

*The Center for Chronic Disease  
Prevention & Wellness:*  
Tackling Chronic Disease Through  
Prevention & Wellness and  
Partnerships

HLC Hill Brief  
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# CEO Challenge: Go Beyond Molecule, Become a Diversified Global Healthcare Leader

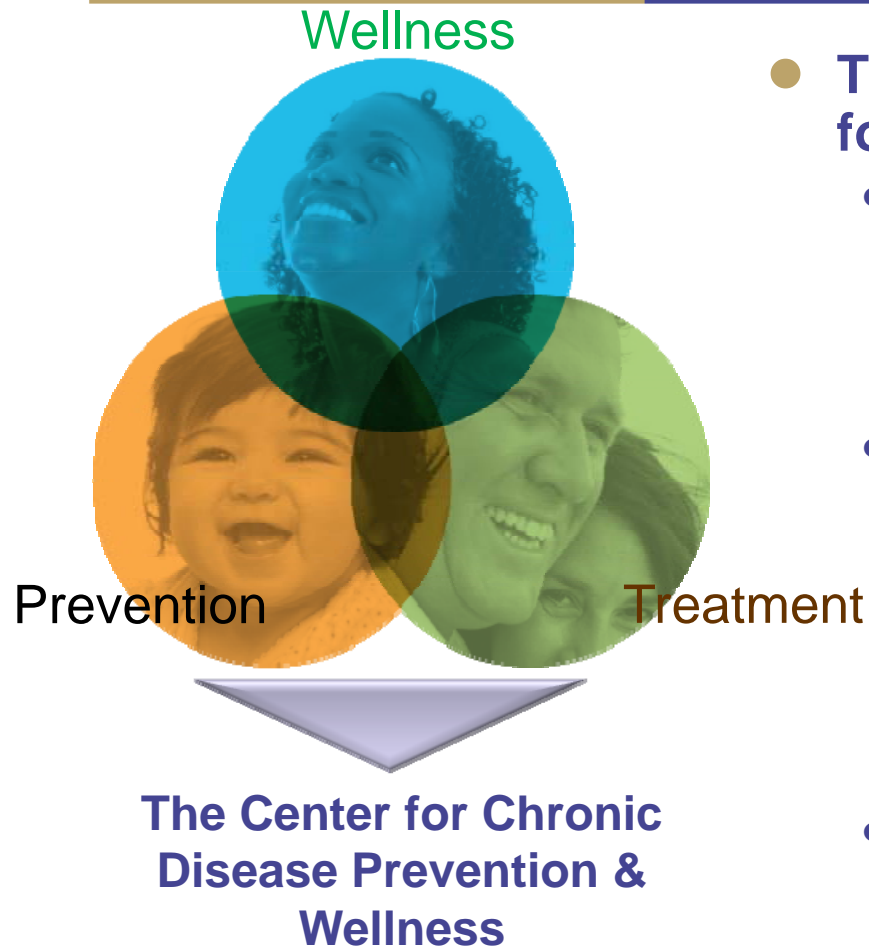
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- Put patients at the center of everything we do
- Address chronic diseases as the number one cause of death and disability and the main driver of healthcare costs
- Through partnerships, **launch initiatives focused on education, diagnosis and interventions to prevent chronic disease and promote health**
  - People need effective therapies, but also require more holistic methods to sustain disease management and promote wellness



*Think differently about how we can help people not only manage an existing disease, but prevent illness in the first place – particularly chronic disease*

# Building On Our Expertise of Treating Chronic Disease with New Ways of Preventing Them



- **The Center is a powerful new platform for Sanofi US**
  - Helps realize the vision of putting patients at the center of care and transforming our US business to focus on the intersection of wellness, prevention and treatment
  - Promote leadership initiatives in select areas
    - Childhood Obesity
    - Adult Obesity
    - Undiagnosed Diabetes
    - Pre-diabetes
  - Serves as an active partner to improve internal wellness offerings

# Meet Aaron...



# Play4Health



- WHO
  - Organically created collaborative partnership between Sanofi US, All Star Training Center and health and wellness expert Rafe Oquendo, Minor League Baseball (MiLB), and the Alliance for a Healthier Generation
- WHAT
  - Multi-city, multi-year chronic disease prevention initiative that seeks to educate and engage children, their circle of influencers and communities on prevention and the risks of chronic disease, and to foster a healthy, active lifestyle
- WHY
  - Childhood obesity has more than tripled in the last 30 years, and kids who are obese are more at risk for high blood pressure, heart disease, diabetes and other health problems.
  - Play4Health is intended to heighten awareness of the connection between obesity and chronic disease
- WHERE
  - Southeastern US
- WHEN
  - Pilot: July and August 2012
  - Program: April-September 2013 & 2014

# Play4Health 2013 Markets



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- Gwinnett (Lawrenceville/Atlanta)
    - April 6 & July 9
  - Mobile
    - April 13
  - Arkansas (Little Rock)
    - April 20 & June 19
  - Bowie (MD)
    - April 27 & June 22
  - San Antonio
    - May 4 & August 22
  - Louisville
    - May 11
  - Durham
    - May 18
  - Lexington
    - June 1
  - New Orleans
    - June 8 & Aug 3
  - Greensboro
    - June 15
  - Chattanooga
    - June 25
  - Nashville
    - June 27
  - Huntsville
    - June 29
  - Asheville
    - July 2
  - Jacksonville
    - July 11
  - Savannah
    - July 13
  - Midland
    - July 17
  - Carolina (Zebulon/Raleigh)
    - July 20
  - Memphis
    - July 25
  - Charlotte
    - July 27
  - Mississippi (Pearl/Jackson)
    - August 1
  - Round Rock (Austin, TX)
    - August 8
  - Corpus Christi
    - August 10
  - Charleston
    - August 14
  - Myrtle Beach
    - August 17
  - Frisco (Dallas, TX)
    - August 24
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# Sanofi Seeks to Build Sustainable Solutions through its Partnerships

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- Working together leads to innovative ideas, strategies and interventions
- Large-scale problems, like childhood obesity, are too complex for any one organization to solve
- In an ecosystem of nonprofits, schools, businesses and communities, a program like Play4Health can achieve results not otherwise possible
- Partnerships at the local level allow a place for community members to be at the table and a commitment from them to participate in and improve what's being done
- **Optimizing collective voices and investments allows for more coordinated and integrated activities that move toward action and measurable outcomes**