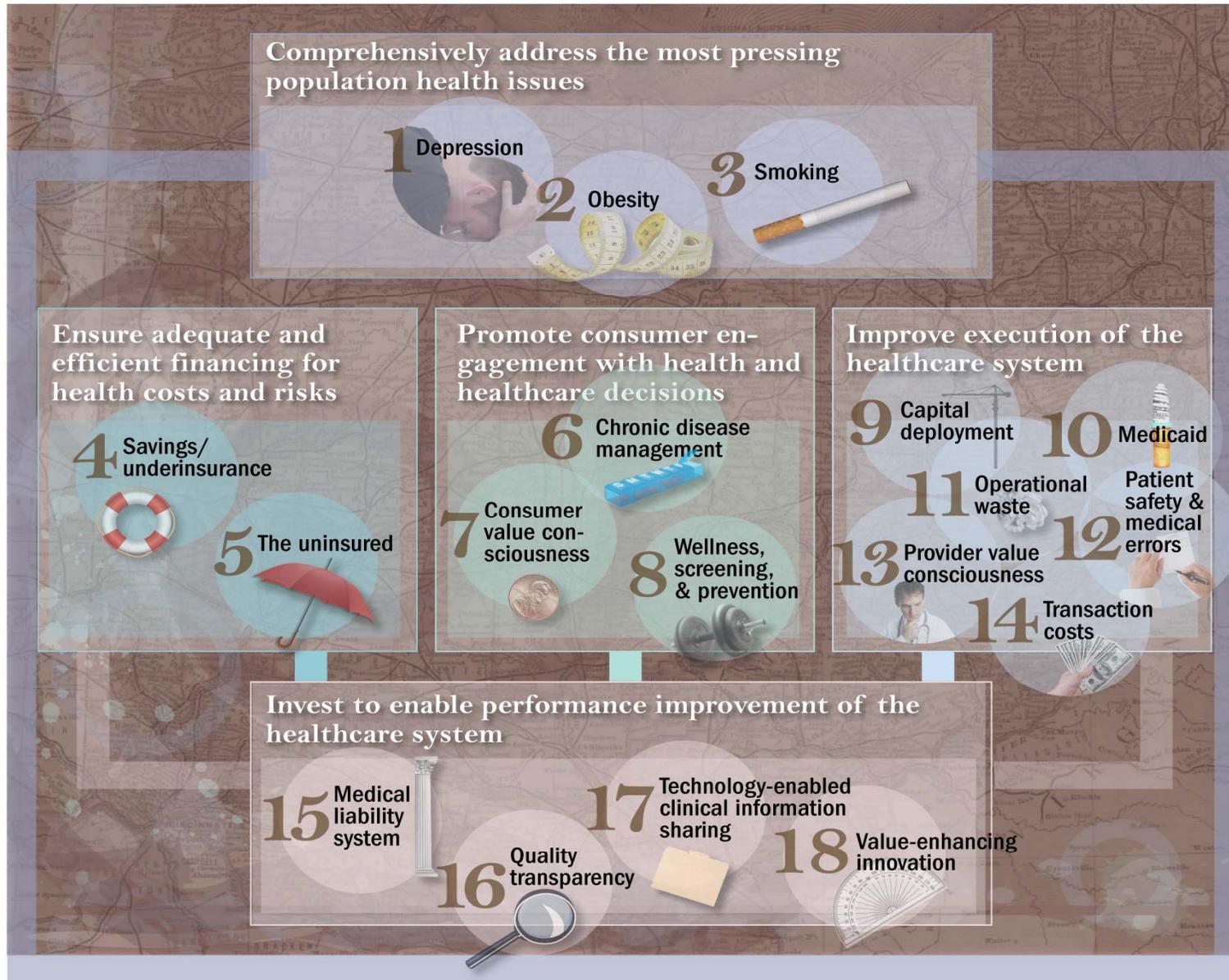


Addressing Child Obesity in Ohio



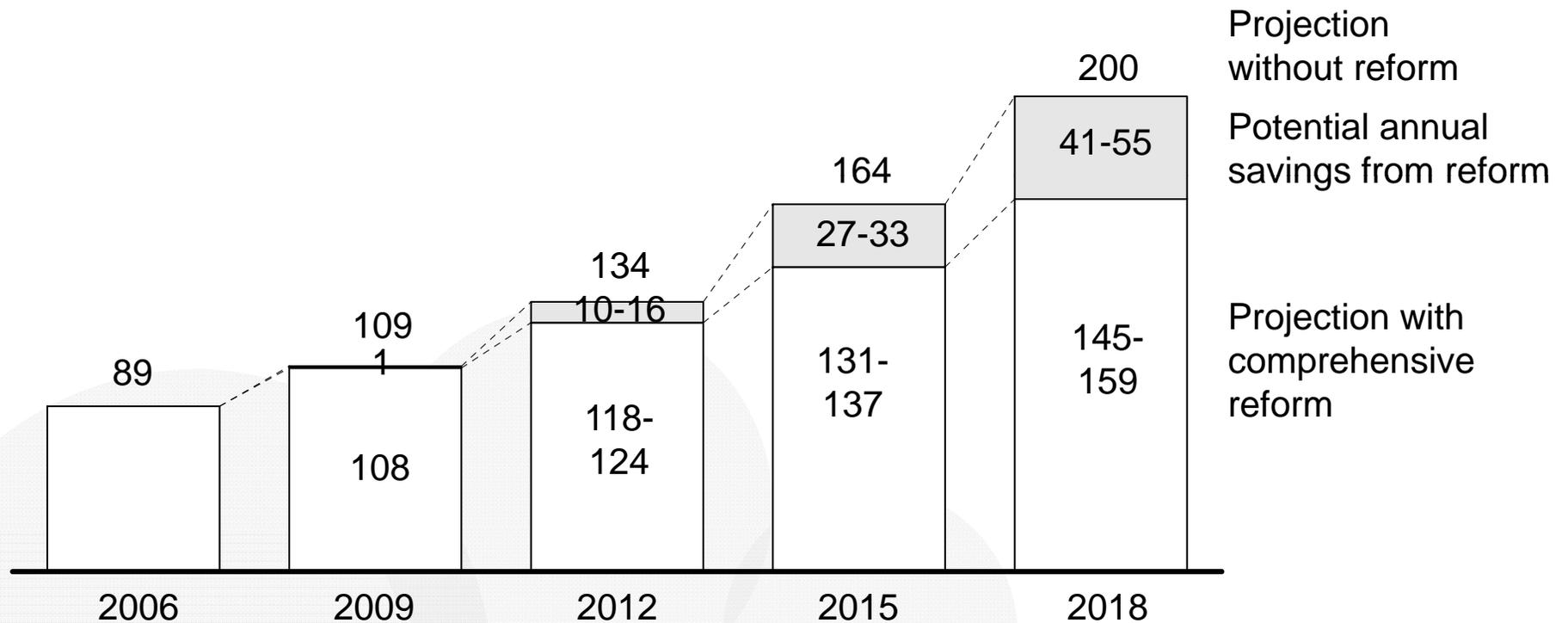
18 HIGHEST POTENTIAL OPPORTUNITIES



AGGRESSIVE ACTION COULD CREATE \$50 BILLION OF VALUE ANNUALLY BY 2018

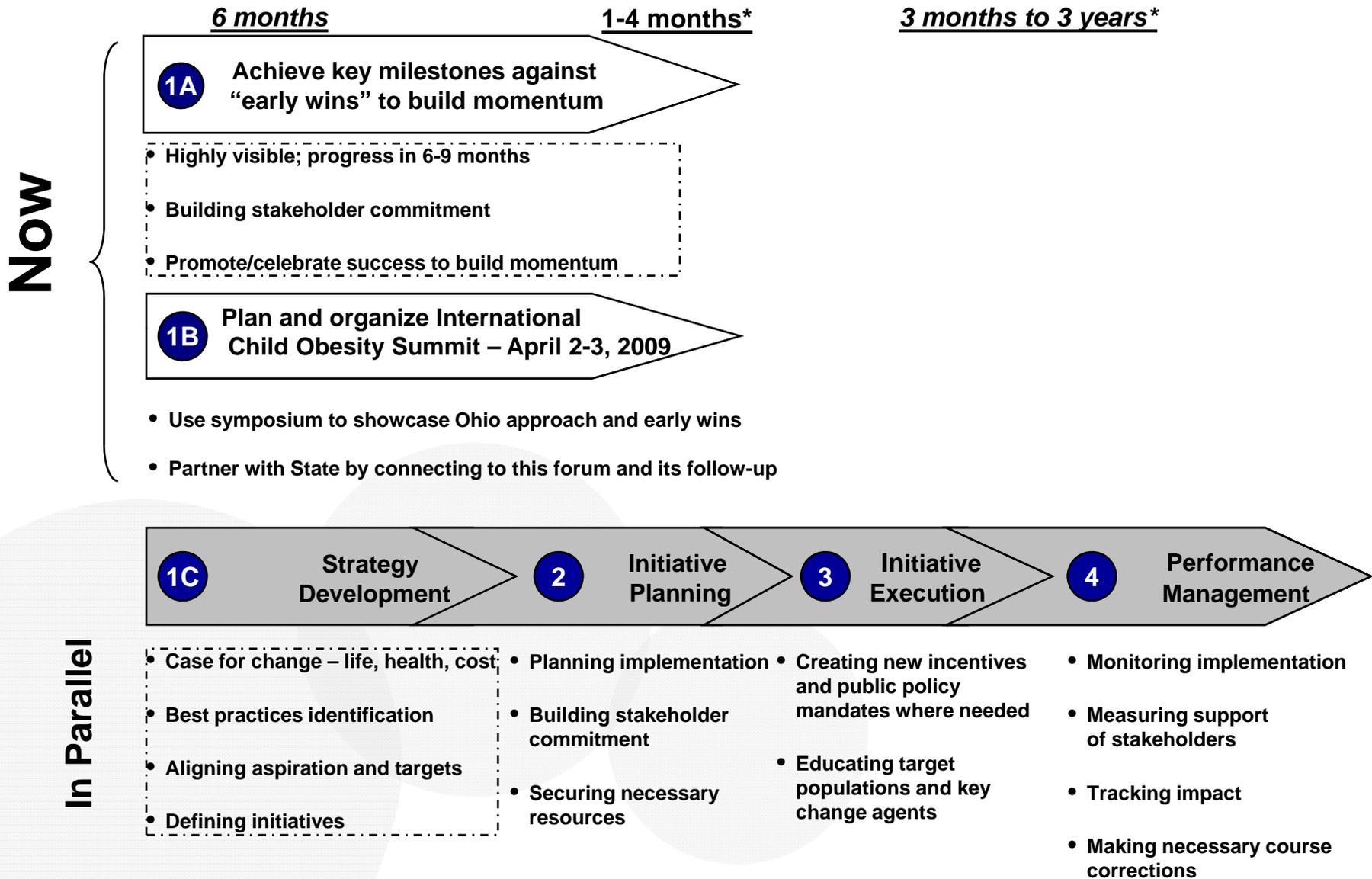
Total projected healthcare expenditures in Ohio*
\$ Billions

VERY ROUGH ESTIMATE



* Assumes all reforms are pursued within next 12 months and impact increases based on timing of specific opportunities

Overall Approach



Building state-wide partnerships that leverages regional strengths and good work that's already happening

- **Nationwide Children's Hospital, the Cleveland Clinic, and the Ohio Children's Hospital Association**
- **Many other local and state government leaders and important stakeholders invited to the table – including you**
- **Capitalize upon existing regional activities occurring throughout the state – but also push new initiatives through collective action**

- **Elevate our actions to a new level to achieve a measureable impact**



- **Three characteristics will define our collective work: CEO leadership, a focus on action that gets results, and sound medical practice**

Strong analytics grounded in sound medical practice

- **Parallel focus on early wins and long-term strategies**
- **Early wins will focus on two areas where state-wide activity is mounting and can be leveraged: (1) schools, and (2) actions that employers and other healthcare funders can take to make a difference**
 - **Early wins will build a foundation that compliments and supports long-term strategies**
- **Evidence-based approach, grounded in pediatric expertise**
- **6-9 month timeframe for implementing early win strategies**