Highmark’s Ongoing Commitment to Prevent Obesity Through Nutrition and Exercise

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Highmark’s History of Addressing Childhood Obesity

2003
- Highmark collaborates with Children’s Health Fund to present a series of forums, gathering regional leaders from multi sectors – grant making, education, health care and health and human service organizations.
- Highmark pilots KidShape, an evidence-based pediatric weight management program for overweight children and their families.

2004
- Highmark convenes the Childhood Obesity Regional Strategy Committee (CORSIC), formed through the interests of the previously gathered organizations.
- Highmark distributes the first Childhood Obesity Physician Tool Kit to pediatric and family physician provider network.
- Highmark launches the School Challenge Grant Program that provides grants so schools can implement nutrition and physical activity programs and education.
- Highmark partners with San Diego State University to implement SPARK (Sports, Play and Active Recreation for Kids) – designed to provide physical fitness training, materials and equipment to after-school programs.

2005
- Highmark partners with InnerLink Inc. to develop Health eTools for Schools, a web-based program designed to better help schools implement student wellness policies.

2006
- Highmark makes $100 million contribution to the Highmark Foundation to fund the Highmark Healthy High 5 initiative for 5 years. Highmark Healthy High 5 is committed to reaching out to children in their schools, at home and in their communities, to reinforce the benefits of nutrition, physical activity, grief support, self-esteem and bullying prevention.
- Highmark Health High 5 adds new partners to support nutrition and physical activity – The Susan P. Byrnes Health Education Center, which supports a web-based nutrition education program, LearnToBeHealthy.org; and The Center for Nutrition and Activity Promotion at Penn State Hershey Children’s Hospital.

2009
- Highmark distributes an updated revision to the Childhood Obesity Physician Tool Kit to pediatric and family physician provider network.
- Highmark Healthy High 5 introduces the Super+ School Challenge grants, awarding up to $50,000, 2-year grants to 13 schools to continue successes with the Challenge Grant Program.

2010
- More than 40 percent of schools within Highmark’s service area are enrolled in Health eTools for Schools.
- To date, there are 19 KidShape Community sites throughout Highmark’s service region.
- Nearly 1,000 Highmark Healthy High 5 grants are noted for the past 4 years, funding nearly $9,000,000 in schools, impacting more than 424,000 children.
- In the past 4 years, more than $32 million in Highmark Foundation funding is provided in the state of Pennsylvania to address children’s nutrition alone.

2011
- Highmark collaborates with the Alliance for a Healthier Generation to expand children’s health benefits to address childhood obesity.

For more information on Highmark’s history in addressing children’s health, visit www.highmark.com
Pediatric Obesity Benefit 2006 - 2010

- Children ages 3-18 with a BMI in the 95th percentile or above
- **Two** additional preventive office visits specifically for obesity per year, including blood pressure check
- **Two** nutritional counseling visits specifically for obesity per year
- **One** set of recommended lab studies per year to include:
  - Lipid Profile
  - Hemoglobin A1c or Fasting Glucose
  - AST and ALT
Adult Obesity Benefit 2006 - 2010

- Adults ages 19 and older with a BMI of 30 or greater
  - Two additional preventive office visits specifically for obesity per year, including blood pressure check
  - Two nutritional counseling visits specifically for obesity per year
  - One set of recommended lab studies per year to include:
    - Lipid Profile
    - Hemoglobin A1c or Fasting Glucose
    - AST and ALT
Highmark Obesity Benefits 2011-2013

Collaboration with the Alliance for a Healthier Generation
Pediatric Obesity Benefit 2011

- Children ages 3-18 with a BMI in the 85th percentile or above
- Four additional preventive office visits specifically for obesity per year, including blood pressure check
- Four nutritional counseling visits specifically for obesity per year
- One set of recommended lab studies per year to include:
  - Lipid Profile
  - Hemoglobin A1c or Fasting Glucose
  - AST and ALT
- No deductible, no copayment, no precertification/prior authorization
Maternity

The following services are considered preventive care for pregnant women.

You should expect to receive the following screenings and procedures:
- Hematocrit and/or Hemoglobin (Anemia)
- Urine Culture & Sensitivity (C & S)
- Rh typing during your first visit
- Rh antibody testing for Rh-negative women
- Hepatitis B

In addition, your doctor may discuss breastfeeding during weeks 28 through 36 and/or post-delivery, tobacco use, and behavioral counseling to reduce alcohol use.

