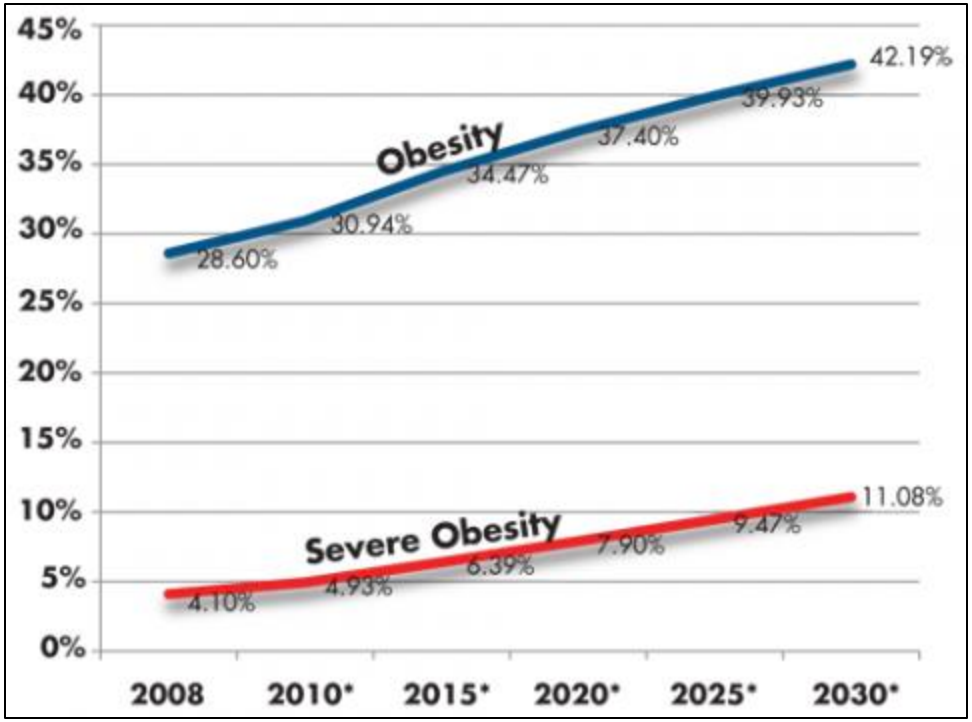
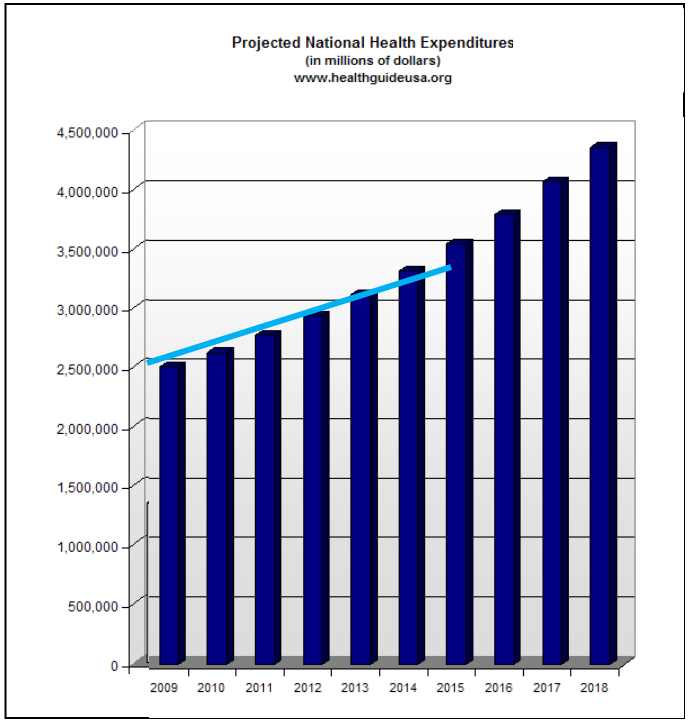
Primer on Sitting Disease and Obesity Trends among American Workers

