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FOR IMMEDIATE RELEASE

## **Pioneering medical program celebrates silver anniversary**

*CHIP creates significant improvements in employees' health and wellness at top U.S. companies*

**TUCSON, Ariz., Feb. 10, 2010** – The Corporate Health Improvement Program (CHIP) – the longest-standing research program between major medical schools and selected Fortune 500 corporations – this year celebrates its 25<sup>th</sup> anniversary. Since 1985, CHIP has responded to the need for creative solutions to an unchecked rise in medical-benefits costs incurred by businesses nationwide.

CHIP's research and publications have been a major driving force in demonstrating the clinical – and more recently, integrative medicine – cost value of prevention. CHIP is recognized internationally as leading the way in demonstrating the business case for investing in the health and well-being of employees, dependents and retirees. In the context of the current national transformation of the medical care system into a true health care system, the research developed by CHIP has risen to a national prominence by providing the necessary data and findings for more informed policy decisions.

Founded by **Kenneth R. Pelletier, PhD, MD(hc)**, at the University of California, San Francisco School of Medicine with a grant from the Bank of America Foundation, CHIP's mission is the development and evaluation of innovative health and medical programs with both clinical and cost outcomes. In 2001, Dr. Pelletier became director of CHIP at the **Arizona Center for Integrative Medicine (AzCIM)**, and today the program represents a unique collaboration between the AzCIM at the **University of Arizona College of Medicine** and 15 major corporations, including Canyon Ranch Resorts, American Specialty Health (ASH), Ford, Dow, Thomson/Reuters/Medstat, Corning, Prudential, IBM, Mercer, Nestle, Pepsi and NASA.

Over the past 25 years, CHIP researchers and their corporate collaborators have published pioneering research on the prevention of cardiovascular diseases, pain management, carpal tunnel syndrome, job strain, worksite stress management, preventing the conversion of short term to long term disability and econometric modeling. In addition to the current corporations, participants have included AT&T, Bank of America, Safeway, Wells Fargo Bank, American Airlines, Apple, Levi Strauss, Bechtel, Pfizer and Merck.

Two major CHIP research projects are scheduled for completion in 2010. The first is a project with NASA to develop an objective assessment tool of worksite stress, which will be applicable to worksites of all sizes and available at no charge to companies through CHIP. The second project, with Prudential, is designed to prevent the conversion from short-term disability (STD) to long-term disability. It includes contacting employees filing for STD to provide them with a broader array of new services and having nurses serve as health coaches to help employees better understand and use all the services available to help them return to work within the STD interval.

CHIP has had major milestones with national health and economic implications, including:

1985

CHIP founded with the mission “To develop and evaluate innovative health and medical interventions in worksites for both clinical and cost outcomes” by Kenneth R. Pelletier, PhD, MD, at the University of California, San Francisco (UCSF) School of Medicine with a grant from the Bank of America Foundation. Initial members included AT&T, Bank of America, IBM, Levi Strauss, Bechtel, Safeway and Wells Fargo Bank.

1987

Conducted first demonstration research project of a mobile mammography cancer screening van at Levi Strauss. This successful, high-profile program paved the way for further applications of mobile mammography screening and vans in worksites.

1988

Published overview of CHIP in *Business and Health* (February); *Perspectives on Prevention: Journal of the Association of Teachers of Preventive Medicine* (Spring); and in *American Journal of Health Promotion*. These publications inspired similar research programs but only CHIP has remained intact for 25 years.

1990

Dr. Pelletier and CHIP joined Stanford School of Medicine at Stanford University, Calif. CHIP members included Apple, IBM, American Airlines, Disney, Johnson & Johnson, Merck, Lockheed, Southwestern Bell Corporation (SBC), Health Net, Mercer and Levi Strauss.

1991

Published first of seven reviews, “A review and analysis of the clinical and cost outcomes of comprehensive health promotion and disease management programs in the worksite,” in *American Journal of Health Promotion*. Today, these seven reviews are among the most frequently-cited articles that document the clinical and cost effectiveness of worksite-based programs focused on employee health, providing companies, insurers and medical providers with the “evidence based” research that have propelled this entire approach to prevention and integrative medicine into national prominence.

1992

Published first study of “Point of Service” Preferred Provider Organization (PPO) option with Southwestern Bell Corporation (SBC) in *Journal of Health Care Benefits*. This PPO option was one of the first and largest PPOs ever implemented and the evaluation of this innovation was a major influence in other corporations adopting similar health and medical plans.

1994

Published first study of the IMPACT (Johnson & Johnson “Live for Life”) high blood pressure intervention at the worksite. This study provided objective evidence that screening and treating high blood pressure at the worksite was effective in both clinical and cost outcomes for the individual employee and the employer.

1995

Published first randomized clinical trial study of the IMPACT program for worksite cholesterol reduction in *American Journal of Preventive Medicine*.

1997

Published first study of cumulative trauma/repetitive motion disorders related to computer use at Apple Computer in *American Journal of Health Promotion*.

Published first study of a worksite-based intervention to enhance compliance with screening recommendations for diabetic retinopathy in *Diabetes Care*.

