

Meeting Agenda | Health Care Policy Committee

Thursday, August 18, 2016 | 10:00 a.m.

200 Arbor Lake Dr., Columbia, SC 29223 | Second Floor Conference Room

- I. Call to Order
- II. Adoption of Proposed Agenda
- III. Approval of Meeting Minutes- July 21, 2016
- IV. Election of Committee Vice-Chairman
- V. Obesity Update
- VI. Old Business/Director's Report
- VII. Adjournment

Notice of Public Meeting

This notice is given to meet the requirements of the S.C. Freedom of Information Act and the Americans with Disabilities Act. Furthermore, this facility is accessible to individuals with disabilities, and special accommodations will be provided if requested in advance.

PUBLIC EMPLOYEE BENEFIT AUTHORITY AGENDA ITEM
Health Care Policy Committee

Meeting Date: August 18, 2016

1. Subject: Election of Health Care Policy Committee Vice-Chairman

2. Summary: According to the PEBA Board Bylaws: At the first committee meeting after the Chairman's appointment of the standing committee members and chairmen each even-numbered year, each standing committee shall elect a vice-chairman to preside over the committee and oversee committee business in the absence of the committee chairman.

3. What is Committee asked to do? Elect a Health Care Policy Committee Vice-Chairman

4. Supporting Documents:

(a) Attached: None

PUBLIC EMPLOYEE BENEFIT AUTHORITY AGENDA ITEM
Health Care Policy Committee

Meeting Date: August 18, 2016

1. Subject: Obesity Update

2. Summary: Dr. Shawn Stinson will lead a discussion related to the prevalence of obesity in South Carolina, the cost associated with obesity, and steps to prevent obesity in the future.

3. What is Committee asked to do? Receive as information

4. Supporting Documents:

(a) Attached: Obesity Discussion: Prevalence, Cost, and Interventions



Serving those who serve South Carolina

State Health Plan

Obesity discussion:
prevalence, cost, and interventions

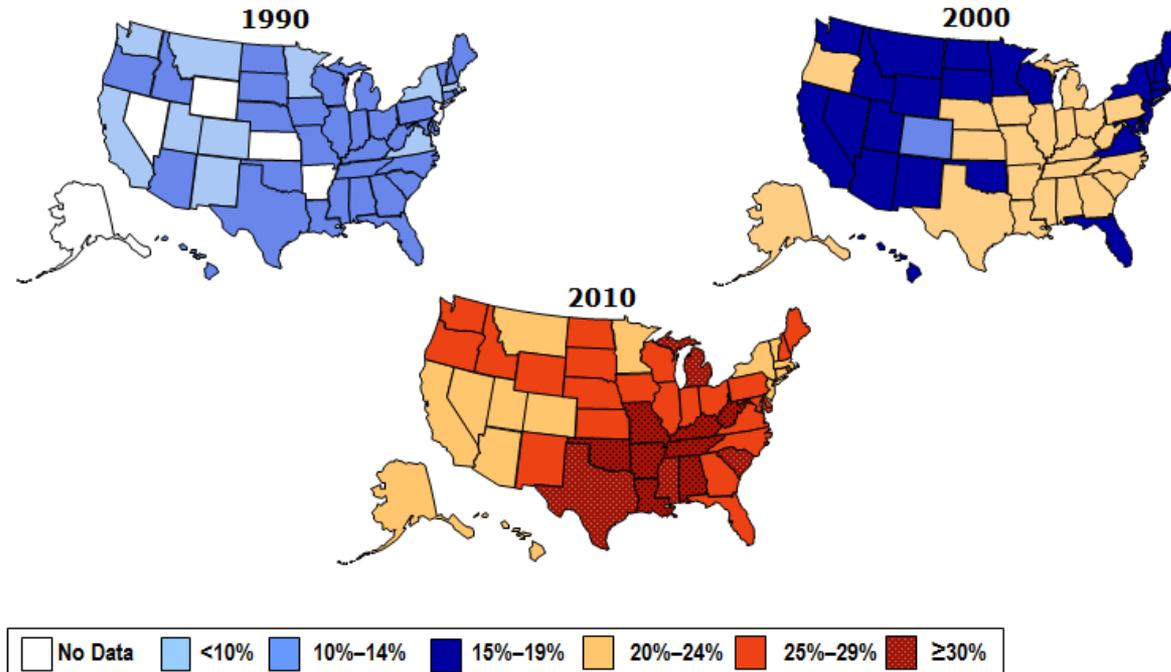
August 18, 2016

Obesity: a national, regional and local epidemic



Obesity Trends* Among U.S. Adults BRFSS, 1990, 2000, 2010

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)





