

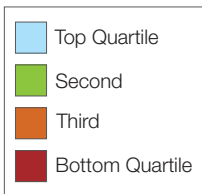
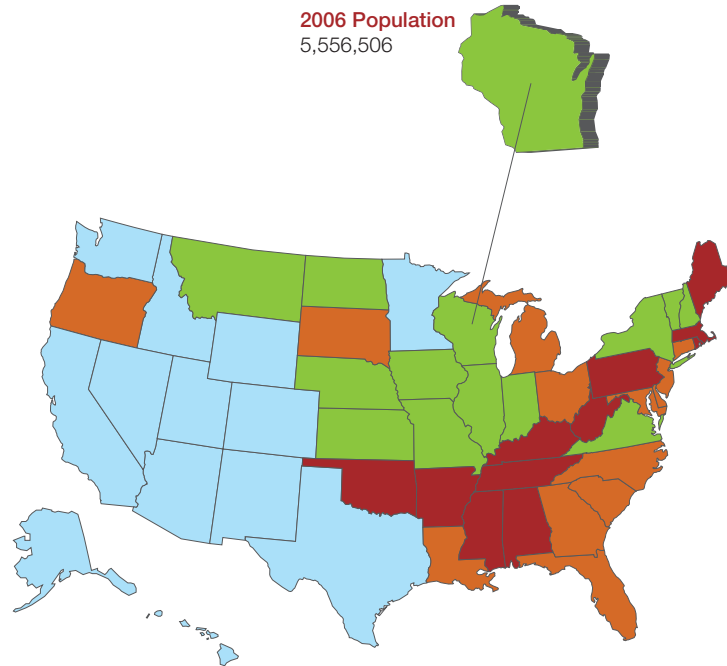
Current Toll on Wisconsin TODAY

Over 3 million cases of seven common chronic diseases — cancers, diabetes, heart disease, hypertension, stroke, mental disorders, and pulmonary conditions — were reported in Wisconsin in 2003. These conditions shorten lives, reduce quality of life, and create considerable burden for caregivers. The following map shows how states compare based on the prevalence of the seven common chronic diseases.

**Reported Cases in Wisconsin, 2003
(and as % of population*)**

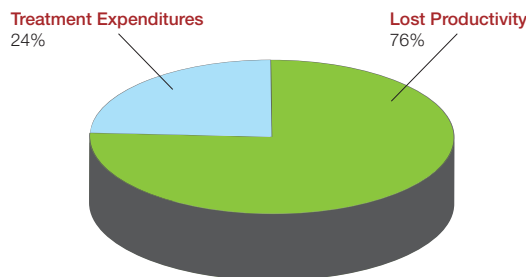
Cancers:	185,000	(3.5%)
Diabetes:	192,000	(3.6%)
Heart Disease:	356,000	(6.7%)
Hypertension:	685,000	(12.9%)
Stroke:	53,000	(1.0%)
Mental Disorders:	812,000	(15.3%)
Pulmonary Conditions:	928,000	(17.5%)

* As % of non-institutionalized population. Number of treated cases based on patient self-reported data from 2003 MEPS. Excludes untreated and undiagnosed cases.



Milken Institute State Chronic Disease Index
States in the top quartile have the lowest rates of seven common chronic diseases.

And while the human cost is enormous, the economic cost also is great. The cost of treating these conditions — without even taking into consideration the many secondary health problems they cause — totaled \$6.2 billion in 2003. These conditions also reduce productivity at the workplace, as ill employees and their caregivers are often forced either to miss work days (absenteeism) or to show up but not perform well (presenteeism). The impact of lost workdays and lower employee productivity resulted in an annual economic loss in Wisconsin of \$20.2 billion in 2003.



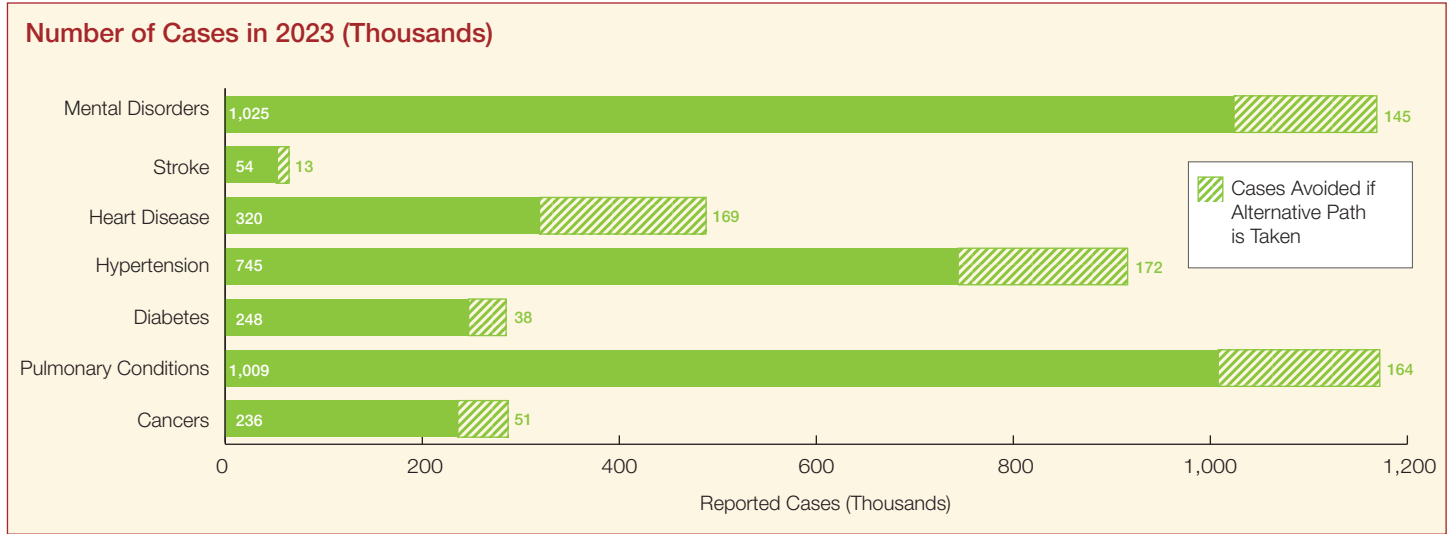
**Economic Impact in Wisconsin 2003
(Annual Costs in Billions)**

