



Provider & Member Engagement Strategies for the Prevention of Pediatric Obesity

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- Describe strategies to **engage providers** in BMI screening and counseling
- Describe strategies to **engage members** in the prevention of pediatric obesity
- Describe how **different stakeholders** can improve the use of preventive benefits
- Describe **challenges and facilitating factors** associated with the new childhood obesity HEDIS™ measures

What we'll cover today...

CHILDHOOD OBESITY EPIDEMIC

- Childhood obesity at the forefront
- Burden of childhood obesity in Medicaid

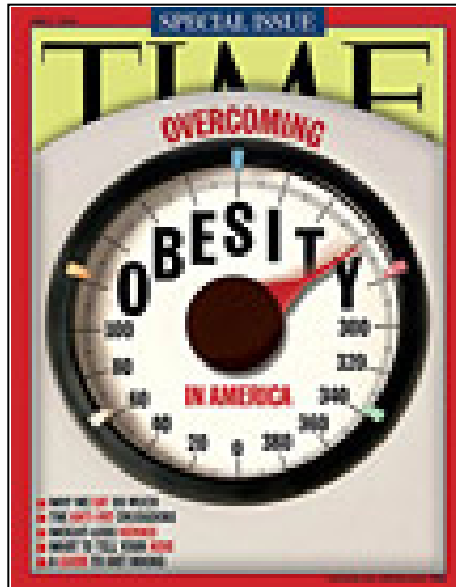
MEDI-CAL PROVIDER ENGAGEMENT

- Key engagement strategies & challenges
- What the data are telling us

MEDI-CAL MEMBER AND COMMUNITY ENGAGEMENT

- Programs & collaborations
- Closing thoughts

Time: Obesity Appeared on 3 Covers and Mentioned in 747 Articles



Treating Illness



Preventing disease and promoting wellness



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

“This is not the future we want for our children, and is a burden our healthcare system cannot bear.”

- Melody Barnes, Chair of the White House Task Force on Childhood Obesity (2010)

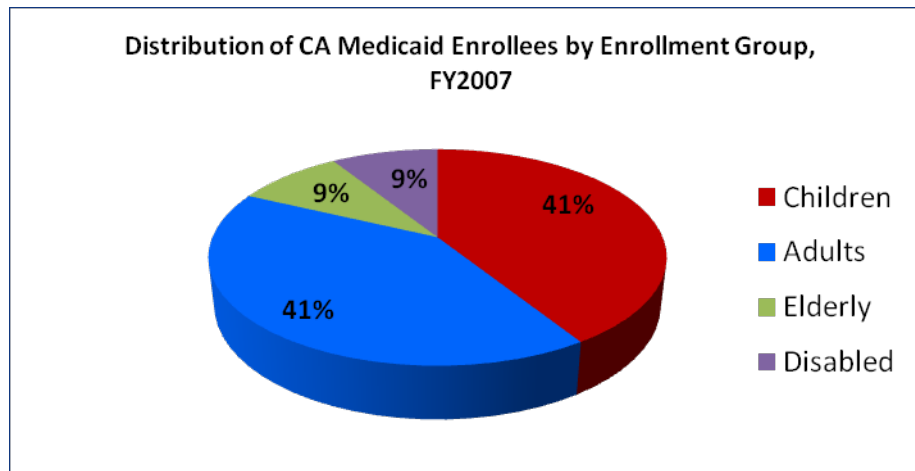
- **Medicare and Medicaid paid for approximately one-half of obesity– attributed medical expenditures in 2003.**
- **If rates continue to increase at their current levels, health care costs attributable to obesity expected to be \$344 billion in 2018.**

Sherry B, Blanck HM, Galuska DA, Pan L, Dietz WH. Morbidity and Mortality Weekly Report, CDC (2010)

Thorpe K. E. Emory University, United Health Foundation, the American Public Health Association and Partnership for Prevention Report (2009)

The Burden of Childhood Obesity in Medicaid

- **One in three low-income children overweight or obese before their 5th birthday. Minorities particularly at risk.¹**
- **Health care expenses nearly twice as high for an obese child covered under Medicaid vs. private insurance.²**
- **California FY2007 data:**
 - **Medicaid Enrollment:** Highest percent Medicaid enrollment (29%) in CA³
 - 41% of enrollees were children
 - **Childhood Obesity Prevalence:** 31% of all children either overweight or obese⁴



¹Obesity Among Low -Income Preschool Children, CDC (2011); ²Marder, W.D., & Chang, S. (2006). Childhood Obesity: Costs, Treatment Patterns, Disparities in Care, and Prevalent Medical Conditions. Thomson Medstate Research Brief; ³Kaiser Family Foundation statehealthfacts.org; ⁴F as in Fat, Trust for America's Health, 2010

Diversity and Complexity Rapidly Expanding in Medicaid

One-quarter of Americans will be members of racial or ethnic minority groups by the year 2000, and more than two-thirds of California's population will be members of minority groups by 2025.

