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# **Obesity: A Health Plan's Approach**

Texas Senate Health and Human Services Committee  
September 8, 2010

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# Cost of obesity

**Medical costs related to obesity in America in 2008 may be as high as \$147 billion.** (Finkelstein, et al, Health Affairs on line, 2009)

**27%** of the rise in health care spending from **1987 to 2001** is accounted for by increases in the proportion of and spending on obese people relative to healthy weight individuals. (Thorpe, et al. Health Affairs, Oct 2004)

## Average annual medical costs

➤ Healthy weight	\$3400	
➤ Obese	\$4900	(CDC.gov)
➤ <b>Added cost</b>	<b>\$1500</b>	

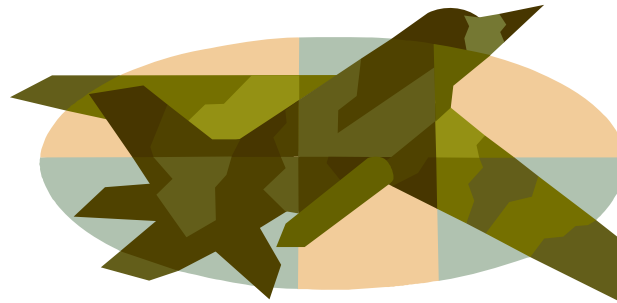


# Cost of childhood obesity



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## The Biggest Reason Why Young Americans Cannot Join the Military:



**Physically unfit: 27 percent** of young Americans  
are **too overweight** to join the military.

Ready, Willing, And Unable To Serve *(Mission: Readiness)*



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marathon**KIDS**®

marathonKids began in 1995 with an idea conceived by Kay Morris, a self-described middle-aged, slow runner. After finding herself enthusiastically running and filling in a running log, the idea struck her – maybe this simple concept would help children run more and experience the joy of physical activity! After a modest start in 1995 with 2,000 Austin ISD children, marathonKids has grown to 180,000 K-5<sup>th</sup> graders in 8 cities across the U.S. In addition, marathonKids has been evaluated by the UT Center for Advancement of Healthy Living.

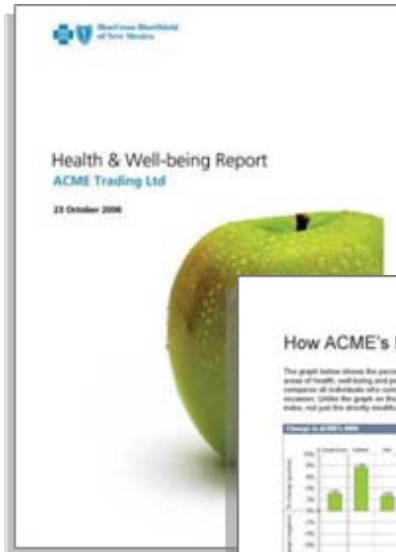
# Health Risk Assessments: Provide Employer Insight

**About 53 percent of large employers offered health risk assessments for their staff last year – up from 35 percent in 2004, according to a survey.”**

**Source: Washington Post online, June 2007**

- Employer Report highlights (aggregately)

- Executive summary
- Top areas of concern
- Medical conditions and medical risk
- Summary of HWB scores and risk status
- Changes year after year



