

WELLNESS AND WHISTLER'S MOTHER

and we'll get to it in a minute.

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In 1961, America spent \$7 billion dollars
on health care -- almost 1% of our Gross
National Product.

five other words, we spent on health care
dollar out of about every eight dollars.

**A Pattern Speech for the
Blue Cross of Western Pennsylvania Speakers Bureau**

DOLLARS...AND SENSE

- 35 cents of every \$1 due to lifestyles
- Two-thirds of deaths are premature

Why is wellness important?

The answer involves dollars — and sense.

It's estimated that 35 cents of every health care dollar are spent to treat *preventable* injury and illness.

That means we might cut our health care bills by one-third just by preventing what is preventable.

And some experts say that about two-thirds of the *deaths* in this country are premature, given what we know about health.

That means many of us are dying sooner than we may need to.

And, meantime, many of us simply don't feel as energetic as we'd feel if we worked on wellness.

BASIC WELLNESS

Physical and emotional fitness that helps people avoid injury and enjoy life.

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Let me make sure I'm being clear here: the kind of wellness I'm talking about is *not* the exceptional level of fitness and health we see in champion athletes or professional dancers.

I'm talking about a kind of wellness that's far more basic: a level of physical and emotional fitness that helps people like you and me resist illness and injury, and enjoy life.

That's the kind of wellness we can all strive for, and that's the kind of wellness that could — if we all worked at it — help bring health care costs under control.

The idea of working on wellness isn't "pie in the sky."

As a society, we're already beginning to move in that direction.

PHOTO OF WHISTLER'S MOTHER

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(SMILE) This is where Whistler's Mother fits in.

Take a good look at the painting.

What do you see?

An old woman...bowed and withered...not much energy...not much vitality.

Would it surprise you to know that Mrs. Whistler was only **59 years old** when this painting was done?

Now think about some women we all know who are around that same age today.

Compare their energy levels, their vitality, with what we can see of Mrs. Whistler's: