The Complete Health Improvement Program

A lifestyle intervention program that turns health around

What is CHIP?

✓ CHIP, the “Complete Health Improvement Program”, was founded >25 years ago, with 60,000+ participants globally to date, and is now successfully run in communities, hospitals and workplaces.

✓ CHIP is a powerful community-based and comprehensive lifestyle medicine intervention program and is based on evidence from epidemiology, food & nutrition science, medicine, psychology and allied health research.

✓ CHIP brings together the most up to date information about how to prevent, arrest and reverse many of today’s chronic disease processes.

CHIP Proven Results & Priceless Benefits

✓ CHIP consistently improves the top 5 risk factors for chronic disease (total cholesterol, LDL cholesterol, triglycerides, FPG, BMI and Blood Pressure) within 30 days simultaneously and safely.

✓ Other commonly observed improvements: energy, mood, sleep, resilience, stress management, libido and digestion.
Baseline, midway and end-of program HRAs capture and track biometric progress.

CHIP compares well with the effect of commonly prescribed medications, including statins. Importantly, CHIP provides additional, multifactorial benefits rather than just LDL or triglyceride reductions.

Table 1: Dose ranges and efficacy of statins compared to CHIP intervention

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Dose</th>
<th>Effect on LDL-C (% Decrease)</th>
<th>Effect on Triglycerides (% Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atorvastatin</td>
<td>10-80mg</td>
<td>39-60</td>
<td>19-37</td>
</tr>
<tr>
<td>Rosuvastatin</td>
<td>5-40mg</td>
<td>45-63</td>
<td>10-30</td>
</tr>
<tr>
<td>Simvastatin</td>
<td>5-80mg</td>
<td>26-47</td>
<td>12-33</td>
</tr>
<tr>
<td>Pravastatin</td>
<td>10-80mg</td>
<td>22-37</td>
<td>15-24</td>
</tr>
<tr>
<td>CHIP (average)</td>
<td>30 days</td>
<td>17.9</td>
<td>12.5</td>
</tr>
<tr>
<td>CHIP (individuals with highest baseline values)</td>
<td>30 days</td>
<td>23.1 (baseline &gt; 4.00 mmol/L)</td>
<td>28.3 (baseline &gt; 2.25 mmol/L)</td>
</tr>
</tbody>
</table>

1 Adapted from:

The published research shows that CHIP works equally effectively when run in workplaces, medical settings, and in community groups run by volunteers.

How does CHIP work?

The energetic and motivational video component, presented by experts across a range of subject matters, and group interactions are supported by top quality print material (“the CHIP kit”), planned group activities and take-home challenges.

CHIP encourages new habits through increased knowledge, skills and ongoing support and motivation.

CHIP occurs in the group setting, using behaviour change and self-discovery learning tools.

CHIP employs lifestyle medicine principles. CHIP focuses on food and physical activity, and also takes a whole-of-health approach, covering stress management, sleep, self-worth, emotional wellbeing, and more.

Participants achieve lasting change by applying learnings in the “real life” environments of homes, workplaces, and communities.
Ultimately, CHIP fosters patient self-management.

CHIP Delivery Model

- CHIP offers **flexible delivery models** to suit differing needs.
- Choice of **8 – 18 sessions, 1 - 2 hours** in length, run over the course of **1 – 3 months**.
- **Session topics** include (but are not limited to): The Rise and Rise of Chronic Disease; Lifestyle is the Best Medicine; Eat More, Weigh Less; Disarming Diabetes; Bone Health Essentials; DNA is Not Your Destiny; Re-engineering Your Environment; Stress-relieving Strategies.

CHIP-trained facilitators can, but do not need to be qualified health professionals or educators. Volunteer-delivered programs have been shown to be equally successful.

How much does CHIP cost?

The price of a CHIP program is set by the program provider (practitioner, health service, workplace, etc) and reflects what price is needed for the program to be financially sustainable over the long term. Many lifestyle modification programs are offered to participants at such a low price that providers tend to not maintain using them for their patients and clients beyond an initial 1-2 programs. The provider determines the price by rolling up the various program components into a program package price. Those components include:

- **A CHIP kit** purchased from LMI for each participant - $249 + $10 postage
- **Facilitator / Practioner** - payment of the group facilitator
- **Blood draws** - costs range between $20 - $30 depending on which laboratory is used.
- **Video Licensing fees** - one off cost of licensing the videos which costs between $100 & $300 depending on the program length selected.
- **Food/ingredients (optional)**: cooking demonstrations & food samples
- **Other costs** to consider may be room hire and any marketing costs.

CHIP is the sharpest ‘disease reversal’ tool in the prevention & intervention tool box. Unlike medications, lifestyle change treats the cause of the disease, with no adverse side effectives and lifestyle change improves all risk factors simultaneously.
“CHIP offers a low cost, sustainable approach to prevention and treatment of chronic disease. In partnership with your doctor and health professionals, CHIP offers great results. CHIP is the perfect complement to the local doctor and health professionals consultations and advice.”

Dr Andrew Pennington, General Practitioner, NSW

Table 2: Cost – value comparison of CHIP versus other interventions

<table>
<thead>
<tr>
<th></th>
<th>CHIP</th>
<th>Weight Watchers®</th>
<th>Gym membership</th>
<th>Statin Drug</th>
<th>3 Medications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Support</td>
<td>✓</td>
<td>✓</td>
<td>?</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Education</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
<td>✓ (drug fact sheet only)</td>
<td>✓ (drug fact sheet only)</td>
</tr>
<tr>
<td>Risk factors impacted</td>
<td>BMI, Total cholesterol, BP, Triglycerides, Fasting Plasma Glucose</td>
<td>BMI</td>
<td>BMI</td>
<td>Medication specific</td>
<td>Medication specific</td>
</tr>
<tr>
<td>Cost per Year (Average)</td>
<td>$599</td>
<td>$828 (At home kit = $300)</td>
<td>$900</td>
<td>$400</td>
<td>$1,300</td>
</tr>
<tr>
<td>Need for ongoing investment</td>
<td>Helpful, But valuable lifetime education achieved</td>
<td>Helpful</td>
<td>Required</td>
<td>Required if not accompanied by lifestyle change</td>
<td>Required if not accompanied by lifestyle change</td>
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Useful links:
- CHIP website: www.chiphealth.com
- CHIP scientific publications: http://chiphealth.com/about-chip/scientific-publications/

Contact Us!
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We look forward to speaking with you!