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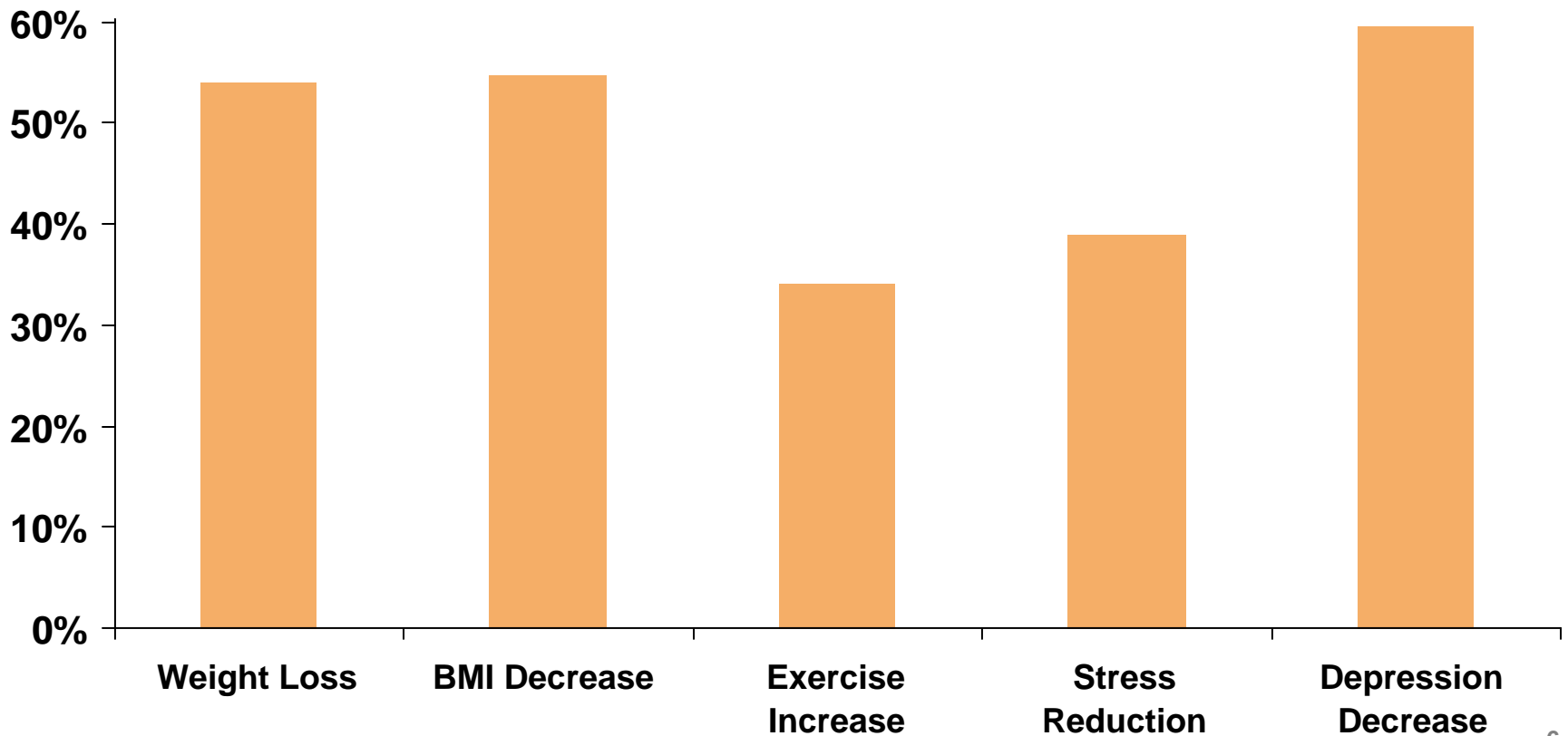
# Blue Care Connection® Weight Management Program: Low Touch Program Outcomes (2008)



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## Percent Improvement Among Members Enrolled in the Blue Care Connection Weight Management Program



# Metabolic Workshops: Intensive Lifestyle Management

- The Metabolic Syndrome workshop runs for **10 weeks** and can be delivered in either a group or online setting.
- Individuals in either the **online or group setting program** are assigned **a health coach** who monitors progress, weekly dietary habits, exercise and other factors.
- The first class typically runs for two hours, with the remaining 9 sessions lasting one hour each.
- Classes focus on **clinical health improvement** by addressing habits around eating, hunger and hydration.
- The workshop covers other topics including exercise and fitness, stress management, health education, and psychological and emotional fulfillment.