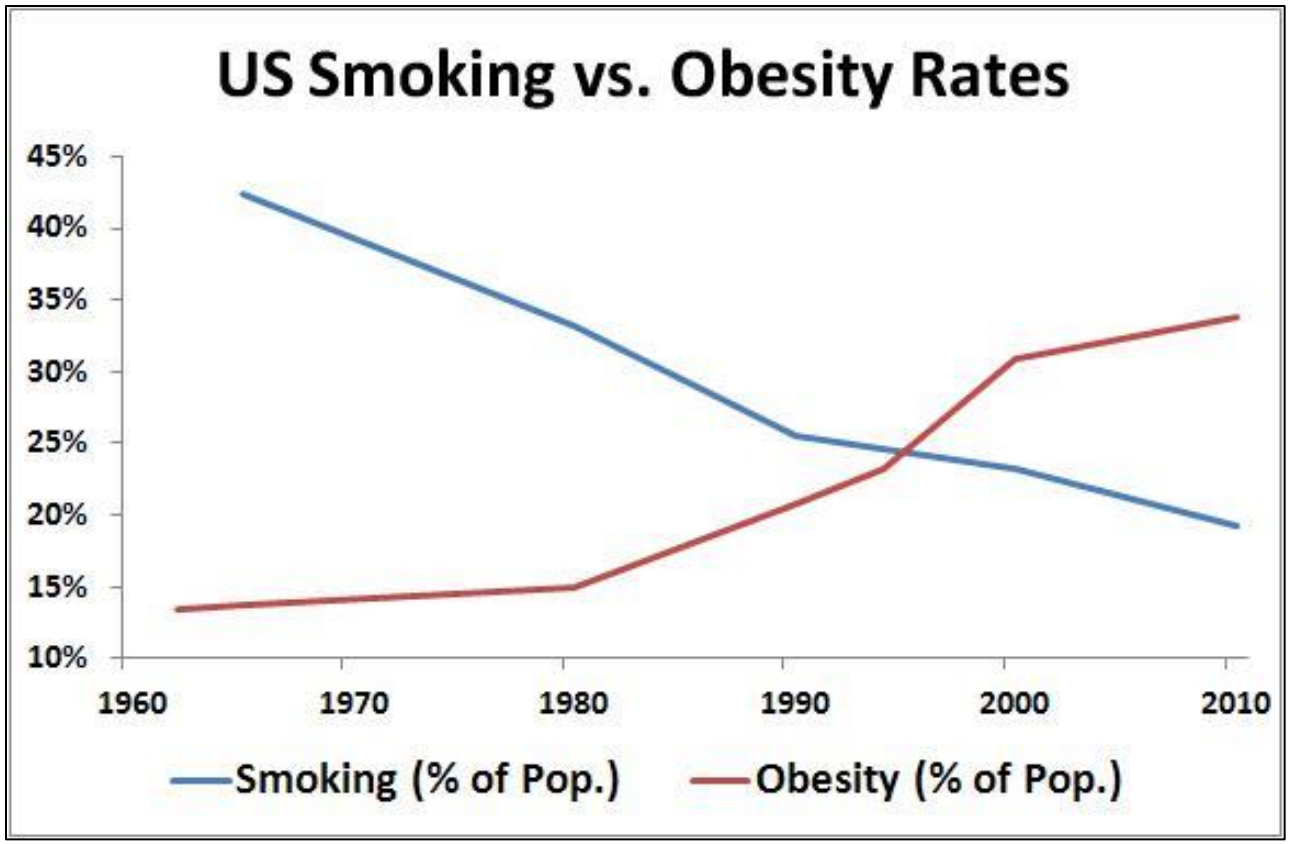
WHY NOW?

