

**2024**

# BY-THE-NUMBERS

An annual review of evidence-based prevention programs offered through a statewide network of provider partners and supported by the Wisconsin Institute for Healthy Aging.

**Total  
Program  
Participants**

**2698**

**Total  
Workshops  
Held**

**274**

**New  
Program  
Facilitators  
Trained**

**95**

**Counties &  
Tribes  
Holding  
Workshops**

**53**



WIHA is a non-profit organization dedicated to the research and spread of evidence-based programs that promote improved health and cost-savings through self-management.

# About Our Data

## Research Data

Several sources are cited throughout the document with background or prevalence information per program. Links are provided on the citations, if viewing this document electronically.

## Workshops

Workshop data is taken from the Wisconsin Institute for Healthy Aging's (WIHA) database, looking at the calendar year of January 1, 2024 through December 31, 2024.

## Adjusting for Inflation

\*To provide an accurate representation of today's dollar, we converted dollar amounts from original research to 2024 dollar using the [Inflation Calculator provided by the Federal Reserve Bank of Minneapolis](#).

# COST SAVINGS OF EVIDENCE-BASED PROGRAMS IN WISCONSIN

The **Wisconsin Institute for Healthy Aging (WIHA)** has disseminated evidence-based programs (EBP) through a network of organizations across 70 Wisconsin counties and tribes since inception. These programs are proven to reduce healthcare costs and have led to millions in savings. State investment in Healthy Aging Grants will sustain the infrastructure needed to support local program providers and ensure that programs are accessible to people throughout the state. Together, we can reduce falls, better manage chronic conditions, increase physical activity, and preserve independence — all while reducing the burden and costs to health care and public safety.

2010-2024  
EBP Activity

**WIHA**

**599  
Organizations**

**2,375  
Facilitators**

**5,360  
Workshops**

**51,641  
Participants**

## Wisconsin Healthcare Savings by Program

	2024	2010-2024
<b>Falls Prevention</b>		
Participants	1,416	22,743
Savings	\$888,625	\$21,890,743
<b>Diabetes</b>		
Participants	223	6,265
Savings	\$223,258	\$5,112,240
<b>Chronic Conditions</b>		
Participants	137	11,431
Savings	\$115,710	\$8,161,734
<b>Pain</b>		
Participants	85	769
Savings	\$73,080	\$549,066
<b>Physical Activity</b>		
Participants	330	1,726
Savings	\$649,440	\$2,480,262
<b>TOTAL</b>	<b>\$1,950,113</b>	<b>\$38,194,045</b>

# PREVENTING FALLS

## Annual Cost & Prevalence of Falls in Wisconsin

1. WI DHS, Office of Health Informatics, 2023 Data; 2. Vaishya, 2020



**51,935** older adults (65+) went to the **emergency department (ED)** due to a fall (**82%** of all injurious falls). The average charge per ED visit due to a fall is **\$5,921**. Therefore, ED charges due to falls totaled over **\$307,485,190**. Medicare covered **89%** of charges.<sup>1</sup>



**11,514** older adults were **hospitalized** due to a fall (**18%** of all injurious falls). The average charge per hospitalization due to a fall is **\$62,218**. Therefore, hospital charges due to falls totaled over **\$716,379,990**. Medicare covered **90%** of charges.<sup>1</sup>



**Stepping On (SO)** is a 7-week (once-a-week) evidence-based program proven to decrease the incidence of falls in older people. **Pisando Fuerte (PF)** is the culturally and linguistically adapted version of Stepping On. In addition to practicing balance and strength exercises, participants learn about the role vision, medication, and footwear can play in falls. They also learn strategies for avoiding or eliminating fall hazards to better navigate indoors and outdoors.

**31%**

in **falls** for people who complete SO or PF **reduction**

2024  
**SO & PF**  
**Activity**



125  
Workshops



56  
New Facilitators



1416  
Participants



41  
Counties

In 2024, **1,416** people took a SO or PF workshop in Wisconsin. We know that more than **25%** of people age 65 or older fall every year so we could expect that **354** participants would have fallen. By participating in these programs, **31%** of those falls were avoided (**110 falls**).

**1,416** participants X **25%** = **354** would have likely fallen X **31%** = **110** falls avoided

Up to **50%** of falls result in injury<sup>2</sup> (**55 injuries**). With **82%** of injuries resulting in **ED visits** (**45 falls** x average charge of **\$5,921**) and **18%** of falls resulting in **hospitalizations** (**10 falls** x average charge of **\$62,218**), then SO/PF helped to avoid over **\$888,625** in charges in 2024.

