



# WellPoint Strategies to Address Childhood Obesity

**CDC - Weight of the Nation**

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# Our Mission in Public Health

**Improve the lives of the people  
we serve and the health of our  
communities**

## **Strategies**

Prioritize Medicaid  
Support primary care  
Research and evaluate  
Modify environments  
Leverage collaborations  
Innovate

## **Core Interventions**

Physician CME and tools  
Clinical BMI program  
Member resources  
School/community outreach  
Collaborative partnerships

## **Childhood Obesity Initiative**

Multi-faceted Initiative  
Providers, members, communities  
Scientific evaluation and replication  
Public-private collaboration

# Prioritize Medicaid Childhood Obesity and Poverty

States with Highest Rates of Obesity and Poverty*				
Ranking	States	Overweight/ Obese 10-17 year olds (2009) (%)	Poverty (2005-2007)	Medicaid** (2006) (%)
1	Mississippi	44.4	1	19.1
2	Arkansas	37.5	9	15.9
3	Georgia	37.3	-	12.2
4	Kentucky	37.1	6	15.4
5	Tennessee	36.5	10	14.8
6	Alabama	36.1	7	13.0
7	Louisiana	35.9	3	15.8
8	West Virginia	35.5	7	16.4
9	District of Columbia	35.4	2	20.6
10	Illinois	34.9	-	11.5

Sources: \*F as in Fat, Trust for America's Health, 2009

\*\*Kaiser Family Foundation [statehealthfacts.org](http://statehealthfacts.org)

## National AAFP Childhood Obesity CME

- CME bulletin in collaboration with AAFP
- AAFP members/residents; all WellPoint primary care physicians

## Childhood Obesity Physician Toolkit

- Mailed to all California network primary care physicians since 2005
- Updated 2009 toolkit available to all WellPoint PCPs



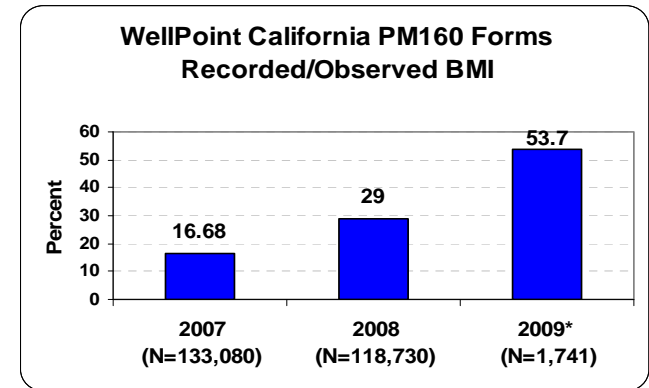
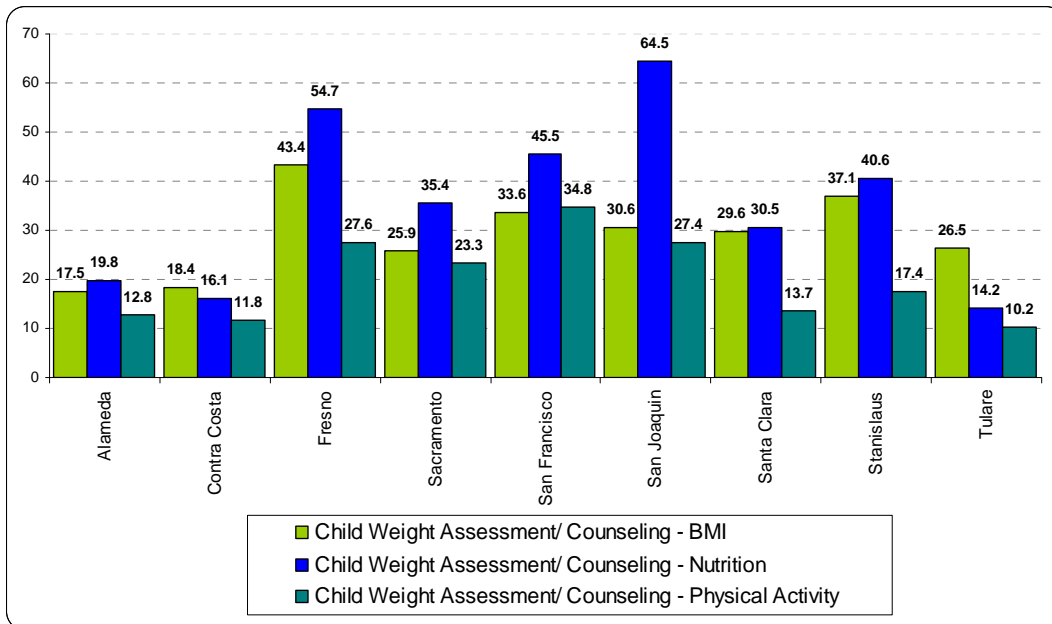
## Body Mass Index Program for Clinical Staff