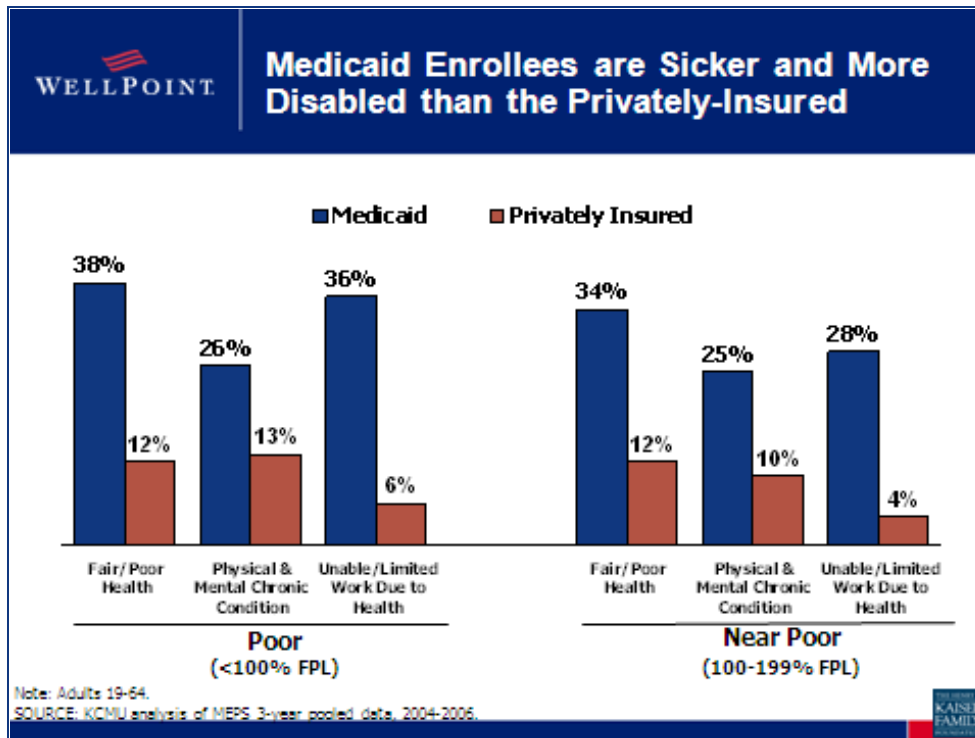
Cove M, Alarez D. The Lewin Group, The Commonwealth Fund (1999)

Diversity

- Language, literacy, culture, ethnic background
- Socio-economic status, age, gender, location

Complexity

- Discontinuous eligibility / high churn
- Daily living challenges
- More likely to be transient or frequently change addresses/phone numbers
- Complex health care needs
- Poor health related behaviors
- Frequent ER users