The near-epidemic rate of obesity has become the single biggest driver of US health care costs





OBESITY HAS OVERTAKEN SMOKING AS THE #1 CAUSE OF PREVENTABLE DEATH



Source: CDC

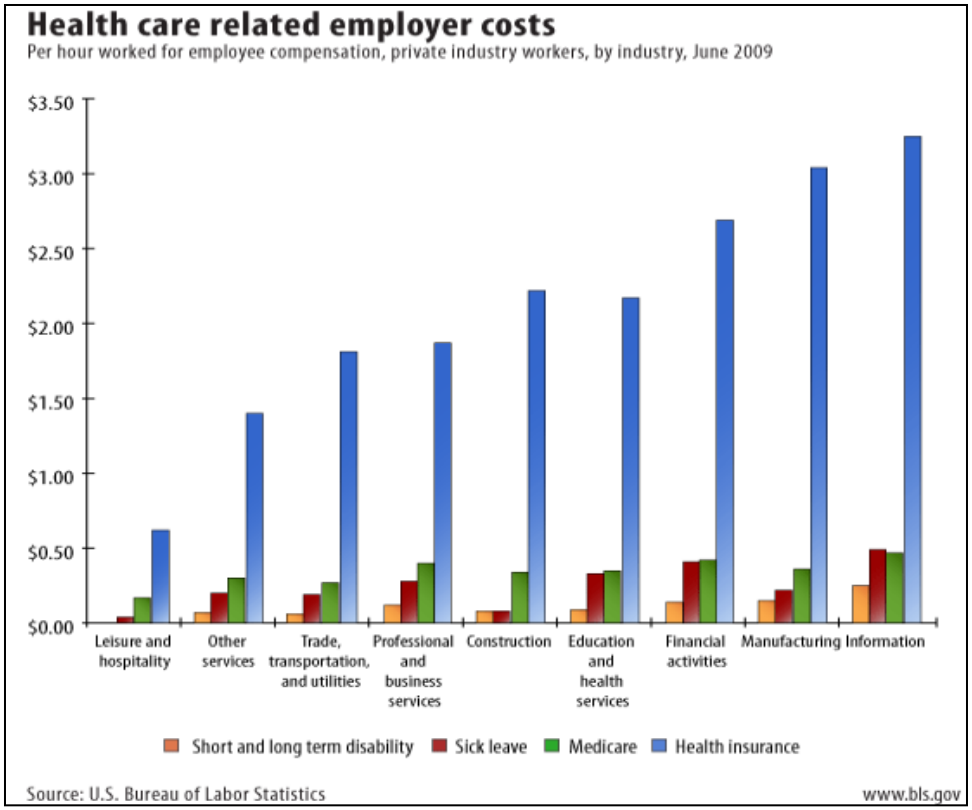
THE CULPRIT – "SITTING DISEASE"

We now spend more time sitting than sleeping

Over 9 hours of sitting per day is injurious to health

Too much sitting leads to lowered *Basal Metabolic Rate (BMR), resulting in:*

- Weight Gain
- Lethargy
- Neck, shoulder & back pain
- Reduced focus
- Shortened life span



The hazards of sedentary jobs:
Who would ever have expected the IT industry to experience the highest per-employee health care costs?

WE ARE SITTING TOO MUCH

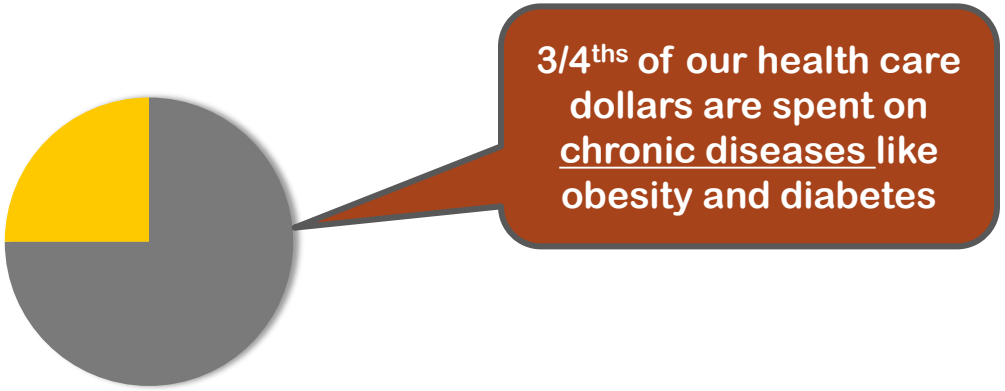
"Sitting Disease" by the numbers

Our modern sedentary lifestyles, both at home and in the workplace, are costly for us and for our employers.