- Promotes standard BMI screening; tailored to clinical staff
- Internal/external collaboration
- 64 workshops; 2,400 clinical staff, health educators, and school nurses trained
- Online training (pilot; virtual wheel)
- BMI program recognition
  - “Best of Blue”; NCQA Quality Profiles™; CDC
- Program evaluation



## Documentation of Body Mass Index (BMI)

- Healthcare Effectiveness Data and Information Set (HEDIS®)
  - 2007 HEDIS: 0.8% documented child BMI; 0.3% documented child BMI percentile
  - Participation in NCQA Pilot ; New Childhood Obesity HEDIS measures
- Confidential Screening/Billing Report (PM160)



## Consumer Awareness

- Consumer Assessment of Healthcare Providers and Systems (CAHPS®) 2007-2008
  - Calculated adult BMI: 25 – 30% “normal”
  - Self-reported knowledge: 10% knew their BMI
  - Anticipatory guidance: less than 50% reported AG on physical activity or nutrition

# Support / Build Primary Care Member Programs and Resources

## Educational Materials

- Get Up and Get Moving! Family Food and Activity Book and Guide (available in 5 languages)
- Healthy Habits for Healthy Kids
- BMI Parent Brochure (English/Spanish)

## Kids in Charge of Kalories

- Outreach through smart voice technology, KICK website, and educational materials
- Customized – Medicaid members
- English/Spanish

## Adult Outreach – Diabetes, Hypertension, Cholesterol

- Diabetes ELIZA reminder calls to non-adherent adults diagnosed with Diabetes
- Materials for adults diagnosed with hypertension and cholesterol
- Customized – Medicaid members
- English/Spanish





# Modify School/Community Environments



**Live Like A Champion Tour**

## Fruit and Vegetable Bar Study

- Collaborated with UCLA and Los Angeles Unified School District
- Title 1 schools, ethnic minority students, multi-component intervention

## Live Like a Champion Tour I, II, and III

- Collaborated with California Governor's Council on Physical Fitness and Sports
- Community outreach mobile tour; after-school settings; on-site activities tied to celebrity athletes



## Boys and Girls Clubs

- Collaboration with Boys and Girls Club and Dodgers
- Physical activity, nutrition resources; parent engagement and education

## RAND Adolescent Study

- Collaborated with RAND to examine access/utilization of well-adolescent care
- Focus groups with Medicaid adolescents and families; English and Spanish





## Alliance for a Healthier Generation

- Collaboration between the Alliance, WellPoint, and other leading insurers, employers, and national medical associations
- Reimbursement of “value-based” primary care visits and nutritional counseling
- Third party evaluation of program outcomes



## Taking Action Together

- Collaboration between WellPoint, Merck, and ADA
- Address diabetes prevention and health disparities
- Community, physician, and employer group engagement
- Participation in the program open to all

## Healthy Hoosiers

- Collaboration with Eli Lilly, JDRF, ADA, IHIE, Indiana Department of Health
- Diabetes prevention and management
- Website, physician and patient tools, “*Nutrition in the Fast Lane*”





# Innovation Advance the Future of Health Care



- \$10 million or more competition designed to generate new ways to address the nation's serious health care system challenges
- WellPoint will pilot finalists' entries in its state markets to test ability to result in viable, creative and achievable health care system changes
- Transparency will be emphasized throughout the process... All results will be shared publicly, with the knowledge gained considered non-proprietary



**“It’s critical for health benefits companies, health care providers, government leaders, and consumers to work together to identify real-world solutions that will create the most benefit for all Americans”**

Angela Braly, CEO