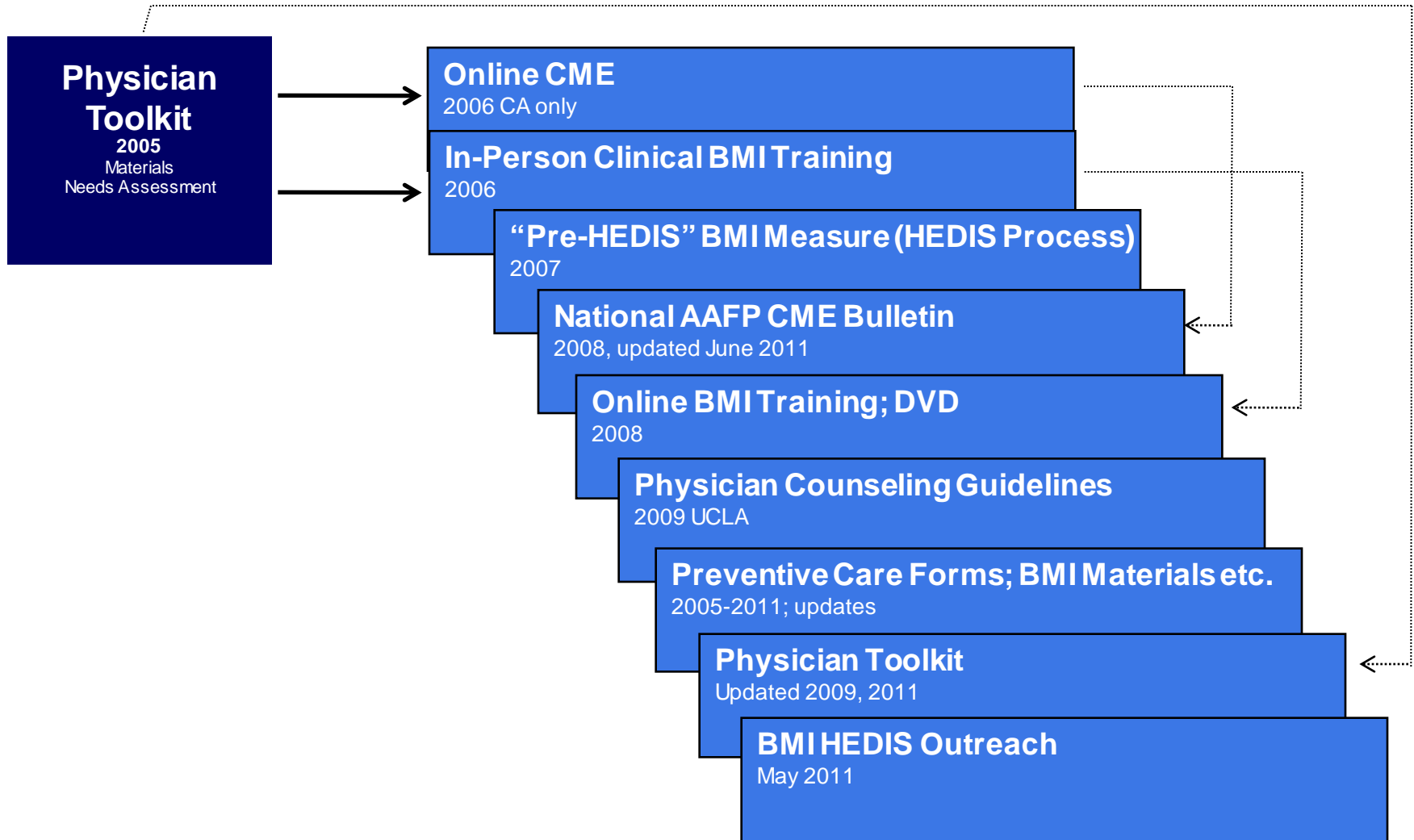
Doing More With Less

- Low provider reimbursement¹
- Ineffective IT/data tools
- Competing demands
- Office and clinical staff turnover
- Time constraints
- Focus on chronic illness versus preventative needs
- Limited specialty network
- Insufficient member materials/resources
- Medicaid patient churn



¹Joanna Bisgaier, M.S.W., and Karin V. Rhodes, M.D. *Auditing Access to Specialty Care for Children with Public Insurance*. N Engl J Med 2011; 364:2324-2333. June 16, 2011

Engaging Medi-Cal Providers in Obesity Prevention (2005-present)



Collaborations to Increase Physician Engagement in Obesity Prevention

BMI Training
CA CHDP

BMI HEDIS Measure
NCQA



Physician Toolkits
CAHP & CMAF

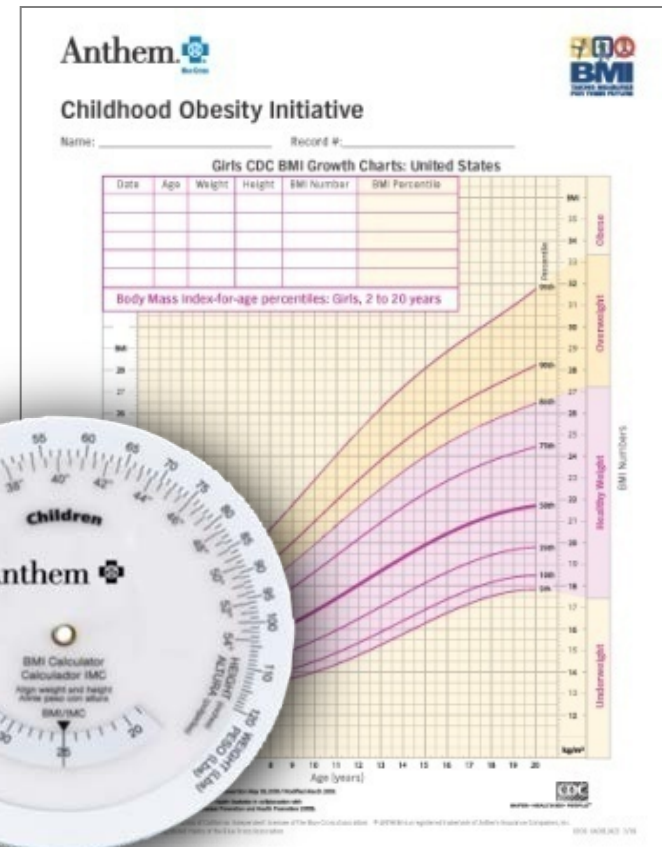
Resident Curriculum
UCLA

**Pediatric Obesity
Registry**
AAP

- **In-person BMI training**
 - Workshop pre-post assessment
 - Three-month follow-up interviews
 - >3000 clinical staff and nurses trained

