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## Our Partners



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# BALANCE

*bewegter Genuss*

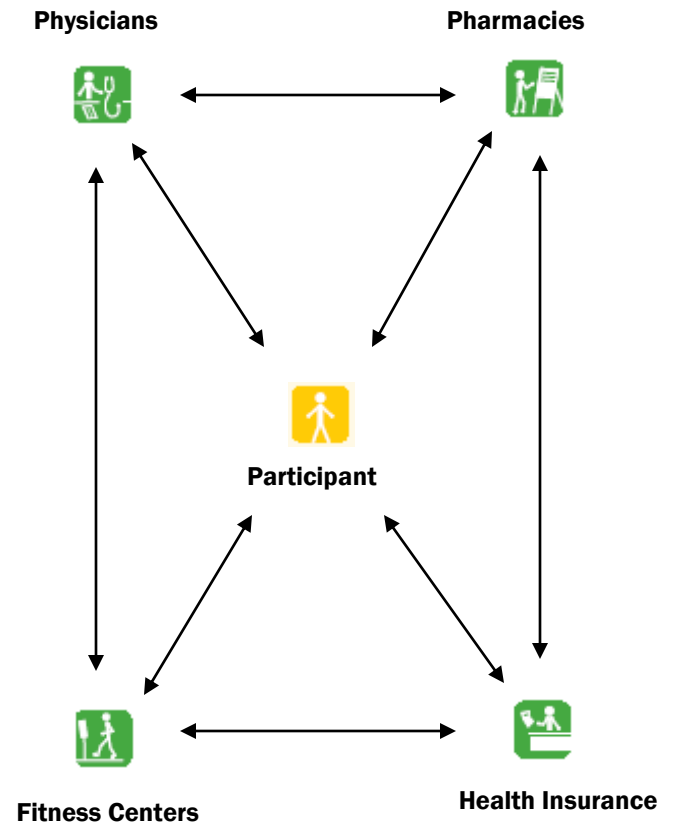
The innovative sports and  
nutrition program against Diabetes,  
Hypertension and Obesity.



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## The BALANCE Network



## Partner Health Insurance Companies

The costs for the BALANCE program, according to a recent study, for Type-2 Diabetes is nearly \$1,300.00 per year, with no insulin requirement. A poorly treated Type-2 Diabetes patient can have costs nearly up to \$13,000.00. These figures do not take into account any extra costs that may be brought on by the disease and any costs that may come from secondary illness that is a result of the primary disease. Our partner health insurance companies typically account for 80% of the total costs of treatment.

The maximum cost for the BALANCE program is approximately \$1,500.00 per year (depending on the required equipment). Insurance will pay between 80% - 90% of the total cost, leaving the out-of-pocket expense at a minimum for our patients.

## Benefits for Partner Health Insurance Companies

- Savings on costs of drugs (insulin and tablets)
- Savings on cost of Type-2 Diabetes
- Compliance provides long term security
- After more than two months of inactivity, the participant will be dropped from the program (may not exceed 14 months total)
- Healthy customers
- If the participant does not meet their set goal, they must pay 100% of the cost of the program themselves

## Diabetes: An Endemic

- "One in three people born since 2000 will develop type 2 diabetes."  
-Dr. Robert Rizza, president of the American Diabetes Association, European Diabetes Congress, Athens 2005
- "23.6 million children and adults in the United States—7.8% of the population—have diabetes. "
- "1.6 million new cases of diabetes are diagnosed in people aged 20 years and older each year. "
- Diabetes was the seventh leading cause of death listed on U.S. death certificates in 2006.
- Diabetes is the leading cause of new cases of blindness among adults aged 20–74 years.
- In 2005, 46,739 people with diabetes began treatment for end-stage kidney disease in the United States and Puerto Rico.
- More than 60% of nontraumatic lower-limb amputations occur in people with diabetes.
- About 60% to 70% of people with diabetes have mild to severe forms of nervous system damage.

