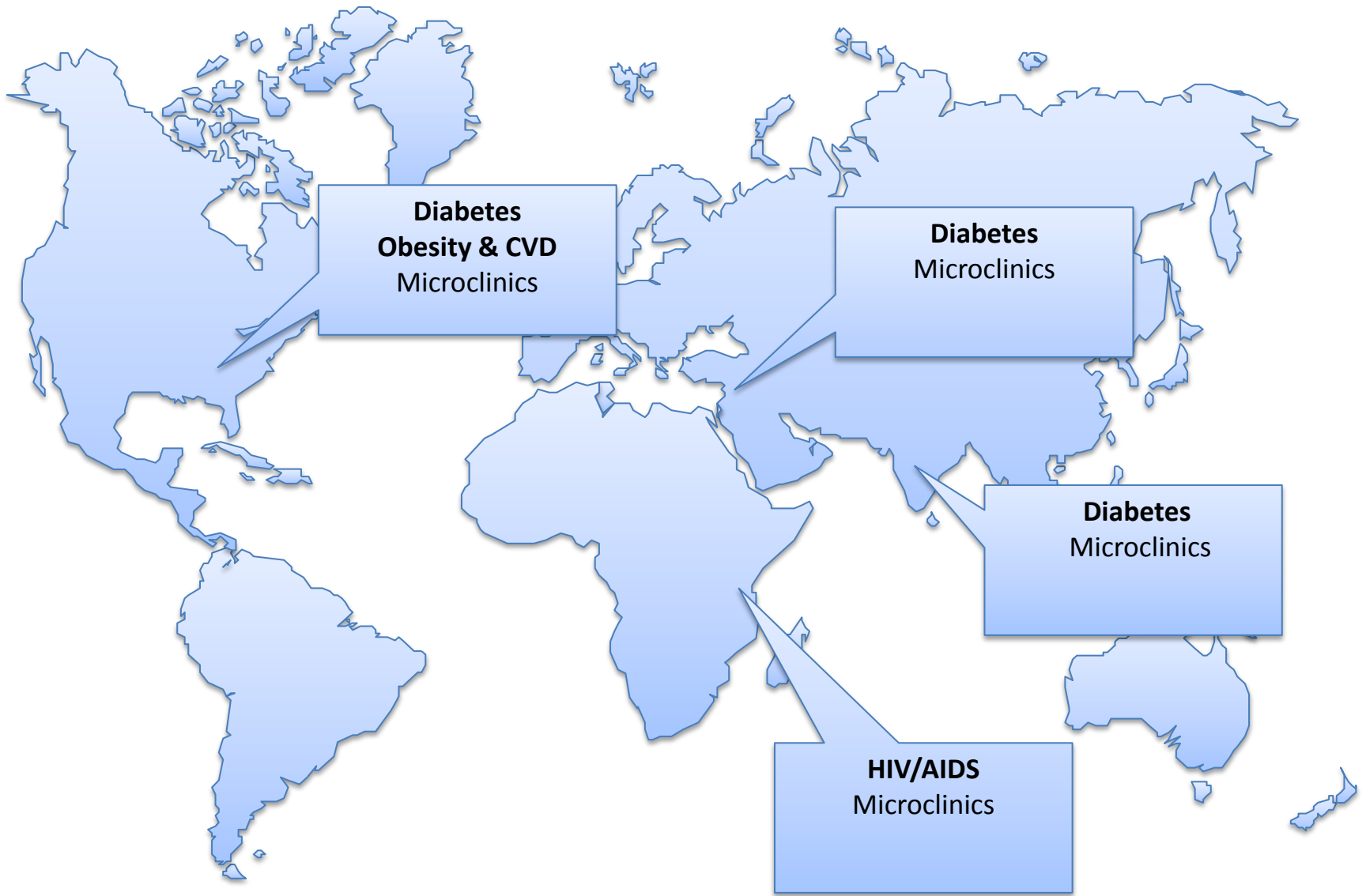
Source: <http://www.vox.com/2014/8/20/6040435/als-ice-bucket-challenge-and-why-we-give-to-charity-donate>

Source: Death statistics from 2011 CDC report, Money raised from listed charities

