



18,000 CASES OF CHRONIC DISEASE IN ALBERTA CAN BE AVOIDED WITH CHANGES IN VITAMIN D LEVELS, STUDY SHOWS

A vitamin D prevention approach can save multi-millions of dollars each year

Calgary, AB April 27, 2016 – RiskAnalytica, Canada’s leading health care modeling company, has conducted an analysis that indicates, in addition to improving the health of Albertans, over \$143 million could be saved every year by increasing vitamin D levels.

“At Pure North we have long advocated the need to understand and then optimize vitamin D levels in all Canadians,” said Dr. Samantha Kimball, Pure North’s Director of Research. “Seeing independent research that quantifies the financial impact of simply increasing vitamin D levels is important. While we have the advantage of seeing the benefit our participant’s experience when they achieve an optimal vitamin D level, we know decision makers need to see economic proof points as well, to be able to implement the changes needed to help improve the health of Albertans.”

RiskAnalytica completed the independent and evidence-based analysis for Pure North using their best-in-class modeling methodology in combination with literature indications. The focus of the analysis was on forecasting the impact of higher vitamin D levels on chronic diseases (including cardiovascular disease, mental illness and diabetes), risk of falls for seniors and cancer. Statistics Canada data, Public Health Agency of Canada data, relevant literature and consultation with subject matter experts were used to inform the computer simulations models used to produce the report.

The analysis showed that if the Alberta population were to achieve increased vitamin D level on average by 50 nmol/L, the expected annual average benefit in Alberta, over the next thirty years is:

- 24,000 fewer cases of chronic disease (cancer, cardiovascular disease, mental illness and diabetes) each year,
- 49,000 fewer falls each year,
- \$143 million reduction in emergency room and hospital costs associated with chronic disease and falls each year.

“The medical system plays an important role in treating disease but rarely addresses helping people avoid getting sick in the first place,” continues Kimball. “It is important we look for ways to increase preventative care as prevention has significant impact in terms of cost savings as well as improved health. The RiskAnalytica report demonstrates the impact of simple changes having significant cost savings moving forward. More importantly, the health of Albertans is also improved.”

Pure North calls on the Alberta Government to implement changes to ensure vitamin D is both measured and the target levels are increased, especially among at-risk populations,



including seniors, First Nations and those at risk of developing diabetes. Allocating effort to prevention measures will have significant impact on improving the health of Albertans.

About Pure North

Pure North is a not-for-profit organization seeking to help Canadians feel better and live longer. The Pure North program effectively works to prevent chronic disease through research-based nutrition and education and does so in a cost conscious manner. There is no markup in the program and Pure North does not make money from its participants or the sale of any nutritional supplements recommended. Simply put, Pure North cares about the health of Canadians.

Since 2007 more than 40,000 Canadians have benefited from Pure North's support of a tailored and measured approach to improve their overall health and wellness.