



COLORADO

KEY INDUSTRY

HEALTH & WELLNESS



INDUSTRY FACTS

2013 TOTAL EXPORTS

\$400 MILLION

TOP 3 EXPORT MARKETS

- 1. Switzerland
- 2. Canada
- 3. Italy

NUMBER OF COMPANIES

16.4K

AVERAGE ANNUAL EMPLOYMENT

315K

*The health and wellness industry includes a dynamic and growing group of companies that provide preventive, curative and rehabilitative services.*

Extending beyond health care delivery, the industry represents a continuum of businesses ranging from treating disease to a multidimensional and holistic approach that focuses on complete physical and mental health, social well-being, and disease prevention. Companies in the health and wellness industry includes the offices of physicians, dentists, chiropractors, optometrists, mental health practitioners, physical and speech therapists, podiatrists and other health practitioners. The industry includes hospitals ranging from general medical, surgical and psychiatric to substance abuse and specialty care, and includes centers focused on family planning, outpatient mental health and substance abuse, kidney dialysis, diagnostic imaging and emergency care. Companies focused on nursing care, assisted living and long-term care, and businesses that provide services for individuals, families and the elderly, are also included. The industry includes home health equipment rental, fitness and recreation facilities, diet and weight reducing services, and massage and yoga services. Companies that manufacture ophthalmic goods, and retailers engaged in vitamins and nutrition supplements, are also included.

Health & Wellness Assets

Colorado offers a robust culture of health and wellness. The state has the nation's lowest rate of adult obesity and is home to one of the fittest populations in the nation, due to active lifestyles and access to the outdoors. With more than 314,900 health and wellness workers across the state and a \$16.5 billion annual payroll, the industry has a compelling impact. Every area of the state has local innovators and regional leaders in health and wellness. Grand Junction is a national model for efficient health care and innovation. Pueblo is focusing on creating regional centers of excellence for health to support southern Colorado and surrounding states. University of Colorado Health provides evidence-based health care and wellness services in Colorado, Nebraska and Wyoming and includes the University of Colorado Hospital (UCH), Poudre Valley Hospital, Medical Center of the Rockies, Mountain Crest Behavioral Healthcare Center and Colorado Health Medical Group. There is expansive growth at the Fitzsimons Life Science District and the adjacent Anschutz Medical Campus in Aurora. The 578-acre site is the largest medical-related redevelopment in the nation and the world's only completely new research, education, and patient care complex. The campus serves more than 500,000 patients annually, is home to the schools and colleges of Medicine, Nursing, Dental Medicine, Pharmacy and Public Health, and offers two world-class research hospitals—UCH and Children's Hospital Colorado.

Major Employers

- Banner Health
- Centura Health
- Children's Hospital Colorado
- Denver Health and Hospital Authority
- HCA-HealthONE LLC
- Kaiser Permanente Colorado
- SCL Health System
- University of Colorado Anschutz Medical Campus
- University of Colorado Health
- U.S. Department of Veterans Affairs

# TOP OCCUPATIONS BY EMPLOYMENT

1. Registered Nurses

2. Personal Care Aides

3. Home Health Aides

4. Nursing Assistants

5. Receptionists and Information Clerks

ANNUAL  
PAYROLL  
**\$16.5**  
BILLION

DID YOU  
KNOW?

**Colorado ranked as the sixth-healthiest state for adults ages 65 years and older.**  
(United Health Foundation, 2014)

**The College of Nursing at the University of Colorado was the birthplace of the first nurse practitioner program in the world.**  
(University of Colorado, 2014)

**Metro Denver is the nation's fourth-fittest metro area, according to the "2014 American Fitness Index."**  
(American College of Sports Medicine, 2014)

**The Barbara Davis Center for Childhood Diabetes is one of the largest diabetes programs specializing in Type 1 diabetes research and care for children and adults in the world.**  
(Barbara Davis Center for Childhood Diabetes, 2014)

**Note:** An establishment is defined as a single physical location that produces some form of economic activity. One company can have multiple establishments.

**Sources:** QCEW Employees, Non-QCEW Employees, Self-Employed, & Extended Proprietors – EMSI 2014.2 Class of Worker; WISERTrade.

## Workforce

Colorado's health and wellness industry includes a large pool of talented, skilled workers. Compared with the age distribution across all industries, the health and wellness industry has a larger share of employees between the ages of 25 and 44 years old and also between the ages of 55 and 64 years old.

About 24 percent of health and wellness-related occupations in Colorado require a high school diploma or equivalent, while 26 percent require a bachelor's degree or higher. Nearly 38 percent of the health and wellness-related occupations require some sort of on-the-job training.

## Education and Training

The higher education system in Colorado provides an excellent support system for the health and wellness industry in the state and offers a broad range of technical, scientific, and specialized degrees. There are 28 public institutions of higher education in Colorado, consisting of 13 four-year and 15 two-year public institutions offering health and wellness-related programs. In addition, there are more than 40 private and religious accredited institutions and about 50 private occupational and technical schools offering nearly 330 health and wellness-related programs throughout the state.

## Key Locational Factors

### 1. A robust culture of health and wellness

- Colorado is the leanest state with the nation's lowest rate of adult obesity (20.5 percent) and is the only state with an obesity rate below 21 percent. (Trust for America's Health, 2013; Robert Wood Johnson Foundation, 2013)
- Colorado ranked as the eighth-healthiest state in the nation, according to the 2013 edition of America's Health Rankings. Colorado ranked most favorably for low prevalence of obesity, the third-lowest rate of physical inactivity, and the sixth-lowest rate of diabetes. (United Health Foundation, 2013)

### 3. The convergence of health-related education, research, and application

- *U.S. News & World Report's 2015 "Best Medical Schools"* report ranked the University of Colorado School of Medicine 13th nationally for primary care and 40th among research-oriented programs. Additional ranked specialties and programs within the School of Medicine included family medicine (5th), pediatrics (6th), and rural medicine (9th). (U.S. News & World Report, 2014)
- The College of Nursing at the University of Colorado is nationally recognized for its programs dedicated to preparing quality nurses. The College of Nursing offers eight master's degree nurse practitioner specialties ranging from nurse midwifery and pediatric to adult clinical and women's healthcare. The College's Pediatric Nurse Practitioner specialty program ranked among the top five in the nation and the Family Nurse Practitioner program ranked among the top 20. (University of Colorado, 2014; U.S. News & World Report, 2014)

### 4. A regional healthcare hub, with expanding medical and wellness tourism opportunities

- Children's Hospital Colorado received numerous rankings as one of the top pediatric hospitals in the nation. U.S. News & World Report ranked Children's Hospital Colorado as the sixth-best children's hospital in the nation in 2014. Five of its specialty areas also placed in the top 10 in their respective categories: diabetes and endocrinology (4th), neonatology (4th), pulmonology (5th), orthopedics (7th), and cancer (9th). They were also named to the U.S. News' Honor Roll, which included only nine other children's hospitals. Parents magazine ranked them fifth on its "10 Best Children's Hospitals in America" list. (U.S. News & World Report, 2014; Parents, 2013)
- Craig Hospital in Denver is a world-renowned center for specialty rehabilitation and research for people with spinal cord injury (SCI) and traumatic brain injuries (TBI). Craig is a national center of excellence and has treated nearly 30,000 patients with SCI—more than any other single center in the world—and TBI since 1956. Half of Craig's patients come from outside of Colorado. (Craig Hospital, 2013)

Learn more about Colorado's health & wellness industry at [www.advancecolorado.com/health](http://www.advancecolorado.com/health).



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