



Connect 4 Life:

assisting cost-effective use of NHS resources

The 'Connect 4 Life' health improvement programme (C4L) implemented by Tameside and Glossop PCT together with vielife has been shown to be a highly cost effective use of NHS resources by an independent health economic evaluation.

According to the evaluation; if the **Connect 4 Life** approach is applied to a target population of 10,000 individuals over a 10-year period, the programme may prevent: 86 new heart disease cases; 23 strokes and 99 premature deaths.

By implementing the C4L programme across such a population, the potential saving from avoiding the associated costs of managing those cases of heart disease and stroke is estimated to be in the region of £1.3 million. The programme also has the potential to significantly increase good quality life expectancy in a more cost effective manner than other NICE approved treatments, such as statins or antihypertensive treatment.

The Incremental Cost Effectiveness Ratio (ICER) of C4L per quality adjusted life year (QALY) gained is £1,000, significantly better than other more commonly used treatments such as antihypertensive treatment (£12,000 cost per QALY) or cancer treatments (£30,000 cost per QALY).



Connect 4 Life [C4L] is a pilot health improvement programme developed by Tameside and Glossop PCTs in partnership with vielife. Its objective is to tackle health inequalities in the community by changing participants' lifestyles and reducing risk factors for coronary heart disease. The pilot recruited 172 individuals between the ages of 50 and 64 who displayed two or more health risk factors, but who had not yet developed any chronic disease.

The programme involved an initial consultation with qualified health coaches who took physical measurements such as Body Mass Index [BMI] and Blood Pressure [BP]; an online health and well-being assessment with personalised health and well-being reports (provided by vielife); and a personal coaching session where goals for the coming six months were set together with the participants.

During the following six months, C4L participants received monthly health packs (also provided by vielife) based on their main health risk factors and telephone follow-up before being invited to attend a second face-to-face appointment to repeat the health and well-being assessment and additional physical checks. 85% of participants were successfully reassessed at this second appointment

Out of 13 health indicators, 12 showed improvement during the six-month period. Out of those 12, this health economic evaluation focuses on five - chosen for their measurability and representing both physical health and mental well-being.

Smoking:

32% of the participants quit

The economic evaluation indicates that for every 10,000 people enrolled in C4L, a reduction of 58 new cases of CHD and 15 fewer strokes will be achieved due to the results of the programme over a 10-year period.

Physical activity:

Regular physical activity increased by 17.3%

Lack of physical activity is a major contributor to premature deaths. Individuals who lead sedentary lifestyles are almost 30% more likely to die at any given time than those who are regularly active. The analysis of the C4L project indicates that for every 10,000 people enrolled, 37 fewer deaths will be achieved over a 10-year period due to improved activity levels.

Alcohol consumption:

Excess intake reduced by 37.5%

Individuals who consume excess alcohol are twice as likely to die at any given time as those individuals who do not. The analysis of the C4L project indicates that for every 10,000 people enrolled, 21 fewer deaths will be achieved over a 10-year period due to more sensible drinking.

Stress:

High stress levels reduced by 32%

The analysis of the C4L project indicates that for every 10,000 people enrolled, 41 fewer deaths will be achieved over a 10-year period by reducing high stress levels linked to cardiovascular health.

Nutrition:

Participants eating five or more portions of fruit and vegetables nearly doubled

Regular consumption of fruit and vegetables reduces risk of heart disease and stroke. For every 10,000 individuals enrolled 28 fewer cases of cardiovascular disease and eight fewer cases of stroke will be achieved over a 10-year period.

The cumulative effect of only these five metrics indicate that a programme roll-out to a population of 10,000 individuals may contribute a total reduction of; 86 new heart disease cases, 23 strokes; and 99 premature deaths over a 10-year period.

The associated cost of managing CHD and strokes for a similar sample population of 10,000 individuals should be in the region of £17.2 million over a 10-year period. Should a C4L intervention be implemented, the cost of managing such a set of conditions would be reduced to £15.9 million yielding savings in the region of £1.3 million over a 10-year period.



The independent health economic evaluation has been conducted by Fourth Hurdle

Fourth Hurdle Consulting was founded in 1999 by three directors, Pippa Anderson, David Grant and Adam Lloyd. Together they have more than 45 years' experience in the pharmaceutical industry and combine expert skills in health economics and outcomes research with an understanding of pharmaceutical and medical technology industry processes and priorities.

Connect 4 Life Programme was implemented by Tameside and Glossop PCT and vielife

Tameside & Glossop PCT's Mission Statement is: Drive the provision of the best range of health and social care services - improve the health and reduce the health inequalities within Tameside and Glossop - be patient focused, participative and dynamic - listen to local people and work effectively with our partners.

vielife has 20 years' experience of providing employers, health insurers and governments with integrated and accountable online and offline Health & Wellbeing (HWB) services. The benefits are healthier and vibrant people, leading to increased productivity and reduced health care costs. Using a unique evidence-based approach that integrates four critical areas of HWB - sleep, stress, nutrition and fitness activity - with proven 'stages of change' methodology, **vielife** identifies which people issues drive organisational performance and helps employees and employers manage HWB through its programmes that are directly linked to business drivers. The company's mission statement is to be a global leader in the critical task of transforming the way individuals, employers, health plans and governments manage physical and emotional wellbeing.

www.vielife.com