

DECEMBER

This month, *Health is Primary* is focusing on prevention and wellness and highlighting the role of primary care in helping patients stay healthy. We are sharing the facts about the importance of prevention in the United States and how investment in primary care and prevention provide better care and better health outcomes at lower costs. **Join us and spread the word.**
#MakeHealthPrimary #MoreforYourMoney #PreventionisPrimary

BE A CHAMPION



- **Distribute** patient information materials (tear sheets) on prevention and wellness in your primary care practice.
- **Offer** to host “brown bag” lunch presentations for employers in your community. Have a member of the care team share tips for healthy eating, exercise and important screenings recommended by the U.S. Preventive Services Task Force with the company’s employees.
- **Share** the facts about prevention and wellness through social media. Post regularly on Twitter and Facebook using the facts listed here.
- **Don’t forget** to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how primary care is helping keep patients healthy in your practice, community or state. Go to www.healthisprimary.org and click on the “stories” tab.

THE FACTS ABOUT PREVENTION

- A 1 percent reduction in weight, blood pressure, glucose, and cholesterol risk factors would save \$83 to \$103 annually in medical costs per person. (National Prevention Strategy, 2011)
- Increasing use of preventive services, including tobacco cessation screening, alcohol abuse screening and aspirin use, to 90 percent of the recommended levels could save \$3.7 billion annually in medical costs. (National Prevention Strategy, 2011)
- Medical costs are reduced by approximately \$3.27 for every dollar spent on workplace wellness programs. (National Prevention Strategy, 2011)
- Tobacco use accounts for 11 percent of Medicaid costs and nearly 10 percent of Medicare costs. (National Prevention Strategy, 2011)
- Tobacco screening is estimated to result in lifetime savings of \$9,800 per person. (National Prevention Strategy, 2011)

MANY HAPPY RETURNS



DECEMBER FOCUS: STAYING HEALTHY

12 | 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
11 2018 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	01 2019 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	27	28	29	30	1
2	3	4	5	6	7	8
NATIONAL INFLUENZA VACCINATION WEEK						
9	10	11	12	13	14	15
NATIONAL HANDWASHING AWARENESS WEEK						
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	CHRISTMAS DAY				

WORLD AIDS DAY

EMPHASIZING PREVENTION AND HEALTH PROMOTION



PRIMARY CARE PHYSICIAN SUPPLY WAS ASSOCIATED WITH IMPROVED HEALTH OUTCOMES, **INCLUDING ALL-CAUSE, CANCER, HEART DISEASE, STROKE AND INFANT MORTALITY; LOW BIRTH WEIGHT; LIFE EXPECTANCY; AND SELF-RATED HEALTH.**¹



ACCESS TO PRIMARY CARE IS ASSOCIATED WITH IMPROVED OUTCOMES: **MORE COMPLETE IMMUNIZATION, BETTER BLOOD PRESSURE CONTROL, IMPROVED DENTAL HEALTH, REDUCED MORTALITY, AND IMPROVED QUALITY OF LIFE.**²

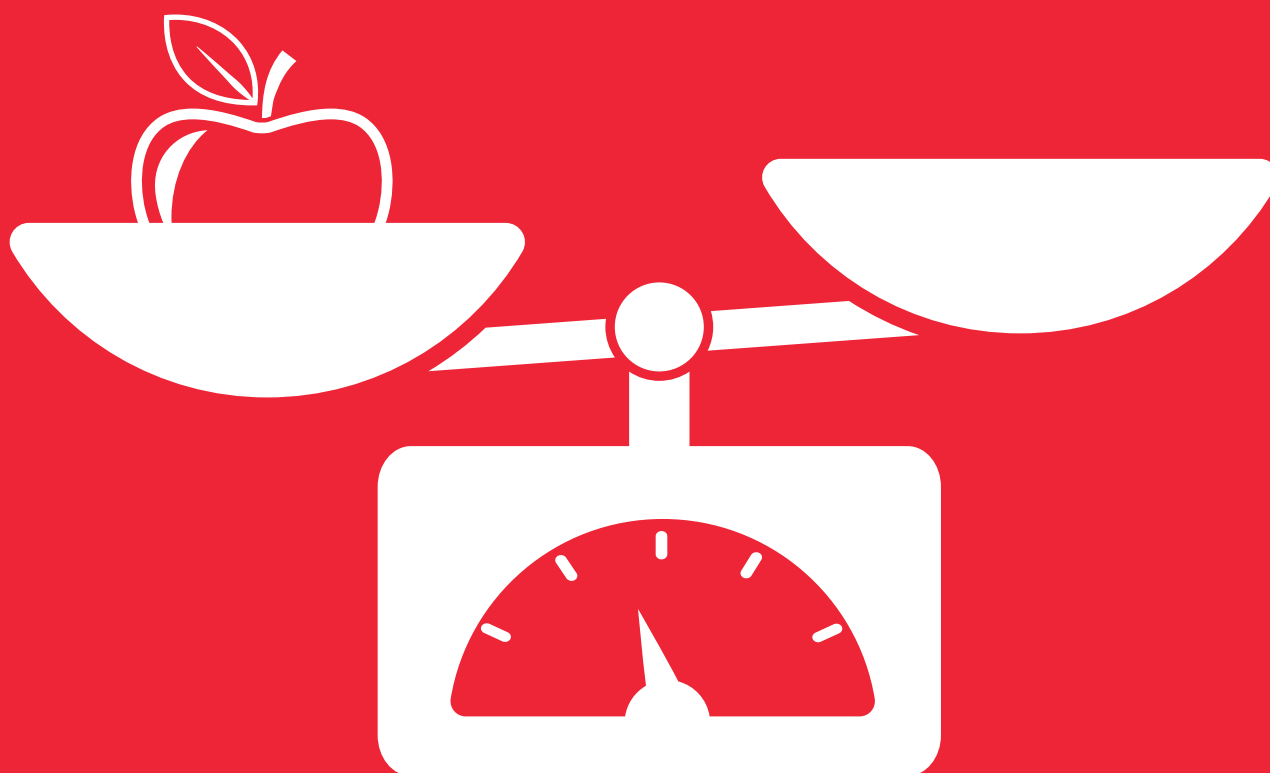
CONTINUITY OF CARE WITH A SINGLE PROVIDER IS POSITIVELY ASSOCIATED WITH PRIMARY PREVENTIVE CARE, INCLUDING SMOKING CESSATION AND INFLUENZA IMMUNIZATION.¹



¹Macinko J., Starfield B., Shi L. Quantifying the Health Benefits of Primary Care Physician Supply in the United States. International Journal of Health Services. 2007. Available at http://www.jhsph.edu/research/centers-and-institutes/johns-hopkins-primary-care-policy-center/Publications_PDFs/2007_IJHS_Macinko.pdf

²Phillips, R. Bazemore, A. Primary Care And Why It Matters For U.S. Health System Reform. Health Affairs. May 2010. Vol. 29. No. 5 806-810. Available at <http://content.healthaffairs.org/content/29/5/806.abstract>

AN OUNCE OF PREVENTION



WHERE HEALTH IS PRIMARY.



Brought to you by
America's Family Physicians

Patients with access to primary care are more likely to receive preventive services and timely care before their medical conditions become serious – and more costly to treat.

Family doctors work with their patients to keep them healthy. We want to ensure that all patients have access to and use regular preventive care.

Let's make health primary in America.
Learn more at healthisprimary.org.

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