The Healthier Generation Benefit

A landmark multi-sector partnership to improve access to obesity treatment
The Alliance for a Healthier Generation, founded by the American Heart Association and the Clinton Foundation, works to reduce the prevalence of childhood obesity and to empower kids to develop lifelong, healthy habits.

The Alliance works with schools, companies, community organizations, healthcare professionals and families to transform the conditions and systems that lead to healthier children.
The goal of the Alliance is to **reduce the nationwide prevalence of childhood obesity** and to empower kids nationwide to make healthy lifestyle choices.
Why Take Action?
Nearly 1 in 3 children in the United States is overweight or obese

33%
The Cost of Obesity: An American Epidemic

Cost for the Child
• Childhood obesity - $14.1 billion
• 80% of children who are overweight between the ages of 10 and 15 were obese adults at age 25.

Cost for the Adult
• Adult obesity - $147 billion
• Average additional health expenses: $1850 to $2,741

Cost for the Healthcare System
• $190.2-209.7 billion
• Obesity - 21% of healthcare costs
Where do you most expect to find resources for learning about and addressing childhood obesity?

Source: Cone Communication and Toluna for the Alliance for a Healthier Generation. Data compiled from 700 parents with children ages 0-17.
Healthier Generation Benefit
Overweight children and teens more likely to develop serious health problems. At least 4 follow-up visits with primary care provider and at least 4 follow-up visits with registered dietitian.
Multi-Sector Approach

Alliance for a Healthier Generation brought together:

payers, employers, and provider associations;

to create a systematic multi-sector approach to provide access to comprehensive obesity treatment
Reach & Impact

- 56,000 doctors’ offices across the country providing prevention services
- 2.7 MILLION children across the country accessing healthcare benefits
- 19,000 schools in all 50 states creating healthier environments
- 2.5 MILLION teens and tweens across the country committing to healthy changes
- 100 companies selling healthier options across the country

Out-of-school time providers encouraging kids to eat better and move more.

Alliance for a Healthier Generation
Private Sector Partners

- Aetna
- Blue Cross Blue Shield of NC
- Blue Cross Blue Shield of MA
- Blue Cross Blue Shield of KC
- Cigna
- Capital District Physician’s Health Plan
- Grand Valley Health Plan
- Highmark, Inc
- Humana
- Wellpoint

10 Insurance Companies

- Accenture
- Alliance for a Healthier Generation
- American Heart Association
- Clinton Foundation
- Leviton
- Nationwide Children’s Hospital
- North Shore Long Island Jewish Health System
- PepsiCo
- Sanofi
- Weight Watchers

10 Employers
Healthier Generation Benefit: Supporting Organizations

Academy of Nutrition and Dietetics

American Academy of Pediatrics

EMORY UNIVERSITY
Evaluation

Data Sources:

Claims data

Yearly interviews with insurers, employers, and provider organizations

Interviews/focus groups with parents
Evaluation

Outcomes:

Utilization of HGB
Best practices for utilization and implementation
Challenges in implementation
Effective messaging of the Benefit
Where are we today?
Early findings from the evaluation (2011)

Administrative Barriers to Offering the Health Coverage: Few barriers noted
For several this is expansion of an existing Benefit

Benefit Changes:
One signatory dropped disease management program requirement
Another eliminated the deductible and co-insurance
Promising Engagement Strategies

- Insurer specific webinars
- Strategic coordinators that interact with providers specifically on the Benefit
- Direct meetings with hospitals and providers
- Distribution of provider toolkits, Benefit coding guidelines, and childhood obesity posters
Percentage of Covered Children with an Overweight or Obesity Diagnosis Over Time

- Small but consistent increase in the number of covered children that are identified as overweight or obese.
- Overall percentage increased from 1.5% to 1.9%.

This signatory allows providers to use the broadest range of available diagnosis codes.
Most children diagnosed as overweight or obese have at least one preventive medicine visit with a PCP.

Overall percentage with a preventive medicine visit increased from 65% to 71%.

This signatory dropped co-pays for use of the benefit.

Signatory reviewing data to better understand why so low.
Changes in Use of RD Services by Overweight or Obese Children

- Overall percentage with 1 or more counseling visits increased from 3% to 4%.
- This signatory actively recruited RDs to join their network and sent lists of area RDs to their members.
- This signatory dropped co-pays for use of the benefit.
Next Steps:
Healthier Generation Benefit 2.0

- Integrated Care Delivery Models
- HEDIS reports
- Focus on family wellness model
Next Steps:
AAP Institute for Healthy Child Weight
Quality Improvement Project

- Recruit MD/RD teams
- 18 month project
- Look for strategies to enhance communication between physicians and dietitians
Next Steps:
Train-the-trainer pilot in North Carolina

- Educate sales team in North Carolina
- Develop materials for providers
- Engage office staff
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