# BCBSTX Employee Metabolic Syndrome (MetS) Program Pilot Results



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## Health and Lifestyle Impacts

<b>37.6%</b>	Of <u>at-risk participants</u> reversed their Metabolic Syndrome in 10 weeks (74.6% of total group)
<b>91.9%</b>	Experienced average weight loss of 12.9 lbs
<b>29.9%</b>	Reported reduction in medication usage
<b>39.5%</b>	Reported they started exercise, 40.1% maintained existing activity levels
<b>100%</b>	Reported improvement in sleeping



# BCBSA Pediatric Obesity and Diabetes Prevention Pilot



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- More than 1,650 physician practices in five states received tool kits
- The tool kits included
  - a pocket guide for physicians,
  - charts for physicians to log information,
  - a double-sided wall poster,
  - tear-off sheets tailored towards different age ranges: ages 2 to 4, 5 to 9, and 10 years and older,
  - patient workbooks that allow patients/parents to track their healthy habits and
  - tri-fold brochures to help generate awareness and provide parents with basic information about Body Mass Index (BMI), behavioral risks and healthy tips.

# BTE Performance Assessment



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- Clinicians and practices **voluntarily** submit to an independent performance assessment organization (PAOs) for scoring.
- Data Aggregators (BTE Approved Registries) collect the data from clinicians.
- Performance assessment pathways include:
  - National Committee for Quality Assurance (NCQA)
  - New York's Quality Improvement Organization (IPRO)
  - Automated EMR/Registry System
  - American Board of Internal Medicine (ABIM)

# BCBSTX Diabetes Care Link Program

## What are the Incentives?



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*BTE-recognized physicians will be eligible for a financial reward of \$100 per patient, per program year for up to 150 patients with a maximum payout of \$15,000 per physician or group, per year.*

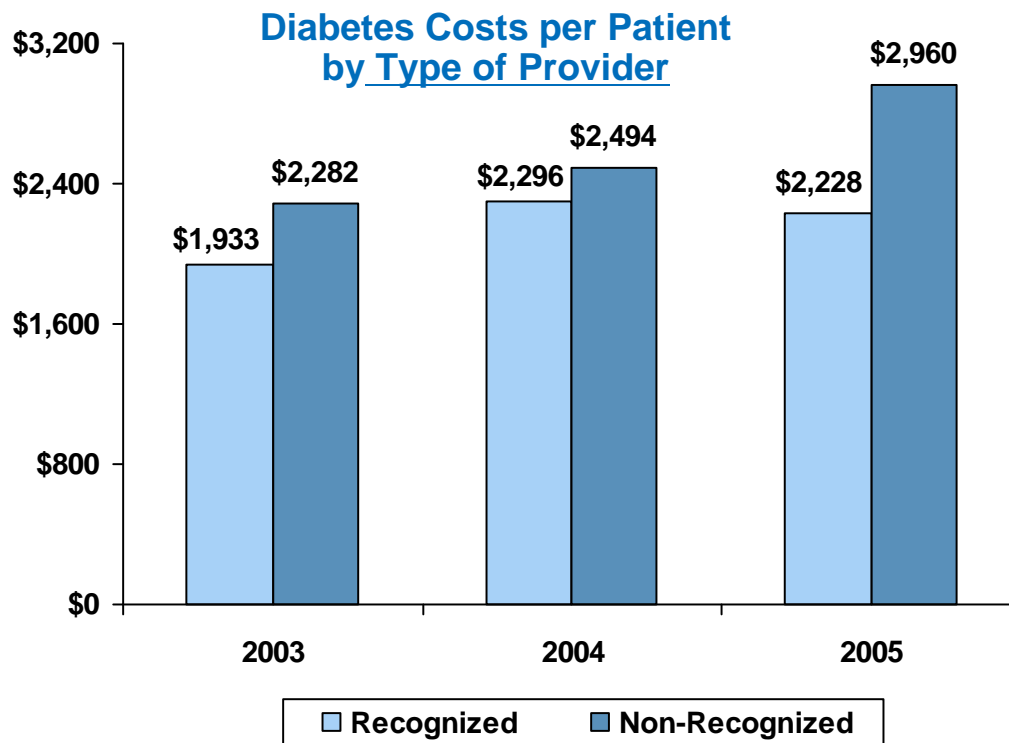
# Promoting Quality and Safety: Bridges to Excellence (BTE)



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Recognized providers are **more cost-effective** in treating patients with diabetes



Number of Diabetics with At Least One Episode		
Year	Recognized	Non-Recognized
2003	271	294
2004	260	351
2005	290	368

Source: Bridges to Excellence "Five Years On: Bridges Built, Bridges to Build," 2003 - 2008

# Contact Information



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