



THE HEALTH PROJECT

PRESENTS

The 2010

*C. Everett Koop
National
Health Awards*

*Including a History of
Cost-Effective Wellness
Programs*

**Health promotion and
disease prevention with
demonstrated results, available
free on the Internet**

www.TheHealthProject.com

THE HEALTH PROJECT MISSION

The Health Project (THP) is a private-public organization formed to bring about critical attitudinal and behavioral changes in the American health care system, so that providers and consumers employ its vast resources with increasing knowledge and understanding.

Health care has become a major concern of Americans as they struggle with complex issues such as cost and availability. However, the way we use health care services and the attention we give to our personal health is pervasive. Many organizations are working hard to develop programs that encourage better health habits and improved understanding of how to use health services more efficiently.

The mission of The Health Project is to seek out, evaluate, promote and distribute programs with demonstrated effectiveness in influencing personal health habits and the cost-effective use of health care services. These programs have the objectives of (1) providing appropriate quality care, and (2) sharply reducing the alarming rate of health care inflation, by holding down unnecessary expenditures.

The project is a dedicated undertaking, capitalizing on carefully selected private and public health initiatives, which have improved measurably the health status of Americans. It will store those proven programs in a repository so that corporations and community agencies may draw on them according to their needs, constantly improving and enlarging them through a widening user network to improve population health outcomes. The Health Project focuses on improving personal health care practices, and the efficient use of health care resources.

Thus, individuals have a responsibility not to neglect or abuse their bodies and expect others to pay the costs; providers must broaden their outlook by supporting positive health practices, assuming greater responsibility for educating their patients in good health habits; employers must play a leadership role in encouraging good health behaviors and cultivating good health care purchasing practices by employees, with emphasis on positive health incentives to improve health; and all parties to the health care process must recognize that improved personal health habits are not only desirable, but also necessary in the prevention of the serious chronic illnesses, which often occur later in life.

The programs that are recognized by The Health Project are not meant by any definition to distract from consideration of such hard issues as access to health care coverage, medical tort reform and insurance industry policies and practices. Instead, they highlight positive, productive, and well-designed programs supporting optimum use of the nation's precious health care resources.

***C. Everett Koop National Health Award Winners
1994-2007***

**More information about these programs can be found on The
Health Project website at: www.TheHealthProject.com**

Aetna, Inc.	Health Net
Applied Materials	Healthtrac Inc.
Blue Shield of California	Honeywell Inc.
Caterpillar	Johnson & Johnson
Champion International	Lockheed Martin Idaho Technologies
Chevron	Lutheran Medical Center Sunset Park Family Health Center Network
CIGNA	
Citibank	Marriott International Inc.
DaimlerChrysler/UAW	Medical College of Wisconsin
Eli Lilly and Company	Motorola
Fairview Health Services	Northeast Utilities
Fannie Mae	Pacific Bell
FedEx Corporation	Park Nicollet Medical Foundation
Glaxo-Wellcome Inc.	Pfizer
Hawaii Medical Services Association (HMSA)	Pepsi Bottling Group
Health Management Corporation	Pitney Bowes

Quaker Oats Company

San Jose City Fire Department

Sentara

Shields for Families Project, Inc.

Steelcase Wellness Program

Texas Instruments

Trigon Blue Cross Blue

UAW - General Motors

Union Pacific Railroad (3 time winner)

The University of Alabama at Birmingham

University of Vermont

UNUM Corporation

USAA

Wisconsin Education Association Insurance Trust

WE Energies

Health costs will continue to rise.

Poor health habits and lack of early attention to worrisome signs will be major contributors.

Their effect on the overall economy will be increasingly severe.

The one sustainable way to contain health costs is to not get sick or have accidents in the first place.

The Health Project salutes organizations that subscribe to this philosophy and have implemented evidence-based programs.

These programs have produced significant, proven results for companies, communities and the nation.