

# 6<sup>th</sup> Biennial Childhood Obesity Conference

San Diego, California

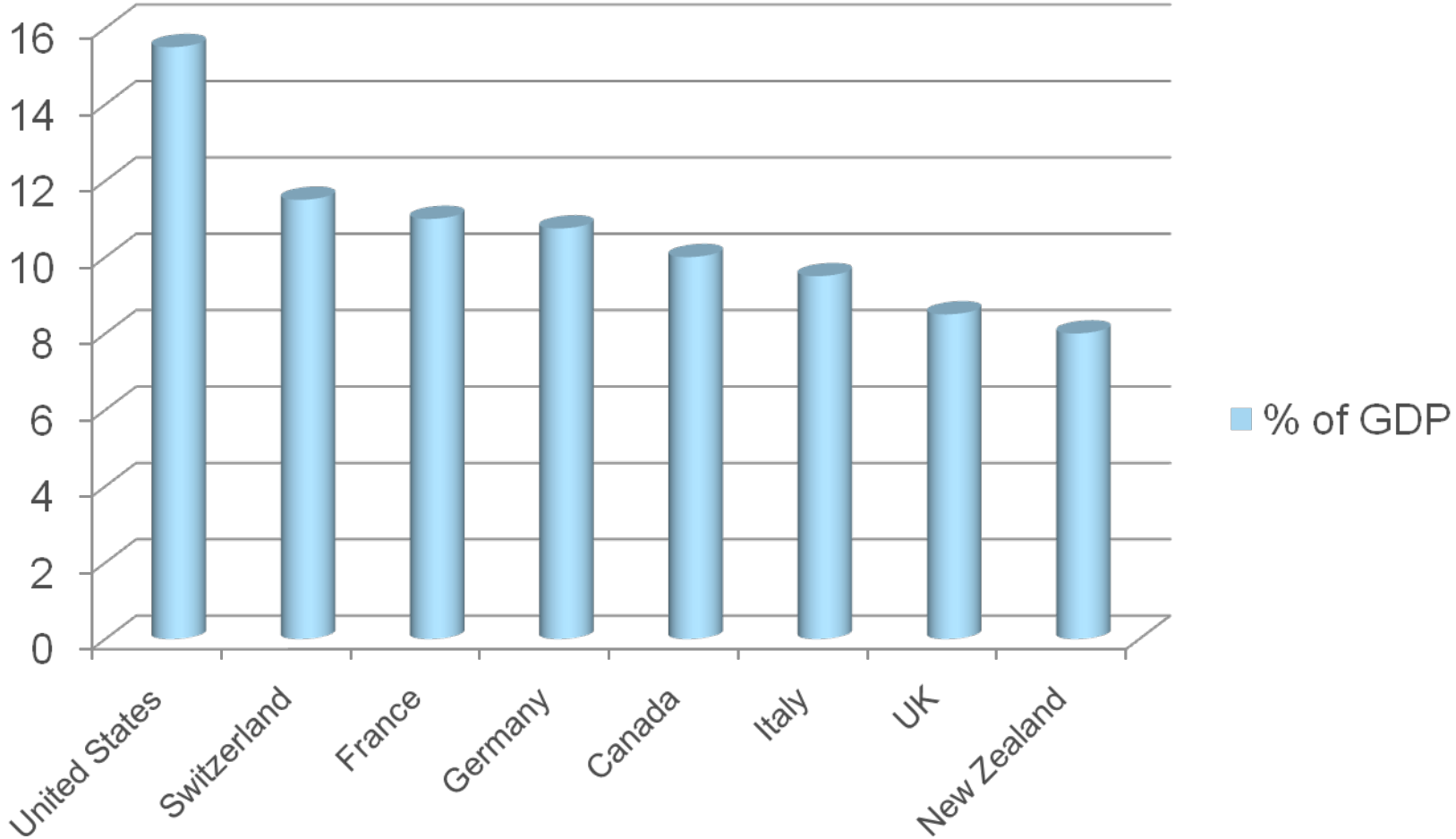
Mark Morgan  
VP and General Manager, Anthem Blue Cross  
Small Business Group

I am only one, but I am one. I cannot do everything, but I can do something. And I will not let what I cannot do interfere with what I can do.