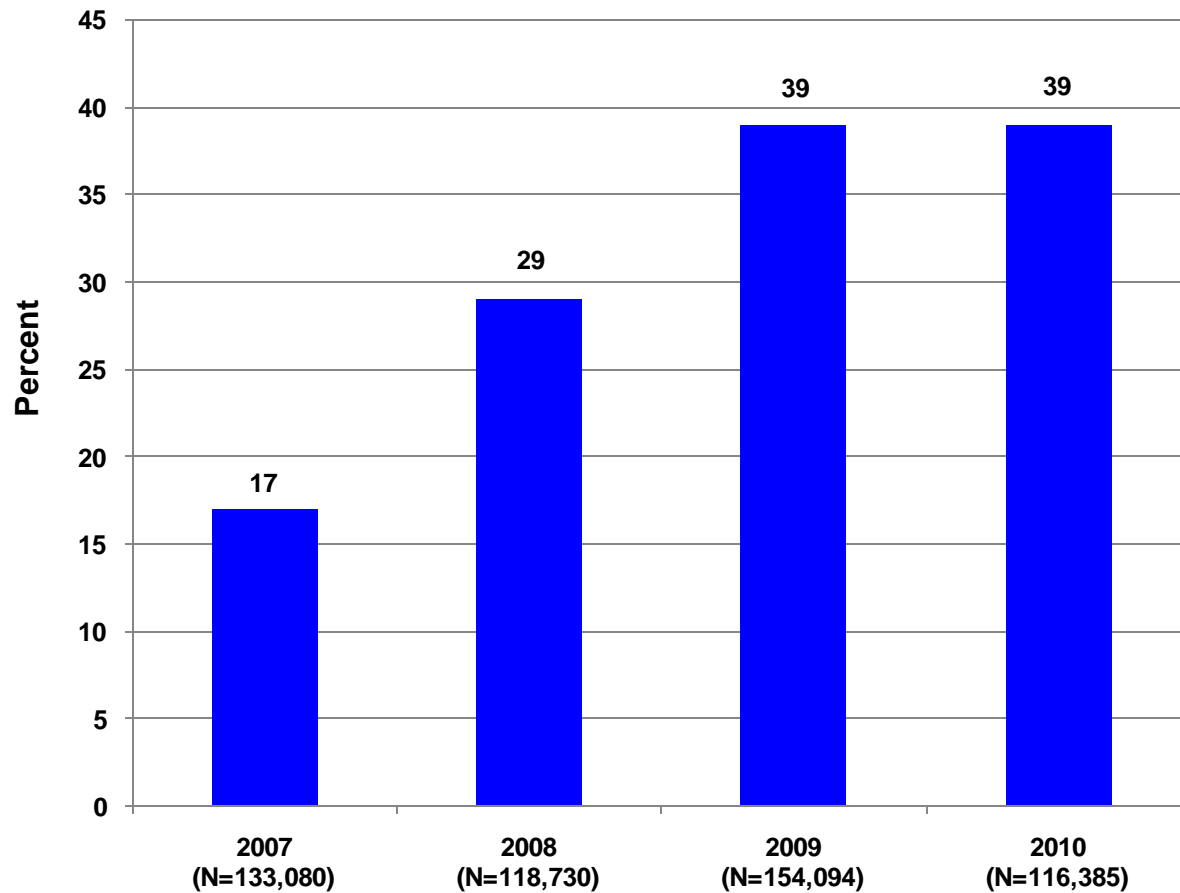
- **Online BMI training**
 - Soft launch
 - Over 200 people from 14 states registered

- **Additional measures**
 - Confidential Screening/Billing Report (PM160)
 - Healthcare Effectiveness Data and Information Set (HEDIS)
 - Consumer Assessment of Healthcare Providers and Systems (CAHPS®)



Maintaining PM160 Rates of Screening & Recording BMI

**Anthem Blue Cross PM160 Claims
Recorded/Observed BMI**



Challenges

- BMI Screening/Recording
 - The “dinosaurs” – use of growth charts vs. BMI charts
 - Recording BMI vs. BMI percentile
 - Paper vs. electronic version

Improving on Physician Buy-In & HEDIS: Screening & Counseling

Childhood Obesity HEDIS Measures *Continued Upward Trend...*

	Childhood Assessment (Medi-Cal HEDIS Rates)		
	2009 (range)	2010 (range)	2011 (range)
BMI	16.9 - 46.6	23.4 - 59.1	32.6 - 65.7
Physical Activity Counseling	11.8 - 43.3	20.4 - 55.0	23.1 - 56.2
Nutritional Counseling	15.7 - 62.8	33.3 - 69.6	45.0 - 70.8

Challenges

- BMI Screening/Recording
 - The “dinosaurs” – use of growth charts vs. BMI charts
 - Not recording BMI percentile (billing and coding issues)
 - Recording BMI vs. BMI percentile
 - Pre-populating EMRs
- PA/Nutritional Counseling
 - What constitutes “counseling?”
 - Physician/parent concerns about counseling effectiveness
 - Limited access to dietitians
 - Office space issues