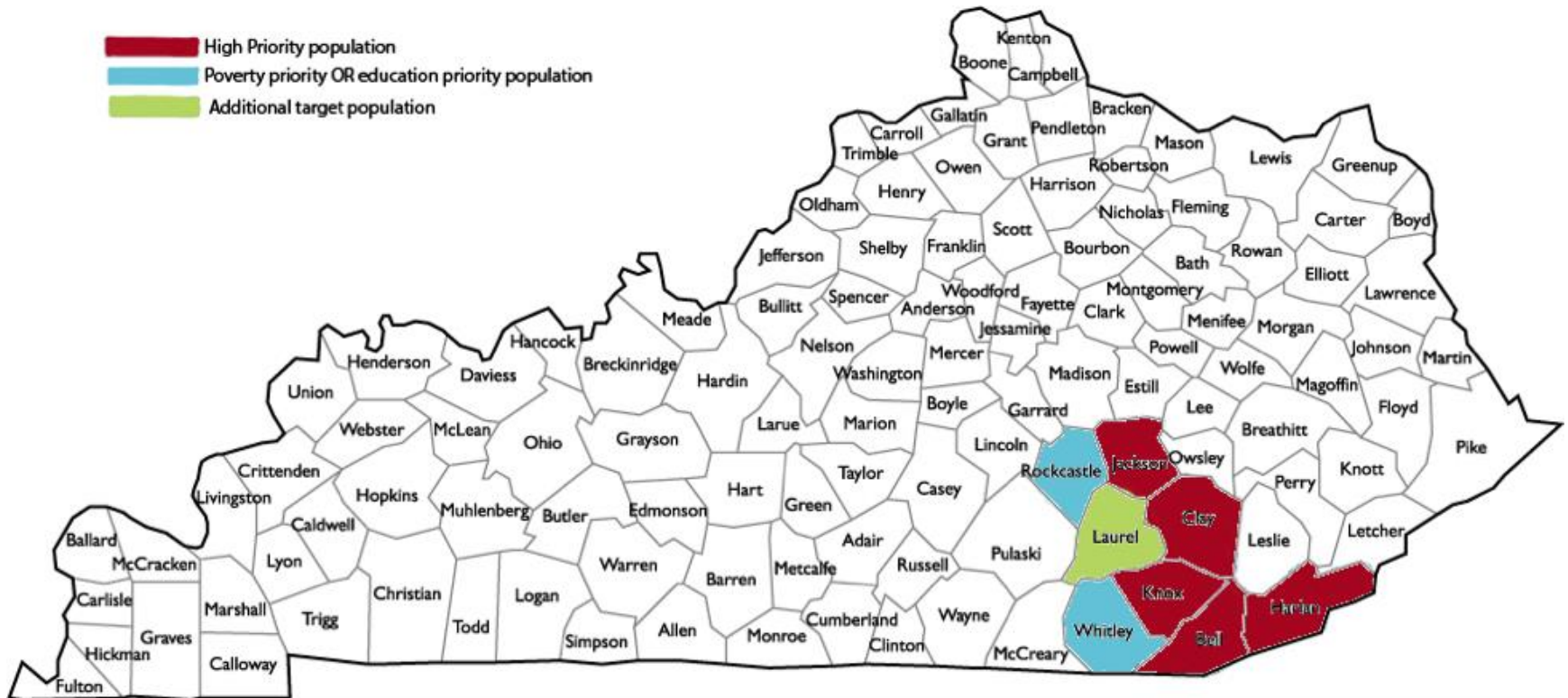


Where do we work?



