

2026 WHITE PAPER

MEASURING SUCCESS & ROI

How Lifestyle 180
Proved Prevention
Works Through
Rigorous Measurement

"The only way to justify doing wellness in a commercially viable way is to demonstrate that it lowers the total cost of care."

- Dr. Michael Roizen, Chief Wellness Officer, Cleveland Clinic



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INTRODUCTION

Why Measurement Matters

From day one, the Lifestyle 180 program was built on the understanding that good intentions aren't enough. To sustain investment in prevention programs, the team needed to prove financial returns alongside health improvements.

Without Data, Wellness Programs Face:

- Budget cuts during financial pressure
- Skepticism from leadership and finance teams
- Inability to demonstrate value
- Challenges securing future funding

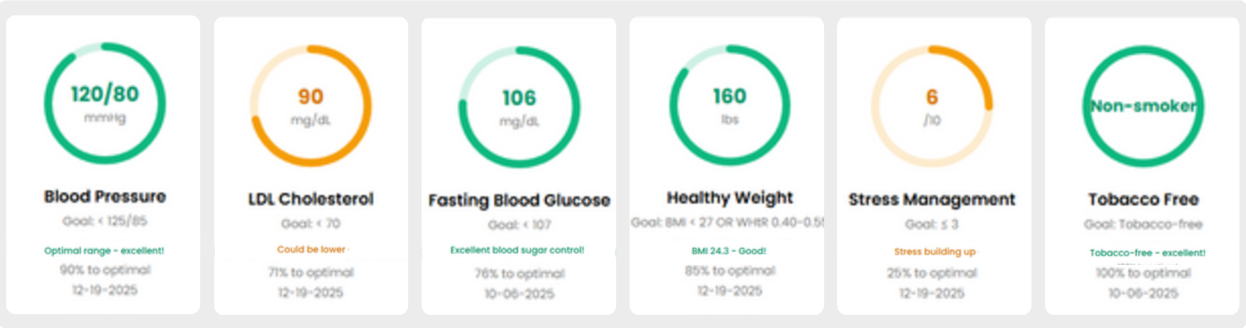
With Rigorous Measurement:

- Clear ROI calculations justify continued investment
- Success stories attract employee participation
- Data identifies what works and what doesn't
- Organization becomes industry model



PART ONE

Health Outcome Metrics



INDIVIDUAL-LEVEL MEASUREMENTS

Dr. Elizabeth Ricanati's team collected comprehensive biometric data on each Lifestyle 180 participant:

Biometric	Results (114 Participants)
Weight & Body Composition	Average loss: 9+ pounds
Waistline	Average reduction: 3+ inches
LDL Cholesterol	Average reduction: 20 points
Medication Usage	25% reduced dose or stopped medications entirely

Measurement Schedule:

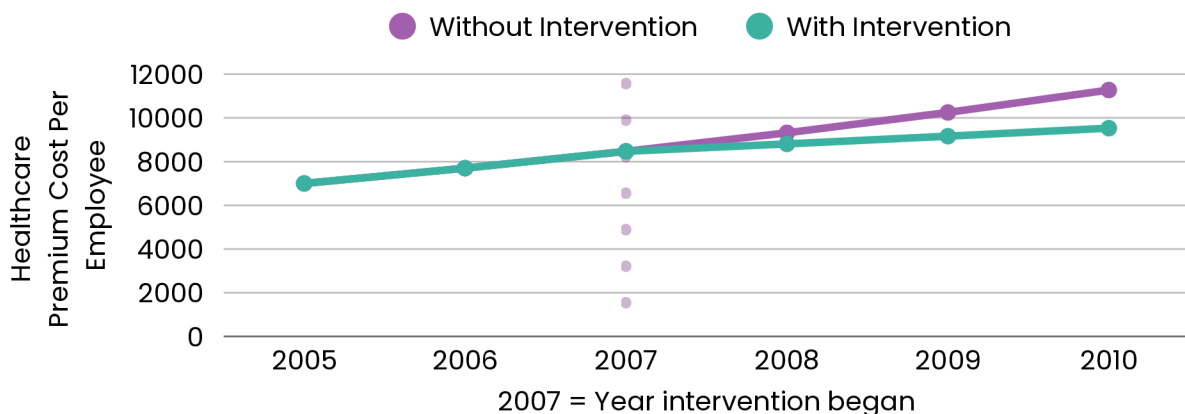
- Baseline: Before program begins
- Week 6: End of intensive program
- Follow-up: 3, 6, and 12 months post-program

PART TWO

Financial Metrics - The ROI Calculation

COST TREND

Projected vs. Actual Healthcare Costs with Lifestyle 180 Intervention



The widening gap shows the Lifestyle 180 program slowing premium growth from the typical 10-15% to just 4-8% annually—\$872,000 in annual savings for a 500-person company.