**\$266,445**

ED charges avoided

+

**\$622,180**

Hospital charges avoided

=

**\$888,625**

Total charges avoided

Over the coming biennium (using the same calculations as above), with the addition of the requested state budget appropriation, we would reach **10%** more participants (**1,558**) in 2025 and avoid **60** injurious falls, **82%** of those avoiding **ED visits** (saving **\$291,313**) and **18%** avoiding **hospital charges** (saving **\$671,954**), totaling **\$963,268** in **avoided costs**.

*\*Numbers will be significantly higher due to overall Falls Free® Wisconsin initiatives, reaching an additional high percentage of the population not attending Stepping On or Pisando Fuerte, but receiving other falls prevention interventions, services and education.*

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Wisconsin Institute  
for Healthy Aging

2024 By-The-Numbers

# MANAGING DIABETES

## Annual Cost & Prevalence of Diabetes in Wisconsin

1. American Diabetes Association, 2025; 2. WI Diabetes Action Plan, 2024; 3. data.cms.gov; 4. Turner, 2018



**477,700** adults in Wisconsin have **diagnosed diabetes**, **8.8%** of the adult population. **28,000** Wisconsin adults are diagnosed with diabetes each year.<sup>1</sup>



**21,828** people with diabetes in Wisconsin are **hospitalized** each year. The average charge per hospitalization due to Type 2 diabetes is at least **\$32,796**.<sup>2\*</sup>



The cost of annual healthcare for people with diabetes is **2.6X** greater than those without diabetes. In Wisconsin, **direct medical expenses** totaled **\$5 billion** in 2022, with **indirect expenses** from lost productivity totaling **\$880 million**, totaling an estimated **\$6 billion** of expenses per year<sup>3</sup>. Medicare spends an average of **\$1,023** per person per year on diabetes.<sup>3</sup>



**Healthy Living with Diabetes (HLWD)** is a 6-week (once-a-week) evidence-based program proven to improve well-being and decrease health care utilization through self-management in people with Type 2 diabetes. The programs are delivered by trained facilitators in both English and Spanish in Wisconsin.

**\$1,046\*** in average avoided hospitalization & ED costs per participant in the 1st year post-program<sup>4</sup>

2024  
**HLWD**  
**Activity**



24

Workshops



11

New Facilitators



223

Participants



17

Counties

In 2024, **223** people took a HLWD workshop in Wisconsin. The average avoided hospital costs per participant post-intervention is **\$1,046**.<sup>4\*</sup> Therefore, participation in HLWD helps to avoid **\$223,258** in hospital or ED charges.

**223** participants **x \$1,046\*** in avoided hospital costs per person **= \$223,258** avoided costs



# MANAGING CHRONIC CONDITIONS



## Annual Cost & Prevalence of Chronic Conditions in Wisconsin

1. fightchronicdisease.org; 2. NCOA, 2022. 3. CDC Fast Facts, 2024; 4. CMS.gov; 5. Steiner, 2013 6. Lorig, et al, 2001;



**Chronic Conditions** include high blood pressure, high cholesterol, obesity, arthritis, heart disease, diabetes, kidney disease, heart failure, depression, Alzheimer's or dementia, and other conditions.



Over **3.4 million** Wisconsinites have at least one chronic condition.<sup>1</sup> Nearly **95%** of all older adults have at least **one chronic condition** and **79%** have **two or more**.<sup>2</sup>



**\$4.41 trillion** is spent on **health care expenditures** for people with chronic and mental conditions annually (90% of all health care expenditures).<sup>3, 4</sup>



Nationally, the average **hospital charge** for a person with 1+ chronic conditions is **\$54,687**.<sup>5\*</sup>

**Living Well with Chronic Conditions (LW)** is a 6-week (once-a-week) evidence-based intervention proven to improve well-being and decrease health care utilization through self-management in people with chronic conditions. The program is delivered by trained facilitators and available in both English and Spanish.

**\$870\*** in average avoided hospitalization & ED costs per participant in 2 years post-program<sup>6</sup>

2024  
**LW Activity**



17

Workshops



1

New Facilitator



137

Participants



6

Counties

In 2024, **137** people took a LW workshop in Wisconsin. The average avoided hospital costs per participant post-intervention is **\$870**.<sup>6\*</sup> Therefore, participation in LW helps to avoid **\$119,190** in hospital or ED charges.