Average hours of seated commute
+ average hours of seated homelife = too much sitting!

A 2008 Vanderbilt University study of 6,300 people published in the *American Journal of Epidemiology* estimated that the average American spends 55% of waking time (7.7 hours per day) in sedentary behaviors such as sitting.

MOUNTING COSTS



- "*Annual medical spending for an obese person was $3,271 compared with $512 for the non-obese*." – Journal of Health Economics
- Obesity increases the risk of heart disease, stroke, type 2 diabetes and cancer, some of the leading causes of preventable death.
- Obesity costs the health care system $190 billion per year. Adding in lost productivity, disability and absenteeism roughly doubles the true cost of this chronic disease.

INCREASE IN OBESITY RATE CORRELATES DIRECTLY WITH INCREASE IN DIABETES

- By **2015**, **40 million Americans** (12% of the US population) will have diabetes and another **83 million** will be pre-diabetic (26%).
- The projected annual cost of diabetes will exceed **$373 billion**, *not including* the costs of disability, lost productivity and absenteeism.

U.S. Diabetes Data and Forecasts[1]	2000	2010	2015	2025
Entire U.S. Population	281,422,000	310,233,000	325,540,000	357,452,000
Pre-diabetes	41,003,000	79,016,000	82,915,000	91,043,000
Diagnosed diabetes	12,266,000	20,300,000	26,600,000	38,700,000
Undiagnosed diabetes	5,257,000	12,000,000	13,100,000	14,400,000
Total with diabetes (diagnosed and undiagnosed)	17,523,000	32,300,000	39,700,000	53,100,000
Complications:				
Visual impairment	2,527,300	3,676,300	4,709,600	6,655,400
Renal failure	42,400	52,100	63,000	83,100
Leg amputations	82,000	70,000	78,300	97,900
Annual deaths attributable to diabetes	213,100	281,400	341,900	419,100
Total annual cost (2010 dollars)*	$135.2 B	$299.3 B	$373.7 B	$514.4 B
Annual medical costs	$93.0 B	$213.3 B	$264.1 B	$360.5 B
Annual nonmedical costs	$42.2 B	$86.0 B	$109.6 B	$153.9 B

** Costs in 2000 only for diagnosed diabetes, other years also include undiagnosed and pre-diabetes costs*

Source: CDC

"CORPORATE WELLNESS" A TOP PRIORITY

Today's strategies are failing to reverse obesity rates

- 80/20 Rule: The employees who incur the highest health care costs are the least likely to go the gym, see the doctor, or break away from the desk
- Overworked employees don't feel they can take the time to exercise
- Lack of accurate and comprehensive measurements of meaningful progress result in low motivation to change habits

Combatting "Sitting Disease" is the single most effective thing corporations can do today to lower their health care costs

THE SOLUTION: "WORK WHILE WALKING"

Treadmill desk conceived by Dr. James Levine of **The Mayo Clinic** to address sitting disease in a scalable way

