

ABOUT THE INITIATIVE

In an unprecedented partnership for American health transformation, Gallup and Healthways are providing a new national daily pulse of individual and collective health and well-being, as well as solutions for a healthy America.

The projected cost of American healthcare by 2017 has been estimated at over \$4 trillion. At least 50% of these costs will be due to preventable disease, including diabetes, cardiovascular conditions, and strokes. The Gallup-Healthways Well-Being IndexSM will be the largest collection of data related to the health and well-being of large populations ever assembled. This information will lead community leaders, policy makers, and employers to make decisions positively affecting the health and well-being of millions of people.

The Gallup-Healthways Well-Being Index is designed to be the Dow Jones of health, giving a daily measure of people's well-being at the close of every day. With a daily measure, determining the correlation between the places where people work and the communities in which they live, and how it impacts their well-being, is now possible. Additionally, the Well-Being Index will increase an understanding of how those factors impact the financial health of corporations and communities.

The Gallup-Healthways Well-Being Index, a unique partnership in research and care, began in January 2008, and surveys 1,000 Americans every day. The research and methodology underlying the Well-Being Index is based on the World Health Organization definition of health as “not only the absence of infirmity and disease, but also a state of physical, mental, and social well-being.”

GALLUP-HEALTHWAYS WELL-BEING INDEX: METHODOLOGICAL OVERVIEW

Gallup interviews 1,000 adults nationally by telephone for the Gallup-Healthways Well-Being Index. This happens seven days a week and excludes only major holidays.

Survey respondents are asked a series of questions associated with health and well-being across a range of income and conditions. The Gallup-Healthways Well-Being Index segments the data for respondents in both adverse and optimum situations according to household income, location demographics (based on zip code), and personal health status. The results are reported in continuous daily, weekly, and monthly averages.

The survey methods for Gallup-Healthways Well-Being Index relies on live (not automated) interviewers, dual-frame random-digit-dial (RDD) sampling (which includes landlines as well as wireless phone sampling to reach those in wireless-only households), and a random selection method for choosing respondents within a household. Additionally, Gallup Poll Daily tracking includes Spanish-language interviews for respondents who speak only Spanish, includes interviews in Alaska and Hawaii, and relies on a multi-call design to reach respondents not contacted on the initial attempt. The data are weighted daily to compensate for disproportionalities in selection probabilities and nonresponse. The data are weighted to match targets from the U.S. Census Bureau by age, sex, region, gender, education, ethnicity, and race.

With the inclusion of the cell-phone only households and the Spanish Language interviews, 98% of the adult population is represented in the sample. By comparison, typical landline only methodologies represent approximately 85% of the adult population.

ABOUT GALLUP

Gallup has studied human nature and behavior for more than 70 years. Gallup's reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organization. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology, and our consultants assist leaders in identifying and monitoring behavioral economic indicators worldwide. Gallup consultants also help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in 40 offices around the world.

ABOUT HEALTHWAYS

Healthways is the leading provider of specialized, comprehensive Health and Care SupportSM solutions to help millions of people maintain or improve their health and, as a result, reduce overall healthcare costs. Healthways' solutions are designed to help healthy individuals stay healthy, mitigate and slow the progression of disease associated with family or lifestyle risk factors, and promote the best possible health for those already affected by disease. Healthways proven, evidence-based programs provide highly specific and personalized interventions for each individual in a population, irrespective of age or health status, and are delivered to consumers by phone, mail, internet, and face-to-face interactions, both domestically and internationally. Healthways also provides a national, fully accredited complementary and alternative Health Provider Network, offering convenient access to individuals who seek health services outside of, and in conjunction with, the traditional healthcare system.