\*this information came from [www.diabetes.org](http://www.diabetes.org) and is current as of 2006, the last, and most recent year this information was collected



## Self Help



Any attempt that chronic disease sufferers make to take their disease into their own hands requires a demonstration. Our approach at BALANCE is "quality of life" where we treat disease simply by providing advice and medicine to help improve the health of our patients.

People with type 2 diabetes, hypertension or obesity will not experience any depreciation in their quality of life for many years. There are no symptoms or early warning systems that the body can set off. Obesity does not hurt!

BALANCE treats patients and improves their quality of life not only by monitoring blood pressure, pulse and blood sugar, but also, by integrating muscle activity, movement and nutrition. These additional factors play a key role, not only in the targeted treatment of diabetes but for the prevention of secondary diseases, but this can only be done through self-determination and responsibility for self. Patients must take responsibility for their own health for the defined goal to be achieved; BALANCE is here to help with that determination.



## Partner Fitness Centers

Weight training and exercise are crucial for the successful completion of the BALANCE program. BALANCE participants will endure a high demand of fitness training. All participants must have a fitness routine of a minimum of 2, 1 hour physical training, sessions, with a special program guide.

Pharmacist Dr. Cora Weigert, University of Tübingen, discovered that interleukin 6 (IL-6) is highly active in muscle cells. The muscle cells produce and secrete IL-6, which stimulates and enhances the oxidation of fatty acids and insulin-dependent transport and storage of glucose in muscle cells. This effect is contrary to insulin resistance. (Diabetes-World.net July 2006)



## Benefit to the Fitness Centers

- Networking
- New clients
- Supplementary services
- Referrals by BALANCE affiliates
- Joint promotional activities with BALANCE pharmacies and health insurance companies
- Participating fitness centers will receive 2 payments of approximately \$431 yearly/per participant



## Partner Physicians

The family doctor may instruct his patients in collaboration with BALANCE and associated pharmacies. Routine medical appointments create a better understanding, for the participant, of the disease and provides a secure feeling of high-quality care. For the physician, it is not necessary to participate actively in the network and there is no extra compensation.



## Benefit to the Physician

- Low administrative activities
- Support of the partner pharmacy
- Provision of the following data: HbA1C, total cholesterol, HDL, blood pressure, body weight, smoking status
- Less total cost of active patients
- Cost-cutter to health insurance companies
- Participating physicians will receive compensation of approximately \$92.00 yearly/per participant (if a regulation is issued, otherwise there is no financial compensation)

## What is BALANCE?



BALANCE is a year long “benefit of moving” program that encompasses sports and nutrition education to treat people with diabetes, hypertension and/or obesity (BMI 30+).

There are currently two options for undergoing the year long program with BALANCE:

- Rehab program
- Performance-bonus model (individual assessment required)
- Primary prevention nutrition training

## How is BALANCE different?

One of the things that makes BALANCE different than the other programs right now that treat diabetes, obesity and hypertension is the network of services and specialists offered with the program. BALANCE uses a combination of surgery (diagnosis, qualifying examination, regulation), pharmaceuticals (Pharmacists, self-management of medications, administration of medications), treatment/fitness (trainers, progress monitoring), dieticians (help daily in monitoring diet and nutrition) and health insurance companies (help with financing. This is a vast network of people and resources determined to improve the health of its participants.

We, here at BALANCE, work with individuals to take responsibility of their health and learn how to take it in their own hands. We motivate our participants by defining a goal at the beginning of the program that, and if the participant reaches the goal/goals set for and by them at the beginning of the program, our affiliate health insurance companies will fund 80% - 100% of the cost of the program. Otherwise, all cost must be paid out of pocket by the participant. This works as motivation for the participant to reach their goals. We do strive to make each goal realistic and achievable to the individual, hence, the risk of an out-of-pocket cost is low.