Obesity in South Carolina

- South Carolina now has the 10th highest adult obesity rate in the nation.¹
- Obesity associated diseases, such as diabetes and heart disease cost an estimated \$8.5 billion per year in 2014.¹
- A recent study suggests that excess weight has a greater impact on diabetes than heart disease²
- Two out of three South Carolina adults and one out of three children are overweight or obese.¹
- If current trends continue, this generation of South Carolina children will have a shorter life expectancy than their parents.³

¹ <http://stateofobesity.org/states/sc/>

² http://well.blogs.nytimes.com/2016/08/04/weight-has-greater-impact-on-diabetes-than-heart-disease/?_r=0

³ <http://scaledown.org/>

Obesity: definition and identification - adults



Obesity Definition: Weight that is higher than what is considered healthy for a given height.

Body Mass Index (BMI) is often used to determine whether an individual is overweight.⁴

BMI is calculated by taking a person's weight in kilograms and dividing by the square of height in meters.

BMI Value	<18.5	18.5 to < 25	25.0 to < 30	>30
Category	Underweight	Normal Weight	Overweight	Obese

Obesity is frequently further subdivided into classes or categories:

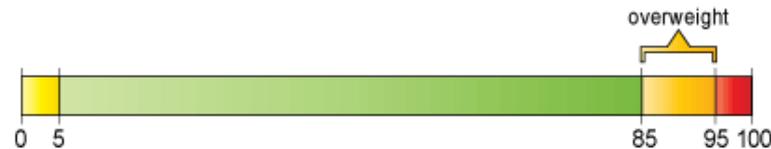
BMI Value	30 to < 35	35 to < 40	> 40
Category	Class 1 Obesity	Class 2 Obesity	Class 3 Obesity

⁴ http://www.cdc.gov/healthyweight/assessing/bmi/adult_bmi/index.html

Obesity: definition and identification – children and teens



- Because weight and height change during growth and development, as does their relationship to body fatness, a child's BMI must be interpreted relative to other children of the same sex and age.
- For children and teens, BMI is computed as it is for adults and then expressed as a percentile.
- These percentiles express a child's BMI relative to children in the U.S. who participated in national surveys that were conducted from 1963-65 to 1988-94.⁵



-  underweight, less than the 5th percentile
-  healthy weight, 5th percentile up to the 85th percentile
-  overweight, 85th to less than the 95th percentile
-  obese, equal to or greater than the 95th percentile

⁵ http://www.cdc.gov/healthyweight/assessing/bmi/childrens_bmi/about_childrens_bmi.html

State Health Plan data: obesity prevalence



- Obesity prevalence data is limited since physicians are not submitting obesity as a primary diagnosis - not unique to the State Health Plan
- South Carolina adult obesity rate is 32.1 percent⁶
- We can assume that the State Health Plan population is similar to that of the South Carolina population, which could mean 147,700 obese State Health Plan members

⁶ <http://stateofobesity.org/states/sc/>



The potential cost of obesity

Obesity is associated with the following diseases and conditions:

- Metabolic syndrome
- Diabetes
- Hyperlipidemia
- Hypertension
- Coronary Artery (Heart) disease
- Musculoskeletal conditions
- Cancer – Obesity is associated with an increased risk for cancer⁷

⁷ <http://www.cancer.gov/about-cancer/causes-prevention/risk/obesity/obesity-fact-sheet#q3>

State Health Plan: estimated cost of diseases associated with obesity



Type of Expense	2015 estimated plan cost for diseases associated with obesity*
Pharmacy plan costs	\$39,185,947
Medical plan costs	\$121,652,955
Total plan cost	\$160,838,902

***Costs are estimated utilizing State Health Plan data and publicly available obesity prevalence data**

Model Assumptions:

- State Health Plan primary members only
- Not unique patients
- Based upon publicly available percentages of persons with a condition who are obese

Weight management services available to the State Health Plan



Blue Cross resources:

- statesc.southcarolinablues.com – wellness tools
- Weight Management Health Coaching
- Metabolic Health
- Behavioral Counseling
- Diabetes education
- Messaging wire
- Discount Programs
- Stress Management - 2017
- Rally Health – 2017

Other resources:

