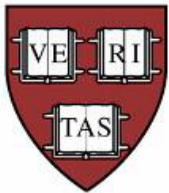


AYURVEDA LIFESTYLE & WELLNESS



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EVOLUTIONARY CAUSES OF DISEASES

- **PRE-HISTORIC AGE**
 - VIOLENCE, MALNUTRITION
- **INDUSTRIAL AGE**
 - INFECTIOUS DISEASE
- **AUTOMATION AGE**
 - LIFESTYLE DISEASE

LIFESTYLE MEDICINE : DEFINITION

- **THE RELATIONSHIP & IMPACT OF DAY TO DAY EVENTS ON THE ILLNESS & WELLNESS OF AN INDIVIDUAL AND ITS CUMMULATIVE IMPACT ON THE COMMUNITY.**
- **PREVENTION AND TREATMENT OF DISEASE WITH LIFESTYLE MODIFICATION.**

Source: American College of Lifestyle Medicine

LIFESTYLE RELATED DISEASES

- **CORONARY ARTERY DISEASE**
- **DIABETES**
- **OBESITY**
- **HYPERLIPIDEMIA**
- **HYPERTENSION**
- **SKELETAL DISORDERS**
- **CANCERS**
- **HIV / AIDS**

Source: American College of Lifestyle Medicine

80 % MEDICARE COST FACTORS WORLDWIDE

MORTALITY (DEATH)

- **CARDIAC**
- **CANCER**
- **INJURY**
- **HIV / AIDS**

MORBIDITY (ILLNESS)

- **HYPERTENTION**
- **DIABETES**
- **CANCER**
- **MUSCULO SKELETAL**
- **PSYCHOSOMATIC**
- **GASTROINTESTINAL**
- **RESPIRATORY**

SOURCE : WORLD HEALTH CARE

AILMENT (CO-RELATION) CAUSE

	ALCOHOL/ SMOKING	DIET	SEDENTRY	STRESS
• CARDIAC	*	*	*	*
• CANCER	*	*	*	*
• JOINT PROBLEM	*	*	*	*
• PSYCHOSOMA	*	*	*	*
• DIGESTIVE PROBLEM	*	*	*	*
• RESPIRATORY PROBLEM	*	*	*	*
• INJURY / ACCIDENT	*	*	*	*

Inappropriate Lifestyle is associated with 80% of Medicare costs. A high fat diet, sedentary Lifestyle, high level of Stress, Alcohol & Smoking are either causative or an aggravating factor in most ailments.

URBAN INDIA HEALTH & LIFESTYLE SURVEY

CAUSE

FACTORS	(%)
UNFIT	67
OVERWEIGHT	72
MULTI DIMENSIONAL STRESS	41
SMOKING / ALCOHOL	21

SOURCE : MASTER HEALTH CHECK-UP, APOLLO HOSPITALS

THE URBAN INDIA HEALTH & LIFESTYLE SURVEY

AILMENTS

FACTORS	(%)
HIGH BLOOD PRESSURE	43
DIABETES	21
HIGH BLOOD CHOLESTEROL	65
DAILY MEDICATION	36
PSYCHOSOMA	84
HIGH CARDIAC RISK	67
CANCER RISK	29

SOURCE : MASTER HEALTH CHECK-UP, APOLLO HOSPITALS

THE URBAN INDIA HEALTH & LIFESTYLE SURVEY

**HEALTHY WITH
APPROPRIATE
LIFESTYLE**

15.00%

SOURCE : MASTER HEALTH CHECK-UP, APOLLO HOSPITALS

WEALTH & WELLNESS

<u>PARAMETERS</u>	<u>CEO</u>	<u>EXEC</u>	<u>SUPERVISORS</u>	<u>WORKERS</u>
OBESITY	82	54	28	18
UNFIT	69	57	54	56
STRESS	100	34	53	--
HIGH B.P.	35	20	11	2
DIABETES	12	17	5	4
CHOLESTEROL	23	8	3	--
CARDIAC	58	48	34	18
ALCOHOL	15	3	4	5
SMOKING	15	18	15	14
PAAN	2	11	17	42
CANCER	30	29	41	33
GOOD HEALTH INDEX	40	55	57	68

SOURCE : Medical Check-up 95, VIP 95, MHS/Coke Ovens Check-up-97-98

URBAN INDIA ADULT / CHILD HEALTH & LIFESTYLE SURVEY

Parameters	Adult *	Children **
Stress	41	54
Psychosoma	84	11
Sedentary	55	72
Obese	64	52
Dependency Risk	29	52
Safety Risk	--	60
Wellness Status	15	--

* 100,000 adults. 10,000 Children.

INTERNATIONAL HEALTH

Component	Australia	USA
In active	43	40
Over weight	62	59
Stress	13	55
Chronic Ailments	77	82
Diabetes	14	13
Cardiac Problems	18	16
Smoking	23	28
Alcohol	13	9

Source: Australian Bureau of Statistics

FACTS ABOUT LIFESTYLE RELATED CHRONIC DISEASE

- **LIFESTYLE DISEASE WAS RESPONSIBLE FOR 80% OF ALL DEATHS WORLDWIDE AND 60% DEATHS IN UNDERDEVELOPED COUNTRIES**
- **AROUND THE WORLD, LIFESTYLE DISEASE AFFECTS WOMEN AND MEN ALMOST EQUALLY**
- **CHILDREN ARE MORE AT RISK THAN ADULTS FOR LIFESTYLE MALADIES.**

HEALTHY LIFESTYLE (Swasthvruta)

AYURVEDA 3000 BC

PURE DIET

PURE BODY

PURE MIND

PURE LIFE

PURE DEVOTION

MODERN 2000 AD

BALANCED DIET

MODERATE EXERCISE

STRESS MANAGEMENT

DEPENDENCIES MGNT.