**133** participants **x \$870\*** in avoided hospital costs per person **= \$115,710** avoided costs

# MANAGING CHRONIC PAIN



## Annual Cost & Prevalence of Chronic Pain

1. CDC MMWR, 2023; 2. Wager, 2022; 3. IOM, 2011; 4. Smith, 2019; 5. Park, 2016; 6. Rushakoff JA, 2018; 7. Lorig, et al, 2001;



Nearly **21%** of U.S. adults (51.6 million people) experience chronic pain!<sup>1</sup> Pain is the number one reason Americans access the health care system.<sup>2</sup>



The total **cost of pain** (including health care cost and productivity estimates) ranges from **\$806-928\* billion** annually<sup>3</sup>, which is more than the cost of heart disease and cancer treatments.<sup>4</sup> Nationally, the average annual **health care cost** for a person with chronic pain is **\$41,522.**<sup>5\*</sup>



People with chronic pain have **2X** more visits to outpatient and emergency departments than those without.<sup>6</sup>

**Healthy Living with Chronic Pain (HLCP)** is a 6-week (once-a-week) evidence-based intervention proven to reduce pain and dependence on others, improve participants' ability to understand pain and use coping skills, and increase confidence in managing pain with self-management skills.

**\$870\*** in average avoided hospitalization & ED costs per participant in 2 years post-program<sup>7</sup>

2024  
**HLCP**  
**Activity**



11  
Workshops



0  
New Facilitators



85  
Participants



5  
Counties

In 2024, **85** people took a HLCP workshop in Wisconsin. The average avoided hospital costs per participant post-intervention is **\$870.**<sup>7\*</sup> Therefore, participation in HLCP helps to avoid **\$73,950** in hospital or ED charges.

**84** participants **x \$870\*** in avoided hospital costs per person **= \$73,080** avoided costs

# MANAGING INCONTINENCE

## Annual Cost & Prevalence of Incontinence

1. Patel, 2022; 2. Whitehead, 2010; 3. Wilson, 2001; 4. Subak, 2008; 5. Brown, 2017



Nearly **62%** of adult U.S. women experience **urinary** incontinence.<sup>1</sup>  
**8%** have **fecal** incontinence.<sup>2</sup>



The **direct cost** of incontinence is over **\$25 billion\*** per year for female incontinence.<sup>3</sup>  
Women spend an average of **\$1,170\*** per year to manage incontinence, with women over 65 years paying **2x** as much as those under 65 years.<sup>4</sup>



Only **50%** of women seek help from their healthcare provider for their **urinary** incontinence.  
Only **30%** seek help for accidental **bowel** leakage.<sup>5</sup>

**Mind Over Matter: Healthy Bowels, Healthy Bladder (MOM)** is a 3-session (every-other-week) evidence-based program proven to decrease bladder incontinence for **71%** of participants and bowel incontinence for **55%**. MOM incorporates information sharing and group activities to teach strategies for preventing or lessening symptoms including simple pelvic floor exercise and dietary changes.

**71%**

improve bladder symptoms

**55%**

improve bowel symptoms

2024  
**MOM**  
**Activity**



52

Workshops



17

New Facilitators



445

Participants



26

Counties

In 2024, **445** people took a MOM workshop in Wisconsin. Women spend an average of **\$1,170\*** per year on incontinence products. With 71% of MOM participants (**316**) improving bladder symptoms and potentially no longer needing incontinence products, that is a potential savings of **\$369,720**

**445** participants X **71%** = **316** improving symptoms X **\$1,170\*** = **\$369,720** saved



# PROMOTING PHYSICAL ACTIVITY

## Annual Cost & Prevalence of Inactivity

1. Harvey, 2013; 2. CDC, 2024; 3. WHO, 2024; 4. Carlson, 2016



**67%** of older adults are inactive for more than 8.5 hours per day! Less than **14%** of older adults meet both the aerobic and strength components of the Physical Activity Guidelines for Americans.<sup>2</sup>



Due to physical inactivity, nearly **500 million** people will develop heart disease, diabetes, obesity, or other diseases between 2020-2030, associated with a cost to the U.S. of **\$27 billion**.<sup>3</sup>



Inactive older adults spend an average of **\$1,968\*** more per year on healthcare than those who are at least moderately active.<sup>4</sup>

WIHA disseminates 3 evidence-based programs that address physical inactivity. **Physical Activity for Lifelong Success (PALS)** is a 20-week program that meets 3 days/week and includes a Lifestyle Behavior Change program. PALS helps participants to reach & maintain the Physical Activity Guidelines for Americans. **Stand Up for Your Health (SUP)** is a 4-week program + Refresher that meets 1 day/week and discusses ways to stand up more throughout the day. **Walk with Ease (WWE)** is a 6-week, 3 days/week walking program to improve walking and address arthritis pain.

**\$1,968\***

annual healthcare savings for  
non-inactive older adults.<sup>4</sup>

2024  
**Active  
Programs**



41

Workshops



6

New Facilitators



330

Participants



21

Counties

In 2024, **330** people took either a PALS, SUP, or WWE program. On average, people save **\$1,968** per year in healthcare savings from being at least moderately active. Therefore, by participating in one of these programs, an estimated **\$649,440** was saved in healthcare costs.

**330** participants **X \$1,968** in annual healthcare savings **\$649,440** total savings

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