- Working Well – South Carolina Hospital Association
- ScaleDown.org – South Carolina
- Let's Go! – Eat Smart Move More
- DHEC app with a local farmer's market finder
- CDC website

Considerations for next steps



State Health Plan obesity intervention program:

- Develop a health concierge approach of current health management programs/resources to help members better to navigate their benefits
- Rally platform and health coaches will play a significant role in this initiative through an obesity pathway
- Blue Cross is developing a non-surgical weight management program for our fully insured groups beginning in 2017
 - Having discussions with physicians who successfully provide these services which include:
 - Behavioral modification through counseling
 - In-person or digital nutritional counseling
 - Blue Cross will provide results to the State Health Plan for evaluation
- Work collaboratively with SC DHEC and SC DHHS on how they are addressing obesity, diabetes and other health issues



Rally Obesity Pathway

RALLY™



ninjagal85



EN

What is your height and weight?



Height

ft

in



Weight

lbs



Continue

8%

ABOUT YOU

LIFE

HABITS

HEALTH

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Rally Obesity Pathway

Rally Experiences Targeted for Weight Loss



Missions Encouraging Healthy Behavior Change

- Eat mindfully
- Stop eating when you're full
- Track what you eat
- Run 30 minutes
- Swim 30 minutes
- Cut back on added sugar
- Walk 000 steps a day
- Don't skip meals
- Use a smaller plate
- Swap a sugary drink for water
- Walk 000 steps a day
- Walk three miles a day
- Stretch every day
- Exercise 30 minutes a day
- Work up a sweat 3x a week
- Track your drinking
- Eat more whole grains
- Focus on fruits and veggies
- Avoid processed foods

Online Communities & Social Support

- Weight Loss
- Healthy to the Core
- Fitness and Exercise
- Food and Nutrition

Physical Activity Challenges

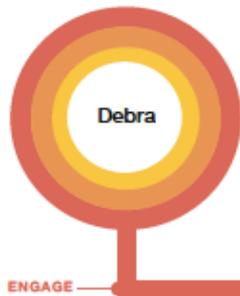
- 3 Day
- 5 Day
- 7 Day
- 14 Day

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Rally Obesity Pathway



ENGAGE

Creates Engage Profile

Campaign Landing Page
Reg Pages

Welcome to Rally Email

Completes Survey

Welcome Page
HA

Earn Coins Email or
HA Incentive Email

Data Rally Receives
from Survey

Age 37

Eats less than the
recommended servings
of fruits and vegetables.

She has a daughter.

BMI 31

Low reported exercise
(moderate for 30 mins/week).

Not enough sleep, and doesn't
feel refreshed in
the morning.

She also has financial stress,
and is sometimes overwhelmed
by stress.

Views Rally Age & Results

Health Profile Snapshot

Debra's Focus

Elevated BMI

Poor nutrition

Not enough sleep

Stressed by finances

Other factors within range,
including biometrics,
alcohol use, and she
doesn't smoke.

Readiness

Assess readiness to address
BMI, Sleep, and Nutrition
through a Mini Quiz designed
specifically for her needs.

Debra has indicated she
is ready to change her
lifestyle to lose weight.

Selects Recommended Activities

Recommended Rally Plan

Missions for weight
management and lifestyle
change

Challenges to kick-start her
exercise plan

Sleep and Stress
Communities

Selected Program

Debra opts into the 4
Missions, joins Communities
and Challenges.



Rally Obesity Pathway

Sample Missions



The screenshot displays two mission cards from the Rally Health app. The first card, titled "Walk 5,000 steps a day", features an orange background and includes a progress indicator showing 5000 steps per day, 2x per week, and 4 weeks to complete. It also has a "Join" button and a "1259 Discussions" / "13 Articles" count. The second card, titled "Focus on fruits and veggies", has a red background and shows a progress indicator for a survey question: "Did you fill half your plate with fruits or veggies today?". It includes a "Today" section with "Yes" and "No" buttons and a weekly progress bar for August 2-8, 2016, showing 1 of 3 days completed.