DIRECT HEALTHCARE COSTS

1. Insurance Premiums - The Critical Metric

Lifestyle 180 Results:

- Employee health plan premiums grew 4-8% annually (post-program)
- Chief HR officer anticipated 0% increase in 2010
- Compare to: Industry typical 10-15% annual increases

Important acknowledgment: The program reported that premiums didn't stop increasing—they slowed. This is realistic and honest measurement.

2. Medical Claims Savings

- \$5,000-\$10,000 per employee annually (chronic illness management)
- 5 employees avoided dialysis = \$50,000 annual savings (\$10,000/year each)
- Avoided treatments: Angioplasty, bypass surgery, specialist visits

3. Pharmacy Costs

- 25% of participants reduced medication doses
- 25% stopped needing drugs altogether

ROI FORMULA

FORMULA

$$\frac{(\text{Benefits} - \text{Costs})}{\text{Costs}} \times 100 = \text{ROI}$$

LIFESTYLE 180 EXAMPLE

$$\frac{\$750,000}{\$216,000} \times 100$$

$$= \$750,000 \div \$216,000 \times 100$$

$$= 247\% \text{ ROI}$$

Translation:

Every \$1 invested returns \$2.47 in savings

Benefits include:

- Cost savings (reduced claims, lower premiums)
- Cost avoidance (prevented expensive treatments)

Costs include:

- Program delivery (staff, facilities, materials)
- Incentive payments
- Technology platforms and support

ROI TIMELINE

YEAR-BY-YEAR BREAKDOWN

YEAR ONE

Cost: \$216k
Savings: \$50k

Year 1: Investment Phase

- Significant upfront costs
- Limited savings (programs just starting)
- May be net cost

Focus: Proving participation and early health improvements

Year 1 costs were staff hiring, facility setup, program launch with minimal savings due to early participant biometric improvements.

YEAR TWO

Cost: \$200K
Savings: \$180k

Year 2: Emerging Returns

- Ongoing program costs (lower than Year 1)
- Some savings emerging
- Approaching break-even or modest positive ROI (1:1 to 2:1)

Focus: Demonstrating sustained engagement

Year 2 stabilized with savings in medication reductions, fewer ER visits, bringing them close to break-even.

YEAR THREE

Cost: \$200k
Savings: \$400k

Year 3+: Strong Returns

- Established program costs (stable)
- Compound savings (chronic disease prevented)
- Strong positive ROI (3:1 to 6:1 is common)

Focus: Long-term health trends and cost trajectory

Costs remained steady annually while savings accelerated as they benefited from chronic disease prevention, compounding effects, and the program matured delivering strong positive ROI of 100% to 300%.

YEAR FOUR

Cost: \$200k
Savings: \$600k

YEAR 5

Cost: \$200k
Savings: \$800k

PART FOUR

Key Takeaways

01. Track Everything

- Health outcomes (biometrics, medications, behaviors)
- Financial metrics (premiums, claims, pharmacy)
- Engagement (participation, satisfaction, completion)

02. Be Honest About Timelines

- Don't expect immediate ROI
- Communicate realistic 3-5 year timeline to leadership
- Celebrate early wins while building toward long-term returns

03. Report Regularly

- Quarterly updates to leadership
- Annual comprehensive reports
- Success stories to employees

04. Use Data to Improve

- Identify what's working and scale it
- Find what's not working and fix or eliminate it
- Continuously refine based on results

CONCLUSION

Lifestyle 180 wasn't just an effective wellness program— it proved prevention works through rigorous measurement and transparent reporting.

Their data showed:

- Significant health improvements in participants
- Slowed growth in healthcare costs
- High employee satisfaction and engagement
- Model worthy of national replication



Dr. Roizen's lesson:

The only way to justify doing wellness in a commercially viable way is to demonstrate that it lowers the total cost of care."

The Lifestyle 180 program proved it's possible—and showed us exactly how to measure it.



Source: TIME Magazine Health Issue, "This Doctor Does Not Want to See You" by Alice Park, June 22, 2009

Key Results: 9+ lbs lost, 20 points LDL reduced, 25% medication reduction, 4-8% premium growth (vs. 10-15% typical)