Presented and published a paper invited by the National Institutes of Health National Heart Lung and Blood Institute on the clinical and cost outcomes of multi-factorial, coronary heart disease (CHD) risk management intervention programs in worksites in *Journal of Occupational and Environmental Medicine*. Based on these studies, CHIP worked with CHIP member American Airlines and developed the Center of Excellence in Cardiovascular Disease at Stanford School of Medicine. This was the first such program focused specifically on the demanding requirements of American Airlines pilots. Since cardiovascular disease is the most common cause of a pilot being disqualified from active flight status, this program resulted in many airline pilots remaining healthy and safely in the cockpits of their airliners.

Conducted the first study of current trends in the integration and reimbursement of complementary and alternative medicine (CAM) by managed care, insurance carriers and hospital providers, published in *American Journal of Health Promotion*. Publication of this first study propelled other competing health plans to develop such coverage.

1998

Conducted the first randomized clinical trial (RCT) focused on “job strain” using a telemedicine approach with employees of the County of San Mateo, Calif., published in the *American Journal of Health Promotion*.

1999

Conducted a second job strain RCT with Bank of America, published in the *Journal of Occupational and Environmental Medicine*. Together these two studies were breakthroughs that demonstrated that it was possible to alleviate job strain and prevent the cardiovascular impact of this particular form of stress. These interventions utilized a “telemedicine” model consisting of mail, computer and telephone counselors. This study was one of the first to use online health coaches, which has since become common in many worksite based programs.

Published follow-up study of current trends in the integration and reimbursement of CAM by managed care organizations (MCOs) and insurance providers in *American Journal of Health Promotion*.

Conducted first study of CAM use among the elderly through an assessment of the Blue Shield of California Medicare Supplement database, published in *Journal of Gerontology – Medical Sciences*.

2000

Developed and published the “Stanford Presenteeism Scale” with a grant from Merck in *Journal of Occupational and Environmental Medicine*. Presenteeism is the opposite of absenteeism and measures how focused and productive an individual is when he or she is at work. This scale has become an industry standard which objectively measures the increased presenteeism when an employee is free of mental or physical distractions such as depression or pain.

2001

Dr. Pelletier and CHIP joined the University of Arizona College of Medicine and returned to UCSF. Member companies included Canyon Ranch Resorts, American Specialty Health (ASH), Ford, Dow, Thomson/Reuters/Medstat, Corning, Prudential, IBM, Mercer, Nestle, Pepsi and NASA.

2003

Published an invited editorial focused on corporate health programs in *Journal of Occupational and Environmental Medicine*.

2004

Published an analysis of chiropractic care as substitution care and an add-on cost in corporate medical plans in *Journal of Occupational and Environmental Medicine*.

Dr. Pelletier served as a clinical expert member of the first American College of Cardiology (ACC) white paper writing group focused on CAM. As a result of the deliberations of the expert panel, the “American College of Cardiology Foundation (ACCF) Clinical Expert Consensus Document on Alternative Medicine” was published and is considered a landmark position paper. This document created acceptance of CAM among cardiologists as an evidence-based set of recommendations reviewed and accepted by the ACC.

2008

A major CHIP research project resulted in the publication of a set of “predictive equations and algorithms” which enabled a company to determine the cost savings over a number of years of reducing risk factors by varying percentages, in the *Journal of Occupational and Environmental Medicine*. These were some of the first equations applicable by Fortune 500 companies and have been used to justify and assess health promotion and disease management programs.

2009

Dr. Pelletier presented one of only four invited white papers at the Institute of Medicine’s first conference, the IOM Summit on Integrative Medicine, in February. His white paper emphasized the clinical and cost effectiveness of corporate programs. This resulted in an IOM paper, “Health and Medical Economics of Integrative Medicine.”

Completed the first true integrative medicine (IM) intervention at a Fortune 500 company, the Ford Motor Company, focused on an IM intervention for back pain. This IM model consisted of conventional care in addition to onsite acupuncture, chiropractic treatment and a CD of mindfulness-based meditation on back pain.

Held the first annual Canyon Ranch Summit, which focused on having chief medical officers and chief financial officers of major corporations develop a framework for demonstrating the business case for prevention and integrative medicine in corporate medical and health plans.

2010

Two major research projects are scheduled for completion. The first is a project with NASA to develop an objective assessment tool of worksite stress, which will be applicable to worksites of all sizes and available at no charge to companies through CHIP. The second is a two-year project with Prudential designed to prevent the conversion from short-term disability (STD) to long-term disability. It includes

contacting employees filing for STD, providing them with a broader array of new services and having nurses serve as health coaches to help employees better understand and use all the services available to them to help them return to work within the STD interval.

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**About the Arizona Center for Integrative Medicine**

*The Arizona Center for Integrative Medicine leads the transformation of health care by creating, educating and actively supporting a community that embodies the philosophy and practice of healing-oriented medicine, addressing mind, body and spirit. Integrative medicine is healing-oriented and makes use of conventional and alternative therapies as appropriate. Since its inception, the Center has focused its efforts on three areas: education, clinical care and research, with the primary emphasis on education. We built the Center on the premise that the best way to change a field is to educate the most gifted professionals and place them in settings where they can, in turn, teach others. To learn more about the Center, visit [www.azcim.org](http://www.azcim.org)*