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U.S. Preventive Services Task Force (USPSTF) recommendations



- Screening adults for obesity
- Screening overweight adults for abnormal blood glucose as part of cardiovascular disease risk assessment
- Referring overweight adults and those with cardiovascular disease risk factors to *intensive* behavioral counseling interventions⁸

⁸ <http://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/obesity-in-adults-screening-and-management?ds=1&s=obesity>

BlueCross is evaluating the potential cost of obesity related services



- Blue Cross has an actuarial study underway with partner Zipongo to better understand the potential cost of covering obesity related services
- The State Health Plan can be included in this study
- Study goals include:
 - Identifying major disease categories associated with obesity and cardiovascular risk
 - Providing projections for healthcare service utilization for a variety of scenarios, i.e. with and without the services recommended by the U.S Preventive Services Task Force (USPSTF)



Appendix

Blue Cross: resources currently available to the State Health Plan



Wellness Tools on statesc.southcarolinablues.com

- Calculators – BMI, activity, calories, exercise, ideal body weight, target heart rate
- Health coaching materials
- Discounts on Jenny Craig and Walking Works programs through BlueCross Blue365
- Healthy Recipe Cookbook



Health Coaching and Behavioral Counseling

- Health coaching for weight management for adults, children and teens
- Provides member specific activities and support
- Behavioral counseling available to address underlying issues with overeating



Diabetes education

- Removed member cost share in 2016 to reduce any financial barrier
- Assist member with understanding diabetes and the importance of adhering to treatment plan
- Assist with lifestyle changes, including healthy eating and exercise
- Promotion through PEBA Perks



Messaging wire

- 38,860 members participating
- Member text messaging capabilities
- Promotion through Benefit Administrators with materials on PEBA Health Hub
- Messaging regarding healthy behaviors including eating habits and activity levels

Blue Cross: resources currently available to the State Health Plan



Metabolic Health

- Members with metabolic syndrome are at risk for diabetes
- Program Goal – move member from at-risk to low-risk
- Health coach develops a member-centric plan for addressing risk factors
- Encourages lifestyle changes based upon member readiness



Discount Programs

- NaturalBlueSM
- Adult Fitness Centers
- My Gym Children's Fitness Centers
- Walking Works
- Jenny Craig
- Weight Watchers
- Fitness trackers
- Blue 365

Blue Cross: additional programs for the State Health Plan



Stress Management – coming in 2017



- Part of Blue Cross' holistic approach to member well-being, recognizing that most people experience some level of stress
- Opt-in program that offers techniques and support to help members effectively manage and reduce stress
- Results in positive impacts on physical health, workplace productivity and overall quality of life

Rally Health – coming in 2017



- Health survey
- Personalized health activities aligned with treatment plan and health coaching
- Virtual health coaching provides member specific activities and support



Other available resources

- Working Well – South Carolina Hospital Association
 - Helps larger employers in SC, including some participating State Health Plan entities, to create a sustainable culture of wellness using effective, evidence-based best practices to create worksites where the healthy choice is the easy choice
- ScaleDown.org – South Carolina
 - To educate, engage and mobilize partners to make the healthy choice the easy choice
 - Obesity Action Plan builds on the success of current efforts and offers new strategies to reduce obesity rates in the Palmetto State
- Websites and Apps
 - Let's Go! – Eat Smart Move More
 - Promotes resources that contribute to a healthy lifestyle - trails, recreation facilities, parks, farmer's markets
 - CDC website
 - DHEC app with a local farmer's market finder
- Weight loss programs
 - Weight Watchers and Jenny Craig discounts available through Blue Cross

U.S. Preventive Services Task Force (USPSTF) recommendations detail



- Screening adults for obesity
 - Clinicians should offer or refer patients with a body mass index (BMI) of 30 kg/m² or higher to *intensive*, multicomponent behavioral interventions.
- Screening for abnormal blood glucose as part of cardiovascular risk assessment in adults aged 40 to 70 years who are overweight or obese
 - Clinicians should offer or refer patients with abnormal blood glucose to *intensive* behavioral counseling interventions to promote a healthful diet and physical activity
- Offering or referring adults who 1) are overweight or obese and/or 2) have additional cardiovascular disease (CVD) risk factors to *intensive* behavioral counseling interventions to promote a healthful diet and physical activity for CVD prevention⁷

⁷ <http://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/obesity-in-adults-screening-and-management?ds=1&s=obesity>

Digital nutrition counseling solutions



Zipongo

- Digital nutrition solution to help make healthy eating easier
- Provides healthy recipes , builds shopping lists, and provides couponing and incentives for healthy food items
- Healthy restaurant finder



NaturallySlim®

- Mindful eating program to help members lose weight and reduce risk of metabolic syndrome
- Online education and counseling program
- Qualifies as a diabetes prevention and obesity counseling program



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