~ 50% Surveyed Reported their Doctor Discussed Nutrition & Physical Activity

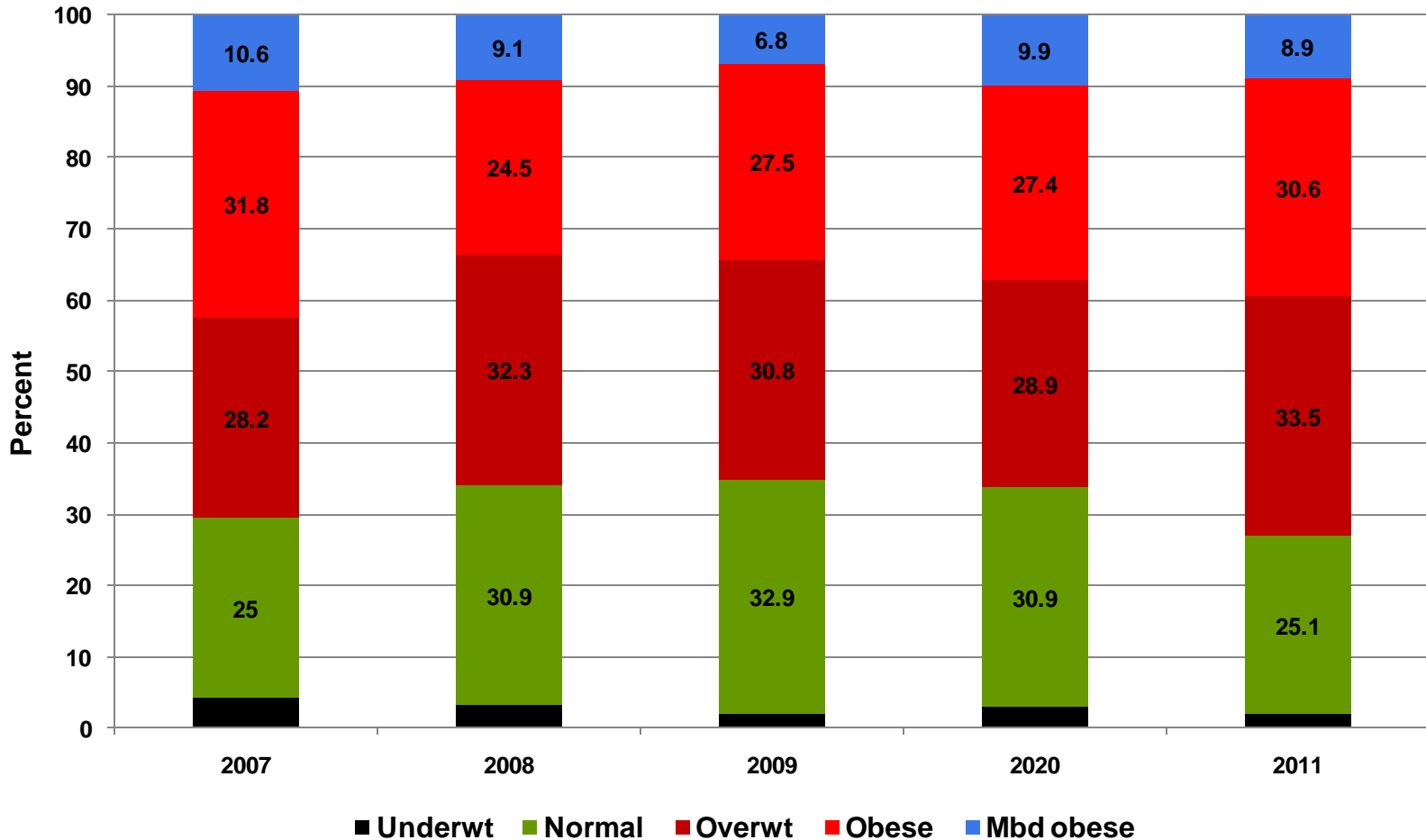
CAPHS Member Survey:

- Survey assesses a member's experience with the health plan over the past 6 months
- Annually a statistically random sample of 1755 members are mailed surveys
- 2011 CA Response Rate for Medi-Cal = 27%