SPRITUAL HEALTH

Sattvic Lifestyle

APROX COST OF POOR HEALTH

U.S.A. - MEDICAL BUDGET

- \$ 1 Trillion Per Annum

- \$ 3 Billion Per Day

INDIAN MEDICAL BUDGET

- Rs. 1,00,000 Crores Per Annum

- Rs. 330 Crores Per Day

AUSTRALIAN MEDICAL BUDGET-AUD 50 Billion Per Annum

- AUD 100 Million Per Day

HEALTH COST FORMULA

- QUANTIFIABLE COST** **- 100% Medical Cost**
- INTANGIBLE COST** **- 9% of Turnover (+/-)**

WOW !! USA (WORKING ON WELLNESS)

HOSPITALS

- Mayo Clinic – 16 clinics covering 100,000 MHC annually

CORPORATES

- American Heart Association

- Registered Corporates 10000 covering 6 million persons

- General Motors - 1.6 million persons

FINANCIAL BENEFITS

- Sara Lee Corporation; reduced medicine costs @ \$150 for 250000 employees a saving of \$3.75 million

- AT&T (USA) Lower insurance claims @ \$40 for 350000 employees a saving of \$14 million

WOW !! AUSTRALIA

- **AUSTRALIAN BETTER HEALTH INITIATIVES.**
- **GO FOR YOUR LIFE PROGRAMS**
- **HEALTHY LIFESTYLE CHOICES.**
- **HEALTHY SCHOOL PROGRAMS**
- **SUPPORTING SENIORS**
- **PROMOTION OF WALKING & CYCLING**
- **CHRONIC DISEASE PREVENTION**
- **OBESITY & PHYSICAL ACTIVITY PROGRAMS**
- **HEALTH ACTION PLAN**

Source: Victoria Queensland Ministry of Health

WOW !! SINGAPORE

HEALTH PROMOTION BOARD

- **School Health Programs**
- **Work place Health Promotion**

PROGRAMS

- **Health Screening, Counseling, Audit**
- **Health Programs & Education**
- **ACTIVE Programs & Sports**
- **Food & Canteen**
- **SHE (Safety Health Environment)**
- **Ergonomics**
- **Wellness Participation Vouchers / Memberships**
- **Health Awards for Improved Health**

CORPORATES

- **Glaxo**
- **Dupont**
- **Motorola**
- **Civil Aviation**
- **Police**

Source: Workplace Health Promotion Board

THE ICRIER SURVEY 2007

FACILITIES PROVIDED

- **ANNUAL MEDICAL CHECK – 26%**
- **EXERCISE FACILITIES – 14%**
- **STRESS RELIVING SYSTEMS – 25%**
- **HEALTHY CANTEENS – 26%**
- **ALL FACILITIES – 6%**
- **NO FACILITIES – 72%**

WOW !! INDIA

Source : WHO / WEF Report 2008

WOW !! C.I.I.

National Corporate Wellness Plan

- **Covering 500,00 Employees from 500 Corporate each year**
- **Major Cities & Smaller Towns**
- **Manufacturing & services**

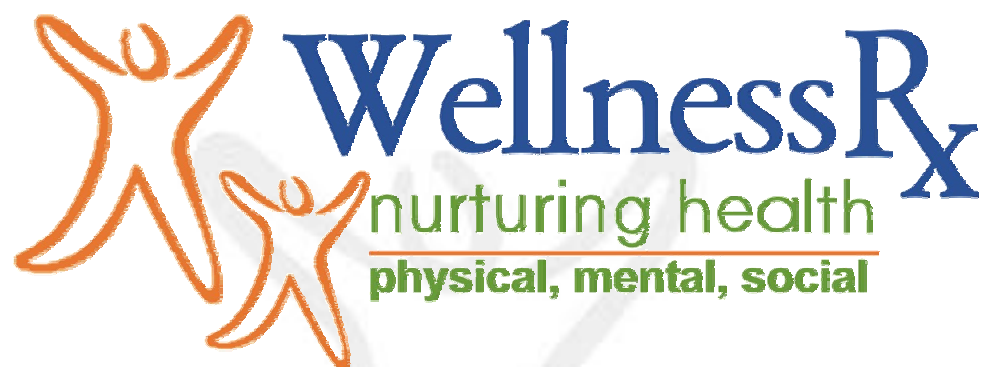
**Healthiest
Corporate in India
Award**

WOW !! INDIA

URBAN INDIA HEALTH & LIFESTYLE SURVEY 2000-2009

Factor	2000%	2009%
Physically Unfit	67	70
Overweight	72	61
Stress	41	24
Dependencies	21	17
High blood pressure	43	32
Diabetes	21	17
Hyper lipids	65	51
Psycho oma	84	62

Source : Apollo Hospitals, 100,000 clients



Thank You

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