Healthier Generation Benefit: Supporting the Assessment, Prevention, and Treatment of Childhood Obesity

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Overview

• About us
• What is the Healthier Generation Benefit?
• CDPHP outreach strategies
• Resources for implementing the Healthier Generation Benefit
• Key findings
About Us

• Established in 1984, CDPHP is a physician-founded, member-focused, and community-based not-for-profit health plan that offers high-quality, affordable health insurance plans to members in 24 counties throughout New York state.
Alliance for a Healthier Generation

• Founded by the American Heart Association and the Clinton Foundation, the Alliance aims to reduce the prevalence of childhood obesity and empower kids to develop lifelong, healthy habits

• Works with schools, companies, community organizations, health care professionals, and families

• The American Academy of Pediatrics and the Academy of Nutrition and Dietetics have also joined forces with the Alliance for a Healthier Generation to support the Healthier Generation Benefit initiative
Healthier Generation Benefit (HGB)

- In collaboration with the Alliance for a Healthier Generation, CDPHP provides benefits to prevent, assess, and treat childhood obesity to help families live healthier lifestyles.

- CDPHP members ages 3 to 18 with a body mass index at or greater than the 85th percentile for their age may receive:
  - Four visits with a primary care provider (PCP)
  - Four visits with a registered dietitian for nutrition counseling

- These services are subject to applicable deductibles, copayments, coinsurances, and/or group-specific contract limitations, if any.
Spreading the Message

Provider Outreach:
• Website
• Physical mailings
• Fax blasts
• Newsletter articles
• Outreach to providers by CDPHP performance management coordinators
• Webinars
• Participation at professional education conferences

Member Outreach:
• Website
• Physical mailings (all families and targeted audiences)
• Newsletter articles
• Promotion through employer groups and community initiatives
• Webinar
• Care coordination with our case management department
• Community wellness calendar
Webinars Available:

1. Prevention, Assessment, and Treatment of Childhood Obesity: Implementation of CDPHP Comprehensive Health Benefits
2. Establishing and Maintaining Effective Registered Dietitian and Pediatrician Teams
Resources for Members

www.cdphp.com/healthykids

Webinar Available:
Healthy Children, Healthy Weight
Back-to-school

CDPHP® is here to help your family get off to a healthy start!

Healthy kids feel better, have more energy, and perform better in school.

Join us online for our Healthy Children, Healthy Weight webinar to learn more about tools and resources available to support you in promoting a healthy weight for your children.

View the webinar anytime! Visit www.cdphp.com/healthykids.
• **Continued Healthier Generation Benefit growth**
  – 20 signatories with a reach of 56,000 providers and 2.5 million children

• **Benefit utilization**
  – Number of children identified as overweight or obese is increasing
  – Changes in benefit implementation are associated with higher utilization of benefit
    • Active recruitment of RDs is associated with higher rates of utilization
    • Dropping copayment requirements appears to be associated with an increase in utilization
    • Provider incentives increase the likelihood that they will document an obesity diagnosis
Key Findings: Healthier Generation Benefit 2012

- **Promising Engagement Strategies: Beneficiaries**
  - Personal nurse program
  - Targeted and mass mailing campaigns
  - Linking benefit to existing wellness programs

- **Promising Engagement Strategies: Providers**
  - Insurer-specific webinars
  - Strategic coordinators who interact with providers regarding the benefit
  - Distribution of provider toolkits, benefit coding guidelines, and communication materials
Future Focus

• CDPHP will continue efforts to increase awareness and utilization of the benefit among member and provider populations and track participation

• The Alliance for a Healthier Generation and Emory will:
  – Continue to build on current successes around educational initiatives and outreach
  – Continue collaborative efforts with professional organizations such as the American Academy of Pediatrics
  – Perform case studies to monitor the impact of signatory outreach
  – Seek grant funding specific to promising message strategies for families and evaluating physician training programs
Questions?