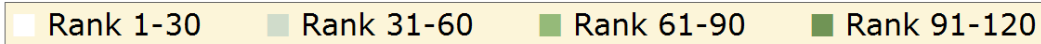
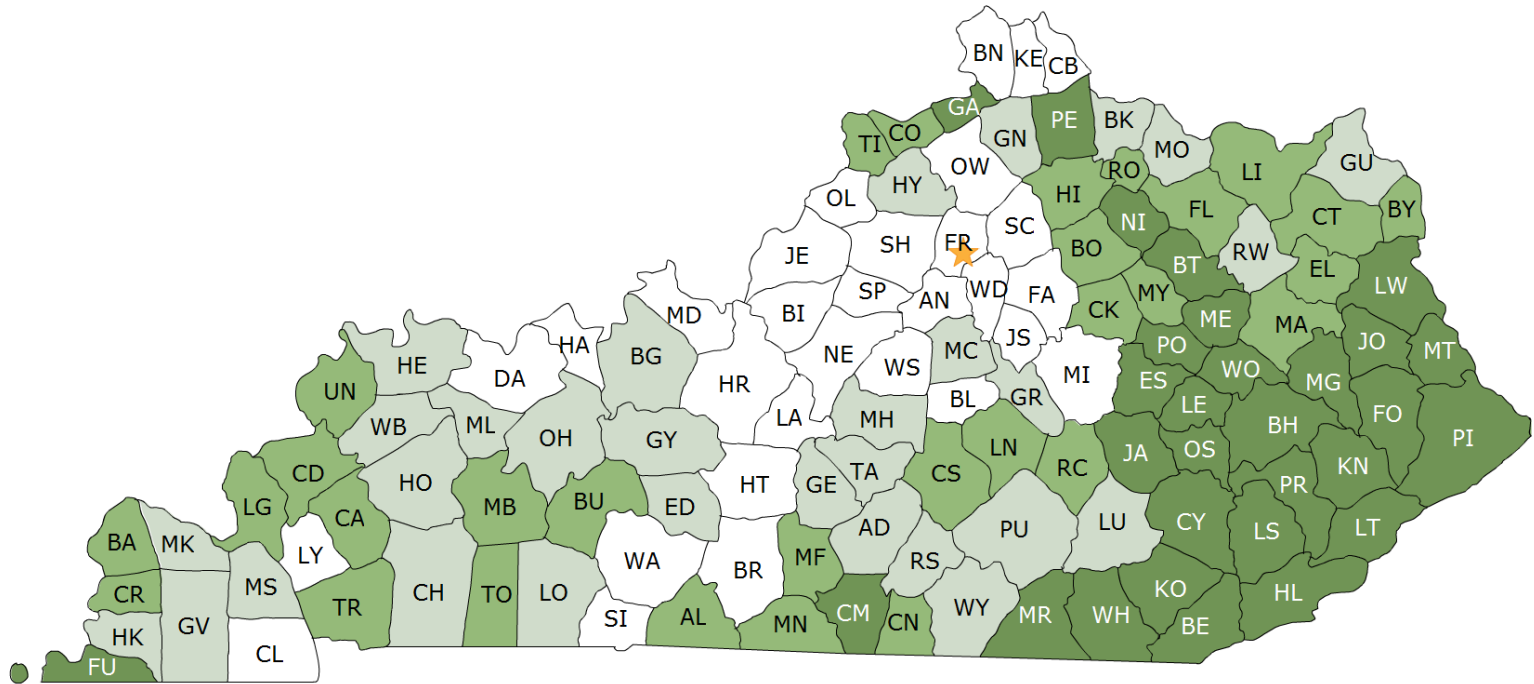