Treatment Expenditures:	\$ 6.2
Lost Productivity:	\$20.2
Total Costs:	\$26.4

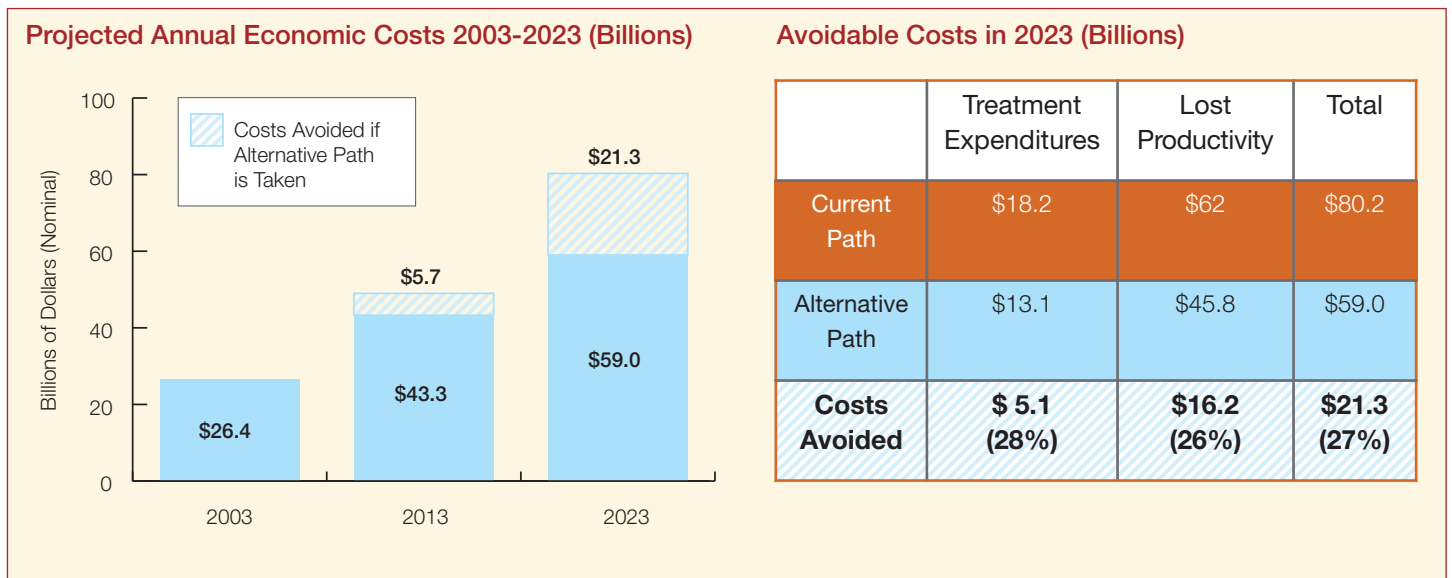
Figures may not sum due to rounding.

Two Paths, Two Choices — Chronic Disease in Wisconsin TOMORROW

On our current path, Wisconsin will experience a dramatic increase in chronic disease in the next 20 years. **But there is an *alternative path*.** By making reasonable improvements in preventing and managing chronic disease, we can avoid 752,000 cases of chronic conditions in 2023.



Reasonable improvements in preventing and managing chronic disease could reduce future economic costs of disease in Wisconsin sharply, by 27% (\$21.3 billion) in 2023. \$16.2 billion of this would come from gains in productivity, and \$5.1 billion would come from reduced treatment spending.



And the impact on economic output compounds over time.

These improvements in health will increase investments in human and physical capital, driving additional economic growth a generation from now. By 2050, reasonable disease prevention and management efforts could add \$85 billion to the state's economic output, a boost of 18%.

Real GDP in 2050

(In billions 2003 dollars)

GDP in 2050, Current Path:	\$483
GDP in 2050, Alternative Path:	\$568
Potential Gain in GDP:	\$ 85 (18%)

Figures may not sum due to rounding.