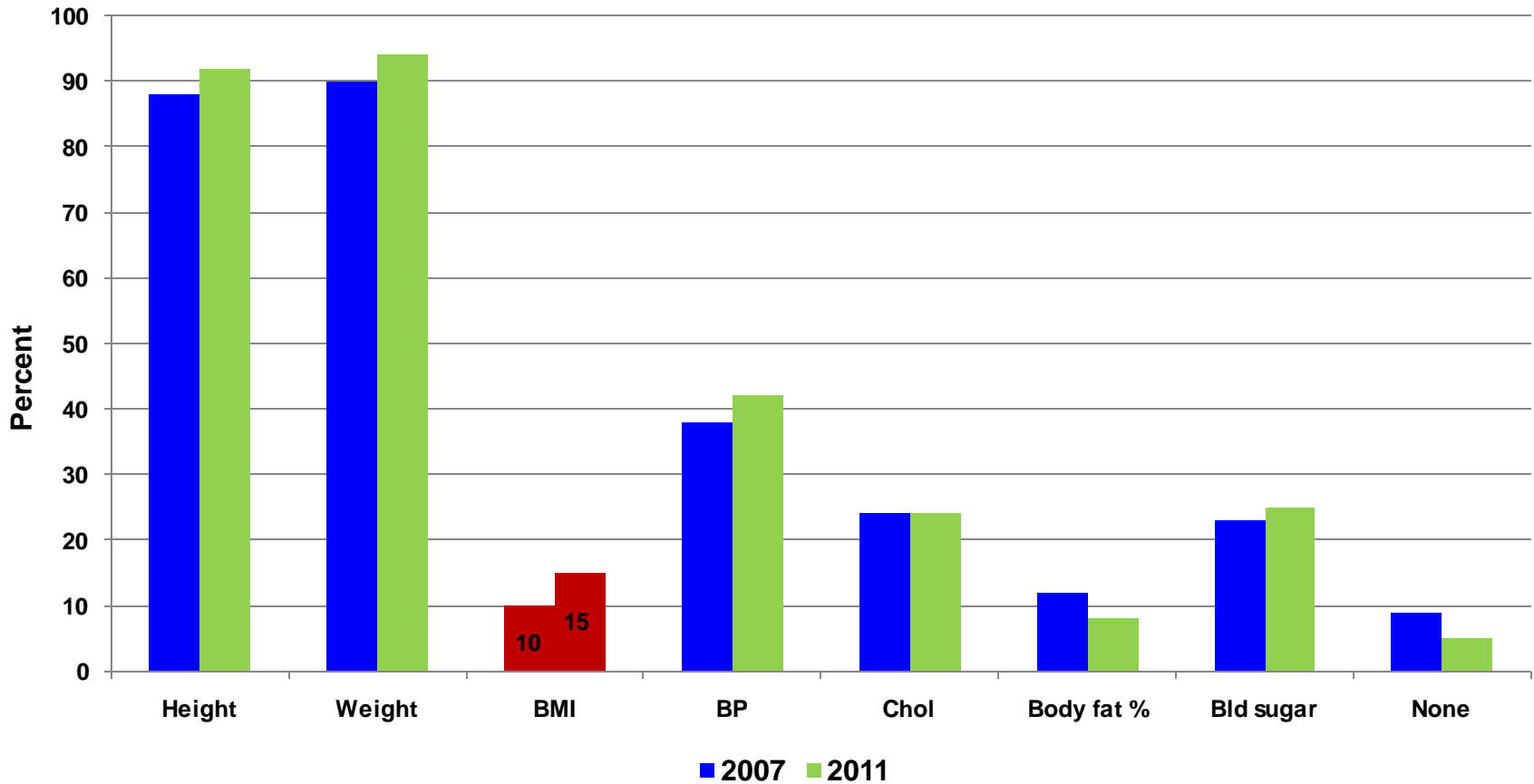
Anticipatory Guidance	Percent of Members Reporting Guidance At Least 1 Visit		
	2009	2010	2011
On how many visits did your doctor speak to or advise you on your eating habits?	49	48	53
On how many visits did your doctor or other health provider speak to you about the amount and kind of exercise, sports, or physically active hobbies you should have?	43	40	53

Moving the Needle on Adult BMI Status?

(2007 – 2011)



Incremental Change in BMI Knowledge (2007 & 2011)



