

# EXERCISE MEDICINE: THE NEW FRONTIER OF HEALTH ECONOMICS

## Chronic Care Australia's value-based healthcare initiative

Chronic Care Australia (CCA) strives to improve value-based healthcare (VBHC) outcomes with our exercise medicine programs by strategically executing real world pilots for disease-specific complex care chronic conditions. Our mission is to remove the barriers to whole person healthcare and ensure all communities can live well for longer.

## Core values of the initiative

*We value the relentless pursuit of excellence and enlightenment: we dare to know, dare to care and dare to change. The core values of this program are;*

1. Putting the patient at the heart of our treatment solutions.
2. Ensuring that the system and processes drive the highest healthcare value outcomes.
3. Whole-patient healthcare is the foundation of our research translation.
4. All human beings have the right to the highest healthcare value-generating services possible.
5. Clinical efficiencies and effectiveness are the cornerstone of our decision making.

## Chronic Care Australia & the VBHC initiative

Exercise is the cheapest clinically proven medicine, yet more than **50%** of the population do not take it. Furthermore, individuals who do meet the World Health Organisation's (WHO) guidelines for physical activity could better protect themselves against chronic physical and mental illnesses via prescriptive doses of exercise medicine that target their genetic and lifestyle-induced risk factors.

CCA has created a research-based, clinically effective exercise medicine program that caters to the majority of the population who does not move enough.

CCA has completely re-imagined the way in which primary healthcare delivers treatment for the **47%** of Australians that

have one or more chronic conditions. Our initial research saw 198 participants achieve an adherence rate of **85.35%**, with **60.36%** electing to renew their 8-to-12-week exercise medicine (EM) programs.

We have since welcomed more than 600 patients into our community and expanded our services to the whole of Australia through our Virtual Care Clinic.

CCA's globally recognised Exercise Medicine **4 Point Medex™** program is an efficacious treatment protocol that is simple, repeatable and delivers effective doses of exercise medicine to individuals with one or more chronic mental or physical conditions. Our unique **4 Point Medex™** intervention is an effective, well-tolerated, patient-centred treatment approach to community-based mental and physical chronic disease management.

Winning the 2021 VBHC Primary Care Award for our **4 Point Medex™** program allowed us to pursue Phase Two: Reimagine Healthcare Delivery. CCA believe that we must **dare to know, dare to care** and **dare to change** if we are to successfully reduce the burden of living with chronic conditions in Australia and worldwide.

Our vision is to embed patient-centred, cost-effective, clinically proven chronic care treatment options within the healthcare system. Most importantly, we seek to ensure our care programs are accessible to all individuals by removing any geographic and/or socio-economic barriers.

## We do this by;

1. Working with a global pharmaceutical company to deliver fully sponsored programs to lung cancer patients.
2. Collaborating with external Integrated Practice Units (IPUs) and other private and public health stakeholders to innovate, evaluate and improve program outcomes for varied chronic conditions.
3. Pursuing further research to help generating an economic reimbursement model for the healthcare value our programs generate in varied IPUs for clients with multiple chronic conditions.



ValueBased  
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Prize 2022

Reducing the burden of chronic conditions so all Australians can live well for longer.

New Purpose-Built Facilities — Cottesloe Medical Centre, 525 Stirling Hwy Cottesloe WA 6011

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