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26 March 2012

The Honorable Ron Wyden  
221 Dirksen Senate Office Building  
Washington, DC 20510-3703

Dear Senator Wyden,

Re: Senators Wyden-Portman Bill “Better Health Rewards”

It has been brought to my attention that you and Senator Portman have introduced the “Better Health Rewards” bill in an effort to lessen Medicare costs by decreasing the burden of chronic diseases.

In Dr. Clayton M. Christensen’s book *Innovators Prescription* (from Harvard Business School), Chapter 5, he says, “A key reason why such a large share of healthcare dollars is spent during the last 18 months of life is that this is when the complications of chronic disease have really set in with a vengeance.” Also, he says, “In summary, any program for resolving the runaway healthcare costs that does not have a credible plan for changing the way we care for the chronically ill cannot make more than a small dent in the total problem.”

Having worked in the field of preventive medicine and wellness for over 40 years, I know that any process that has the potential to substantially improve health while reducing the cost of Medicare could help all of us both personally and financially. So I, along with over 700 staff members of the Cooper Clinic/Cooper Aerobics Center in Dallas, strongly support this legislation and would like to have my representatives support such a measure.

I will be available to work with you in support of you “Better Health Rewards” bill.

Sincerely,

Kenneth H. Cooper, MD, MPH

/dh

cc/ Mike Roizen, M.D.  
Senator John Cornyn  
Senator Kay Bailey Hutchison  
Senator Tom Coburn  
Senator Richard Lugar