Multiple Solutions Needed for Better Outcomes

Environment

Family

School

Worksite

Community



Medical System

Information Systems

Decision Support

Delivery System Design

Self Management Support

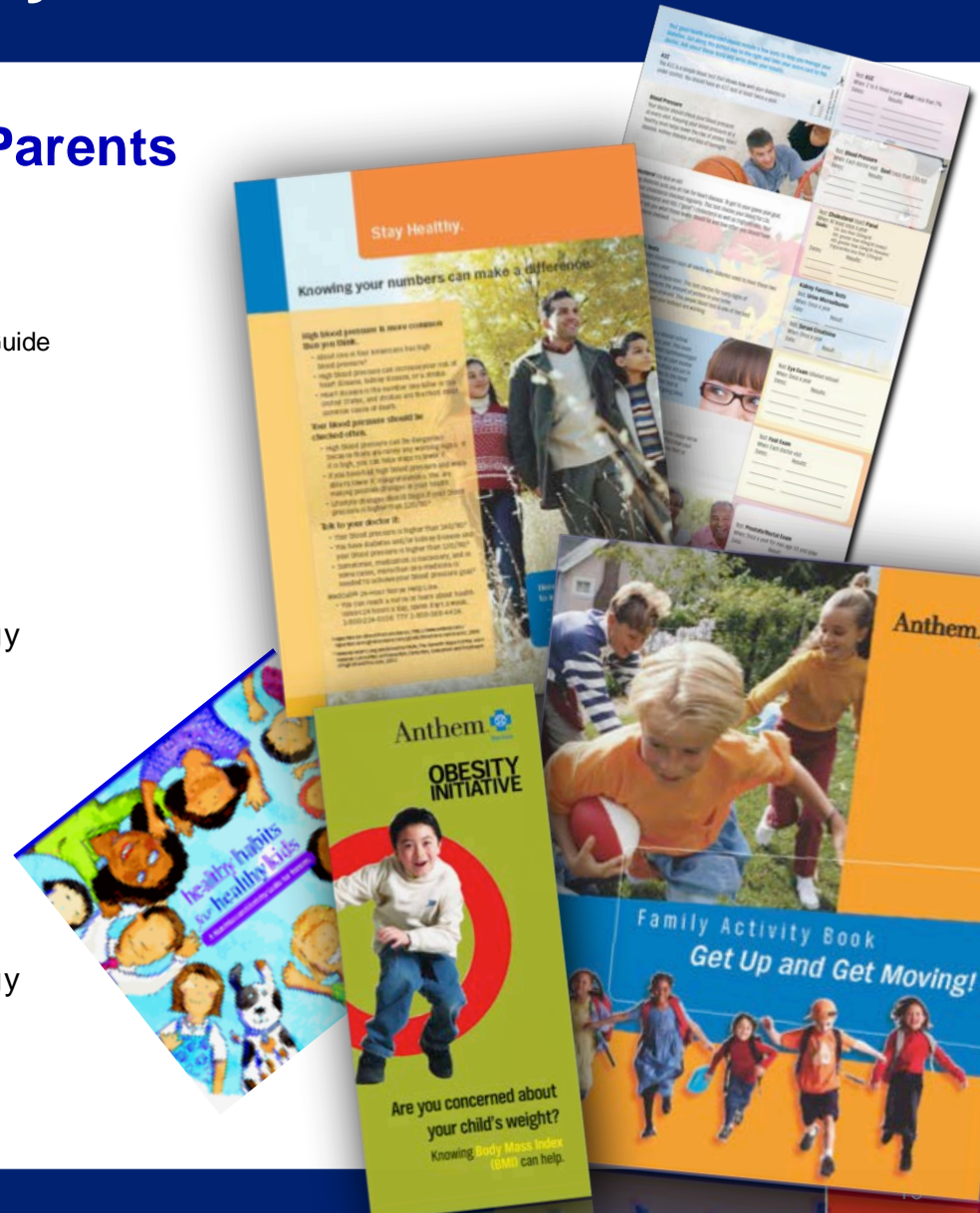
Informed Activated Patient

Resources for Children and their Parents

- 24/7 Breastfeeding Support Line
- Educational Materials
 - Get Up and Get Moving! Family Food and Activity Book and Guide (available in 5 languages)
 - BMI parent brochure (English/Spanish)
 - Healthy Habits for Healthy Kids (English/Spanish)
- Cultural optimization of materials – external vendor
- Nutritional counseling benefits
- Telephone outreach through automated-voice-technology

Additional Outreach to Adults

- Hypertension, diabetes, and cholesterol prevention mailers and score cards
- “How to Calculate Your BMI” brochures with wheels
- Telephone outreach through automated-voice-technology



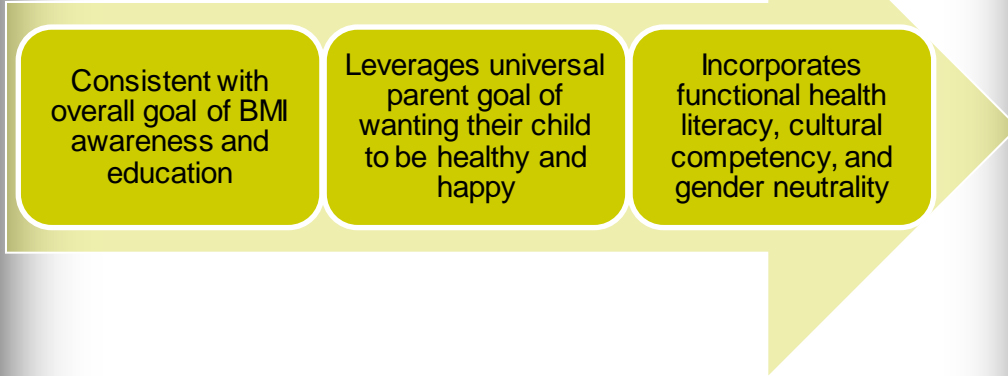
Optimizing Member Materials to Increase Engagement

2006



Anthem 
OBESITY INITIATIVE

Are you concerned about your child's weight?
Knowing Body Mass Index (BMI) can help.