Cumberland Valley, Kentucky



County Health Outcomes Map

2014 Health Outcomes - Kentucky



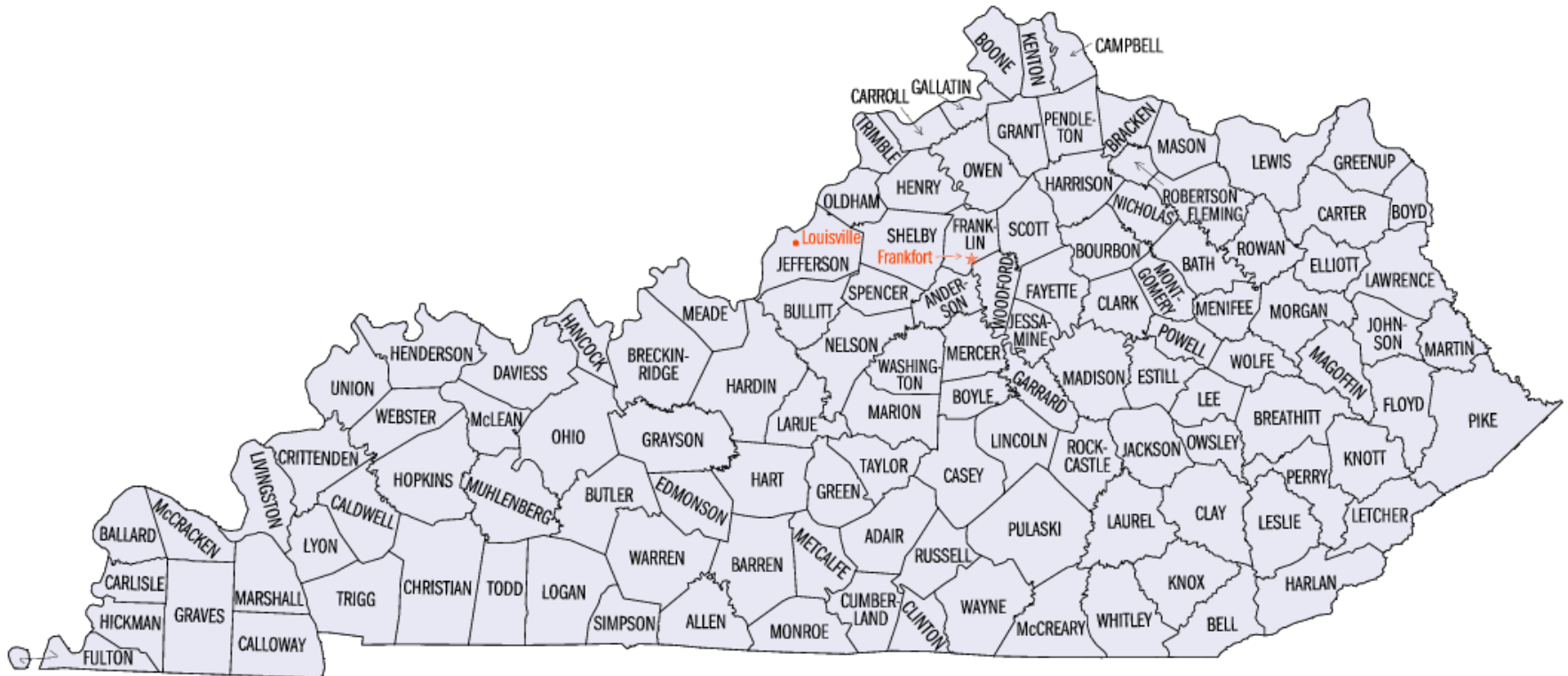
Kentucky Counties with Trained Microclinic Program Facilitators

- Bell County
- Rockcastle County
- Jackson County
- Clay County
- Whitley County
- Knox County
- McCreary County
- Mason County
- Robertson County
- Bracken County
- Perry County
(forthcoming)
- Leslie County
(forthcoming)



Where are we growing?

Kentucky



What are the results?

Of the participants that completed the Microclinic Program...

- **95% improved** in at least one chronic disease risk factor (weight, waist circumference, blood pressure, HDL, HbA1c)
- Obese participants **lost on average 10.2 lbs.** and maintained 81% of all weight loss 16 months after the start of the program
- At 16 months after the start of the program, hypertensive participants not only sustained their reduction in blood pressure, but further **improved by 56%**

Where have the results been published?

- The **American Heart Association's** flagship journal, *Circulation* (among the top 10% of accepted abstracts)
- The ***Lancet***
- The ***American Journal of Epidemiology***
- The **American Diabetes Association's** journal, *Diabetes*
- **World Health Organization** journal

Who else is telling the story?

- *KET/ PBS*
- *Lexington Herald-Leader*
- *Stanford Social Innovation Review*
- *Huffington Post*
- *Thinfluence* (book)
- *Do Good Well* (book)
- TED
- Robert Wood Johnson Foundation
- Trust for America's Health
- International Diabetes Federation
- World Diabetes Foundation

How can I bring “Contagious Health” to my community?

- Microclinic Program implementation partnerships
- Microclinic Program facilitator trainings
- New Microclinic Program development (e.g. children’s programs)
- Research partnerships
- Sponsorship and corporate partnerships
- Partnerships to scale



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THANK YOU FOR ATTENDING!

*Remember, health is contagious.
Pass it on!*

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