*Edward Everett Hale*



# Healthcare Spending as a % of GDP



# Health Care Reform



# America's Call to Action *Let's Move!*

Task Force on Childhood Obesity recommendation focuses on the four pillars of the First Lady's *Let's Move!* campaign:

- Empower parents and caregivers
- Provide healthy food in schools
- Improve access to healthy, affordable foods
- Increase physical activity

It will take all – government, politicians, insurers, doctors, nurses, businesses, non-profits, educators, parents – to tackle this challenge



# Health Care Reform: Shifting the focus

**Treating Illness**



**Preventing disease and promoting wellness**



**Patient Protection and  
Affordable Care Act  
(PPACA)**

# PPACA: Childhood Obesity Provisions

**Section 4306**  
Childhood Obesity  
Demonstration Projects

**Section 4201**  
Community  
Transformation Grants



**Section 4205**  
Nutrition Labeling

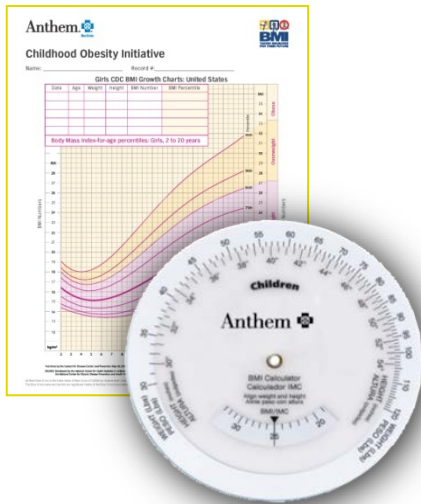
**Section 4004**  
Education and Outreach

# Taking Action



Elementary School Fruit/Vegetable Bar Program

## Clinical Body Mass Index Program



## News release



**FOR IMMEDIATE RELEASE**

### Kids at Challengers Boys & Girls Club in Los Angeles Take on the Guinness World Record for Jumping Jacks

*Boys & Girls Clubs, with Coca-Cola and the Anthem Blue Cross Foundation, Call on Kids to Be Active!*

**LOS ANGELES** – March 23, 2011 – Records are made to be broken and a Guinness World Record was likely shattered thanks to the help of kids right here in Los Angeles. On March 22, more than **(100)** members of Challengers Boys & Girls Club joined their peers from more than 1,000 Boys & Girls Clubs across the country to break the Guinness World Record for the most people doing “jumping jacks” – or “star jumps.”

# Taking Action

## Patient Safety First... a California Partnership for Health



### Monarch Healthcare, Healthcare Partners, and Anthem Blue Cross Chosen for Innovative National Healthcare Program

#### Accountable Care Organization Pilot Will Help Improve Quality and Lower Costs

Irvine, Calif., May 25, 2010 -- Two of Southern California's leading physician-governed medical groups, along with Anthem Blue Cross, have been selected for participation in a new and innovative, nationally-recognized healthcare model that rewards providers for improving patient outcomes, while slowing cost growth. Monarch HealthCare, an Irvine, California-based Medical Group and Independent Physician Association (IPA), and HealthCare Partners, a Torrance, California-based Medical Group and IPA, will collaborate with Anthem Blue Cross in an Accountable Care Organization (ACO) pilot project led by the Engelberg Center for Health Care Reform at Brookings and The Dartmouth Institute for Health Policy and Clinical Practice.

# Health Plan Change is Imperative

From an insurance company...



...to a healthy care company

Member transactions



Member engagement

Chronic care focus



Continuum of care focus

Limited technology



Leader in technology

Provider payer



Provider partner

You must be the change you wish to see  
in the world.

*Mahatma Ghandi*