Prevention of Obesity

The obesity epidemic places individuals at risk for a number of chronic and debilitating diseases. We are working with physicians, policymakers, The Children’s Health Fund, and representatives from the private sector to address the childhood obesity crisis and to create solutions to obesity-related problems. As part of our prevention of obesity initiative, the following benefits have been added to our Preventive Schedule.

Benefits for Children

- Children with a body mass index (BMI) in the 85th and 95th percentiles are eligible for:
  - Four additional annual preventive office visits specifically for obesity
  - Four annual nutritional counseling visits specifically for obesity
  - One set of recommended laboratory studies:
    - Lipid Profile
    - Hemoglobin A1c
    - Aspartate Aminotransferase (AST)
    - Alanine Aminotransferase (ALT)
    - Fasting Glucose (FBS)

Benefits for Adults

- Adults with a BMI over 30 are eligible for:
  - Two additional annual preventive office visits specifically for obesity and blood pressure measurement
  - Two annual nutritional counseling visits specifically for obesity
  - One set of recommended laboratory studies:
    - Lipid Profile
    - Hemoglobin A1c
    - AST
    - ALT
    - Fasting Glucose

Preventive Drug Measures

**Adult**

- Aspirin: For men age 45 to 79 years and women age 55 to 79 years to prevent cardiovascular disease
- Folic Acid: All women planning or capable of pregnancy should take a daily supplement containing 0.4 to 0.8 mg of folic acid
- Tobacco cessation: Interventions for those adults who use tobacco products

**Children**

- Iron: Routine supplementation for asymptomatic children age 6 to 12 months who are at increased risk for iron deficiency anemia
- Oral fluoride: For preschool children older than 6 months of age whose primary water source is deficient in fluoride

Save this 2011 Preventive Schedule and save your health!

This schedule, based on recommendations from the Centers for Disease Control and Prevention, the American College of Obstetricians and Gynecologists, the American Cancer Society January 2008 Colorectal Cancer Screening guidelines and items/services required under the Patient Protection and Affordable Care Act of 2010 (PPACA), is a reference tool for planning your family’s preventive care. Your specific needs may vary according to your personal risk factors. Your doctor is always your best resource for determining if you’re at an increased risk for a condition. If you have questions about your coverage, please call the toll-free Member Service number on your identification card.

## Adult (age 19+) Preventive Schedule

<table>
<thead>
<tr>
<th>Screening/Procedures (includes PA state mandated benefits)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lipid Panel</td>
<td>As needed</td>
</tr>
<tr>
<td>Eating Blood Glucose</td>
<td>Annualy</td>
</tr>
<tr>
<td>Abdominal Aortic Anomaly Screening</td>
<td>As needed</td>
</tr>
<tr>
<td>Mammogram</td>
<td>Annually</td>
</tr>
<tr>
<td>BRCA Mutation</td>
<td>As needed</td>
</tr>
<tr>
<td>Pap Test</td>
<td>As needed</td>
</tr>
<tr>
<td>Chlamydia, Gonorrhea, HIV and Syphilis Screenings</td>
<td>As needed</td>
</tr>
<tr>
<td>Bone Mineral Densitly Screening</td>
<td>As needed</td>
</tr>
<tr>
<td>Colorectal Cancer Screening</td>
<td>As needed</td>
</tr>
<tr>
<td>Prostate Cancer Screening</td>
<td>As needed</td>
</tr>
</tbody>
</table>

### Immunizations

- Diphtheria, Tetanus (Td/Tdap): Booster every 10 years for all adults.
- Measles/Mumps/Rubella (MMR): One to two doses as recommended by your doctor.
- Pneumococcal:
  - High-risk or at age 65: One to two doses as recommended by your doctor.
  - High-risk annually between ages 16-49:
- Influenza:
  - Annually beginning at age 50: High-risk annually between ages 16-49.
- Chicken Pox (Varicella):
  - One series of two doses at least one month apart for adults with no history of chicken pox.
- Hepatitis A:
  - Based on individual risk or physician recommendation: One two-dose series.
- Hepatitis B:
  - Based on individual risk or physician recommendation: One three-dose series.
- Meningococcal:
  - Based on individual risk or physician recommendation: One dose per lifetime.
- Human Papillomavirus (HPV):
  - For individuals age 15-26 who have not been vaccinated previously, one three-dose series.
  - Two doses at 2 months from dose one, dose three at 6 months from dose one.
- Shingles (Zoster):
  - One dose age 60 years of age and older.

