



HealthyCity

Rebecca Sterling, CEO



**sterling  
health**



# MTM Services of Alabama

1. Pharmacy Services
2. Compounding



**sterling  
health**



# Population Health | Community Involvement





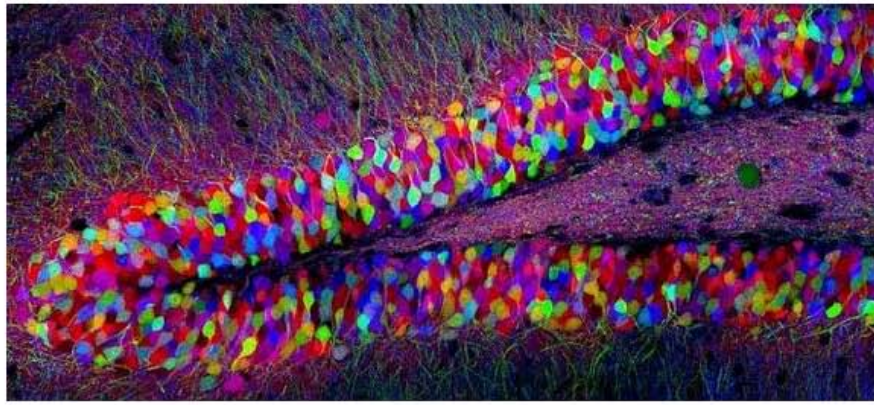
# Healthy Huntsville

Amy Robinson | Sterling Health



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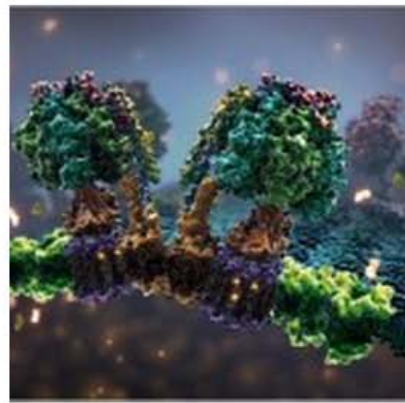
BRAIN FEATURE IMAGES TED UNIVERSITY VIDEO

### TEDTalk: How to see inside the brain

by AMY ROBINSON on May 17, 2012 • No Comments • Edit entry

How do we know what happens in the brain? Technology and a little color turn out to be a great place to start. Thanks to advancements in staining and imaging techniques, neuroscientists can make neurons show and glow. Harvard researcher Jeff Lichtman has even modified a mouse to have a...

LATEST ENTRIES



BODY 101 FEATURE TECH VIDEO

### Harvard's Inner Life of the Cell

by AMY ROBINSON on Feb 9, 2012 • No Comments • Edit entry

Your body is made of about 100 trillion cells. Ever wonder what happens inside one of them? BioVisions, a beautiful series from Harvard University and XVIVO sets out to visualize the inner life of the cell. This science fiction-esque video, "Powering the Cell: Mitochondrion" is an accurate animated depiction of what happens in your body's cellular...

WildPureDelicious!

VitalChoice.com  
WILD SEAFOOD & ORGANICS

POPULAR POSTS

Avocado 101





# Healthy Huntsville







# Healthier Community



# Obesity Rate greater than 25%

10 years ago: no states

By 2010: 43 states





32% Obese = 1.2 million people in AL

Source: <http://healthyamericans.org/reports/obesity2011/release.php?stateid=AL>





# 78 Million Obese Americans

Source: <http://www.cdc.gov/obesity/data/adult.html/>, 2010





# \$2.8 Trillion: Cost of Healthcare in US

Source: Health Affairs, 2012 projection



# \$1,000,000,000,000



## One Trillion Dollars

Comparison of \$1,000,000,000,000 dollars to a standard sized American Football field and European Football field. Say hello to the Boeing 747-400 transcontinental airliner that's hiding on the right. This was until recently the biggest passenger plane in the world.

We can live better.







We must live better.





HealthyCity



Small steps make a big impact.





How would you build a healthier city?





# Educational





Social





Fun





# Rewarding







Browse Feats **Health Feats**

!eatorganic  
!d<sub>f</sub>  
Eat organic.

!eattogether  
!d<sub>f</sub>  
Eat healthy with the family.

!elliptical  
!d<sub>f</sub>  
Use an elliptical machine.

!energizingmeal  
!d<sub>f</sub>  
Eat an energizing meal.



# Rewarding





# Crowd-Sourced





Healthy  
Huntsville  
Awards

Vote

Crowd-Sourced





Real Life+Online







## Healthy Huntsville

653 likes · 71 talking about this

✓ Liked 

**Product/Service**  
 A fresh take on health. 100 free events between now and August. Fitness classes, cooking demos, Body 101 series, TEDTalk Screenings.. We even give away healthy prizes. <http://healthyhuntsville2012.com/>

About



Photos



Likes



Events



/HealthyHuntsville



# healthy huntsville



Take action,  
make progress,  
and earn rewards  
at DailyFeats:

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Meet Dana Parcher, a Healthy Huntsvillian who has lost 60 lbs since January



Creating New Habits for Weight Loss Success



It's Olympian Season!

HealthyHuntsville2012.com





# Free Events



















# 100 Free Events



# Healthy Chili Cookoff with the Stars @Joe Davis Stadium

July 15 3:30 - 5:00pm

Contest free to enter

Adult and kid divisions

Win cash prizes and be recognized on field  
during the game against Birmingham Barons

Register online at [HealthyHuntsville2012.com](http://HealthyHuntsville2012.com)



More info at  
256-518-9530  
[info@healthsterling.com](mailto:info@healthsterling.com)



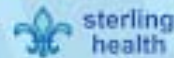
Brought to you by:  
 healthsterling.com



# HEALTHY HUNTSVILLE FITNESS CHALLENGE



AUG. 25 AT 8AM  
HUNTSVILLE BOTANICAL GARDENS  
RUN, SWIM AND SWEAT  
YOUR WAY TO THE TOP  
REGISTER AT [HEALTHYHUNTSVILLE2012.COM](http://HEALTHYHUNTSVILLE2012.COM)







2011: 195 lbs



2012: 134 lbs





# Healthier, Happier City



# Healthier, Happier You



# Growing HealthyCities







# healthy city

Home

## Your city wants to be a healthy city. beta!

Empower your citizens to live better. Communities around the world are crowd-sourcing events and gamifying health. Healthy City's open-source architecture creates a healthier community that builds itself. Apply to be among the first to pilot Healthy City 2.0.

[Apply](#)

The slide features a central lightbulb with the word "healthycity" written inside it. Surrounding the lightbulb are several circular icons, each containing a different icon and text. The icons include a person running, a fork and knife, a sun, a gear, a person sitting at a desk, and a person standing. The Prezi logo and navigation controls (back, forward, and More) are visible at the bottom of the slide.

HealthyCiti on Prezi







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