2011



Anthem 
OBESITY INITIATIVE

Want to help your child live healthy and happy?
Learn about body mass index.

At the Local Level – Anthem Community Resource Coordinators



Community

- Local Childhood Obesity Taskforces
- Coalitions e.g. SF Breastfeeding Promotion Coalition
- Local City Parks & Recreation Departments
- Local Community Health fairs
- WIC and breastfeeding programs
- Summits & conferences

Schools

- County Office of Education physical activity events
- Local programs e.g. Shape-Up SF
- Special events e.g. Farm and Nutrition Day & Asthma Friendly Schools PE Initiative

Health Care Providers

- Focus groups
- Anthem BMI Initiative
- Regional resource directories
- Forums on nutrition and physical activity

Partnering with Boys & Girls Clubs of America and Radio Disney

WellPoint Foundation Awards \$5 Million Grant to Boys & Girls Clubs of America

January 19, 2011

The WellPoint Foundation has committed \$5 million over three years to co-sponsor the Boys & Girls Clubs of America's Triple Play program. The grant is the largest in the [Foundation's](#) 10-year history.

Anthem Blue Cross and Boys & Girls Club of Camarillo Collaborate to Help Kids Get Active through "Exergaming"

WOODLAND HILLS, Calif., May 16, 2011 /PRNewswire/ -- According to the Centers for Disease Control and Prevention, nearly 30 percent of California's children and adolescents are overweight or obese, and those numbers are expected to grow exponentially unless dramatic action is taken to address and reverse the trend.

In an effort to help improve child health and physical well-being, Anthem Blue Cross and the Boys & Girls Club of Camarillo have joined forces to help kids increase their fitness levels through exergaming – playing interactive video games that incorporate exercise in a way that promotes inclusion and appeals to all levels of skill and body types.

This cool new program enables Boys & Girls Club members to put down the remote, put themselves *in* the game and take part in – boxing, bowling, dancing and playing everything from soccer to volleyball to table tennis, through the popular gaming system Kinect® for Xbox 360® from Microsoft®.

Anthem 
Health. Join In. Blue Cross



News release



Anthem 
FOUNDATION

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."

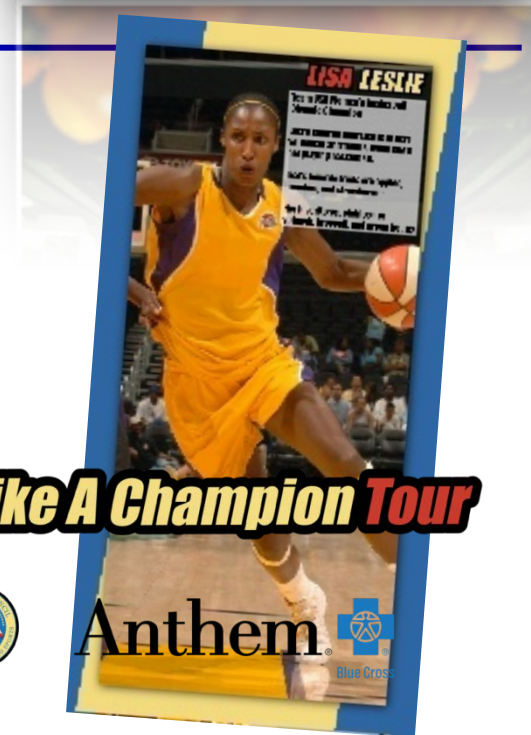
Elementary School Fruit/Vegetable Bars

- Quasi-experimental study in partnership with LAUSD and UCLA
- Title 1 elementary schools; ethnic minority children
- Fruit/veggie bars/nutrition curriculum; effective in improving diets
- Congressional briefing December 2009 (United Fresh)
- Results support Child Nutrition Act, Salad Bar Bill
- Pilot expanded in LAUSD with UCLA in 2011



Live Like a Champion Tour 1-V

- Partnership with CA Governor's Council on Physical Fitness and Sports and Marketing Works
- Community outreach mobile tour
- Children 8-12; raise awareness about healthy eating and physical activity
- On-site activities tied to celebrity athletes
- Results (2006-2010)
 - Attendance: 607,463
 - Tween "Activations": 192,814
 - Local Media Impressions: 71,671,964



Live Like A Champion Tour



Anthem 

- Provider engagement just one facet of a multi-pronged approach for clinical obesity prevention - patient trust/engagement and health plan support additional necessary facets.
- Focus on BMI *and* nutrition and physical activity counseling versus BMI only for provider engagement.
- Continued need for clinical training on obesity measures.
- Renewed focus on improving member/patient knowledge of BMI.
- Glimmer of hope - Medicaid modernization and Health Care Reform.