1. Includes discussion of alcohol use, blood pressure screening, depression, sexually transmitted diseases, aspirin therapy and tobacco use.
Highmark Preventive Schedule
July 1, 2013 Update

PREVENTION OF OBESITY

Benefits for Children
Children with a body mass index (BMI) in the 85th to 94th percentile (overweight) and the 95th to 98th percentile (obese) are eligible for:
- Additional annual preventive office visits specifically for obesity
- Additional nutritional counseling visits specifically for obesity
- Recommended laboratory studies
  ✓ Alanine Aminotransferase (ALT)
  ✓ Aspartate Aminotransferase (AST)
  ✓ Hemoglobin A1c or Fasting Glucose (FBS)
  ✓ Lipid Profile

Benefits for Adults
Adults with a BMI over 30 are eligible for:
- Additional annual preventive office visits specifically for obesity and blood pressure measurement
- Additional nutritional counseling visits specifically for obesity
- Recommended laboratory studies:
  ✓ ALT
  ✓ AST
  ✓ Hemoglobin A1c or Fasting Glucose (FBS)
  ✓ Lipid Profile
- Barriers to Implementation
- Outreach and Interventions
- Results
Barriers

Includes those identified in the Journal of Obesity: Designing Insurance to Promote Use of Childhood Obesity Prevention Services, Emory University and AHG.

- Providers and members unaware of benefit
- Providers unaware of how to code for benefit
- Not all practices employ Registered Dieticians
- Lack of BMI percentile documentation on claims
- Lack of tools for providers to utilize during office visits
- Difficult to know if notifications are read by providers and members
Interventions

Childhood Obesity Tool Kit

Provider Resource Center

2009 CHILDHOOD OBESITY PHYSICIAN TOOL KIT

HIGHMARK. BLUE SHIELD
Childhood Obesity Toolkit BMI Wheel
TAKE ADVANTAGE OF THE CHILDHOOD OBESITY BENEFIT

4 office visits
4 nutritional counseling sessions
1 set of lab work

Did you know your health insurer is participating in the Healthier Generation Benefit Initiative which provides eligible children and families with at least 4 office visits with a primary care provider, 4 follow up visits with a registered dietitian and 1 set of lab work?

Ask your child's doctor or nurse about the prevention, assessment and treatment of obesity and how this benefit can help you and your family live healthier.

Learn more at HealthierGeneration.org
# Childhood Obesity Benefit for Your Patients

<table>
<thead>
<tr>
<th>Preventive Health Benefit</th>
<th>Preventive Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children with a BMI in the 85th – 94th percentile (overweight) AND Children with a BMI in the 95th – 99th percentile (obese) are eligible for:</td>
<td>Visit Codes For Children 99381-99384, 99391-99394, 99401-99404</td>
</tr>
<tr>
<td>Four (4) additional preventive health office follow-up visits/year specifically for obesity and a blood pressure check</td>
<td>Nutritional Counseling Codes 97802, 97803, 97804</td>
</tr>
<tr>
<td>Four (4) nutritional counseling visits/year specifically for obesity</td>
<td>Above codes must be billed with 2 out of the 3 diagnosis codes below:</td>
</tr>
<tr>
<td>One (1) set of recommended laboratory studies annually:</td>
<td>V65.3 - dietary surveillance and counseling</td>
</tr>
<tr>
<td>• Lipid profile</td>
<td>272.2 - mixed hyperlipidemia</td>
</tr>
<tr>
<td>• Hemoglobin A1c</td>
<td>272.40 - other unspecified hyperlipidemia</td>
</tr>
<tr>
<td>• Fasting glucose</td>
<td></td>
</tr>
<tr>
<td>• AST</td>
<td></td>
</tr>
<tr>
<td>• ALT</td>
<td></td>
</tr>
<tr>
<td>Lab Service Codes</td>
<td>Diagnosis Codes</td>
</tr>
<tr>
<td>Lipid Measurement: 80061, 82465, 83716, 83718, 83721, 84478, 82947, 82948</td>
<td>V85.53 (BMI, pediatric, 85th percentile to less than 95th percentile for age)</td>
</tr>
<tr>
<td>Testing for Glucose: 82985, 83036, 83037</td>
<td>V85.54 (BMI, pediatric, greater than or equal to 95th percentile for age)</td>
</tr>
<tr>
<td>Liver Function Tests: 84450, 84460</td>
<td>278.00 (obesity, unspecified)</td>
</tr>
<tr>
<td></td>
<td>278.02 (overweight)</td>
</tr>
<tr>
<td></td>
<td>278.03 (obesity hypoventilation syndrome)</td>
</tr>
</tbody>
</table>