## Program Objectives

- A reduction of HbA<sub>1C</sub> by 2 percentage points
- A reduction in weight by about 26 lbs
- A reduction of the systolic blood pressure by 2 mmHg for every 2 lbs of weight lost



## Partner Pharmacist Accreditation

- Quality initiative: Pharmacists are the health managers of the BALANCE system
- Entry of 2 participants per week
- Organization and implementation of a lecture on health and disease education per quarter
- Organization of 4, 2 hour nutrition lectures
- Only owner-managed, community pharmacies can be accredited to work with "BALANCE—moving Pleasure"



## Benefit to the Pharmacist

- Regular customer contact and customer loyalty
- Additional product sales (test strips, skin care, food supplements etc.)
- New clients through partnership
- networking
- Dietician and fitness center referrals
- Participating pharmacies will receive a compensation of approximately \$150.00 yearly/per participant

## Data Management

The parameters collected by BALANCE at the start of the program do have a purpose! Once all data is collected for the individual participant it is entered into an on-line platform that does several scientific evaluations based on your personal numbers. It computes a 10 year risk profile for heart attack, stroke, foot amputation, blindness and kidney failure.

## Impressive Successes



"I began the BALANCE program on March 25th and I have been insulin free since May 19th. You can not imagine what that means for me."  
-Manfred D., born Dec. 17, 1949 and insulin free since May 2006.

"My A1C was at 10.6% in May 2007, I weighed 233 lbs, taking 3 drugs a day and injecting insulin. Now I weigh 169 lbs and my A1C has fallen more than 5.5%, I take only one drug and no more insulin injections."  
-Ulrich S., born March 13, 1949



"I am a Type 1 Diabetic in January 2009 with an HbA1C of 9.2%. Now, my HbA1C has decreased to 7.2% and I no longer have to inject as much insulin as before. I feel free for the first time! My life is properly fit!"  
-Henrike S., born on Nov 12, 1988

## How does BALANCE work?

BALANCE works by providing all participants with all the information needed to overcome their illness. Participants have sustained support with nutritional information, pharmaceutical information and anything medical. We offer lectures that teach participants the benefits of healthy eating and how to begin the transition into healthy living. We also work in conjunction with fitness professionals and fitness centers to teach participants the "benefits of moving" and have a less sedentary lifestyle. Our patients learn to manage their disease personally and live with their disease while still having a good quality of life.

We also teach our patients how to read their vital signals such as blood pressure, pulse and blood sugar on their own and using their own devices. We work together with our patients individually to teach them how to battle their disease independently and effectively without need for constant medications and intervention from doctors. We at BALANCE want to see our patients lead full, successful, healthy, disease independent lives.



## The road to independence...

- 1 year of fitness training (2 hrs a week minimum)
- Reading your own blood pressure, pulse and blood sugar before and after fitness routines
- 8 hours of lecture classes done by a trained Pharmacist (understanding your disease, motivation, compliance)
- 8 hours of Nutrition Education (learning healthy cooking, what is healthy, cooking healthy)

## Road to independence (cont) ...

- Motivation for the prevention of secondary diseases
- Education in diseases that do not show immediate symptoms
- Motivation to enjoy sports and physical fitness

Participants in the program will receive:

- Training and coaching around diseases such as diabetes, hypertension, obesity (this include self-monitoring of vitals)
- Food/vitamin and mineral coaching by certified nutritionists
- Force and endurance training
- Cardiovascular training
- Training manuals and monitoring also available by trained physical therapists, physiotherapists and/or sports scientists



## Qualification



Requirements needed to qualify for the BALANCE program include Type 1 or Type 2 Diabetes, High Blood Pressure and Obesity (BMI exceeding 30); current Cancer patients (or anyone who has been a Cancer patient in the last 5 years) and pregnant women are excluded.

Participation is very straight forward:

1. Medical diagnosis is available
2. Participants receive a starter package with a blood glucose and blood pressure monitor and a BALANCE diary to keep track of your individual progress in the program
3. 6 output data parameters are collected (Accu-Check Melli-base). BALANCE takes GbR data management. After the year, the 6 parameters are collected again.
4. Participants must document their individual progress in the BALANCE diary
5. Participant chooses a certified fitness center near him/her, the fitness center makes the input check with the participant and a training program is laid out