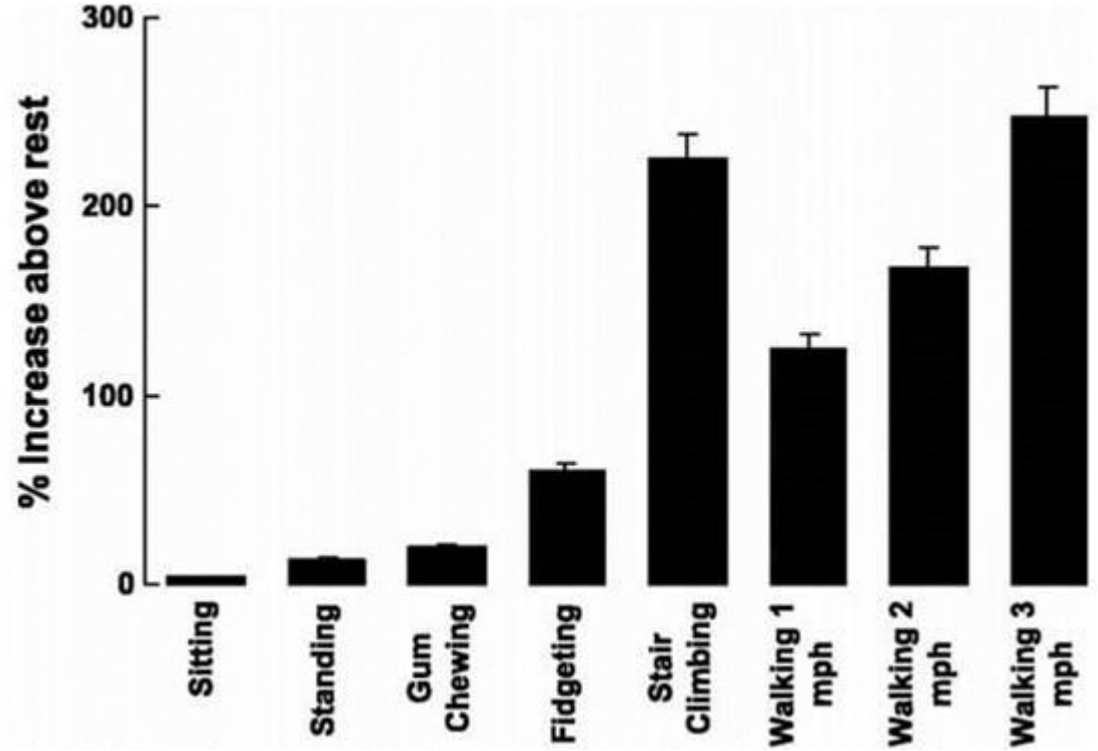
Allows employees to get moving while doing desk work – *without sweating*

Walking at 1 to 2 mph allows users to type, talk on the phone and do most everything they ordinarily do sitting.

Works to raise the user's Basal Metabolic Rate (BMR), while improving focus and productivity, spinal health, and general physical condition.

N Non
E Exercise
A Activity
T Thermogenesis

THE “NEAT” ZONE



Metabolic increase as a percentage above rest (basal metabolic rate) based on type of activity.

The optimal NEAT Zone is achieved in the range of a 1 to 2 mph slow walk.

You can see how modest the metabolic increase is from using a standing desk as compared to walking very slowly while working.

Fidgeting and chewing gum will actually burn more calories than simply standing at your desk.

WILL MAJOR CORPORATIONS ADOPT TREADMILL DESKS?

It's already happening. Companies like Intel, Google, Hyatt, Microsoft, Nike, Coca Cola, Humana and Dairy Queen have already adopted.

Published studies document significant results, e.g. 6-month Mayo Clinic study:

"…everyone lost weight…total cholesterol decreased, plasma triglycerides dropped on average 37% in total for all 18 participants."

There has recently been a dramatic upswing in media coverage, and several hundred thousand treadmill desks are already in use

GOOD MORNING AMERICA
THE WALL STREET JOURNAL. WSJ
Forbes
Los Angeles Times
U.S.News & WORLD REPORT
SCIENTIFIC AMERICAN
Chicago Tribune
The Philadelphia Inquirer
NEW YORK POST
Mind, Body + Spirit fitness
Human Resource Executive
CNN
npr

WORKWHILEWALKING IS…

- **The most-visited website for product reviews and information on health benefits, ergonomics, best practices and DIY advice.**
- **Publisher of *The Complete Guide to Treadmill Desking***
- **The only site to give unbiased reviews of ALL the products in the market, and sell only those rated with 4 or 5 out of 5 stars.**
- **Operator of world's first trialing center retail locations dedicated to treadmill desks and standing desks.**
- **Outsourcing corporate wellness programs for the Fortune 1000 centered around treadmill desk and standing desk trialing, ergonomic fitting and customization and on-campus maintenance.**