BMI

Childhood Obesity Posters Available for Your Office.
Fax your request to 1-877-748-2660.

Network primary care physicians are reminded that most Highmark Blue Shield members have coverage for routine preventive care services according to the standard Highmark Preventive Schedule. Please note, however, that not all Highmark customer groups follow the Highmark Preventive Schedule, meaning not all members may have coverage for services on the schedule. Therefore, when providing services for Highmark members, please remember to always check the member’s benefits before providing services.
Preventive Nutritional Counseling Benefit:

- Currently covered benefit when delivered by the physician, nurse, or Registered Dietician in an in-network facility or employed by a plan participating physician practice.

- Expanded credentialing Registered Dietitians to begin early 2014 creating referral network.
Outreach and Interventions

- Personal Nutritional Coaching: Added value benefit with 7 on-site or telephonic nutritional counseling sessions by a registered dietitian/licensed nutritionist

- Obesity Bookmarks distributed at community events

- CHIP Obesity Disease Management Program

- Provider Communications: Behind the Shield (electronic), Clinical Views (print), NaviNet Blast, Provider Resource Center

- Member Communications: newsletter (print) and Highmark website
Outreach and Interventions

- WQED local TV special: Highmark highlights Childhood Obesity: Shaping the Future. Featuring the Healthy High 5 program and the enhanced obesity benefit.

- Childhood Obesity Benefit Webinar: A live webinar presented on March 30, 2011 by Dr. Mary Goessler titled, “Prevention, assessment and treatment of childhood obesity: Closing the gap in provider reimbursement for Highmark members” is available for CME credit at www.healthiergeneration.org
fitUnited

*Mobilizing Communities to *Motivate* Kids’ Healthy Habits*

- An initiative launched in 2012 by The United Way of Allegheny County with support from Eat ‘n Park Hospitality Group, Highmark and the RK Mellon Foundation

- Key objectives for children up to age 12 in Allegheny County: Increase physical activity levels and Improve nutrition through the mobilization of community resources
fitUnited: Mobilizing and Motivating Our Community

Our Success Stories:
• Paragon Foods and the Boys & Girls Club
  – 800 kids a week receiving fresh healthy snacks
• Nike
  – $8,000.00 work of sporting equipment donated and distributed to our youth-serving partners
• Eat ‘n Park
  – 25,000 Free Kids Salad Bar vouchers distributed to fitUnited youth-serving organizations
• Supervalu
  – Donated 4,500 healthy snacks for the opening of Shop ‘n Save (grocery store) in the Hill District
• Upper St. Clair Athletics Association
  – A drive for new and gently used sports equipment to be given to fitUnited youth-serving organizations
It's easy to get caught up in hectic day-to-day activity and let your family's health habits slide a bit. Get back on track with these easy suggestions and helpful tools from FitUnited, an initiative launched by the United Way of Allegheny County to improve children's health. http://bit.ly/15NQznL
Results

Data analysis 2010 compared to 2012

- One preventive visit for obese children increased from 42% to 81%
- Similarly, coding for obesity and more than one visit for obesity nearly doubled, while nutritional counseling slightly decreased
- Despite efforts, the numbers remain small.

Possible Next Steps:

- Soliciting provider feedback on current efforts
- Exploring the addition of Wellness Centers for Nutritional Counseling within newly built Highmark Medical Malls
- Exploring education through direct contact with providers through Highmark Provider Representatives and Clinical Client Relations Team