



MASSACHUSETTS

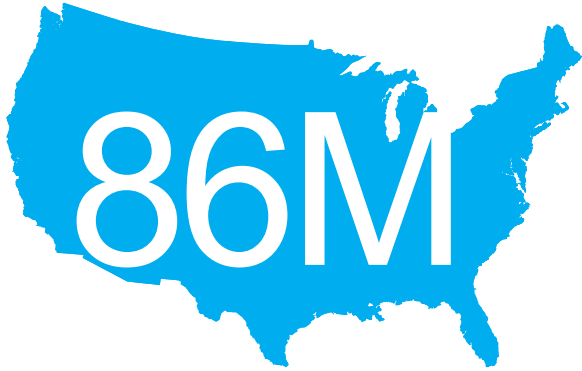
grow with

The Power of Blue

Prediabetes Screening Program



Prediabetes Statistics



American adults have prediabetes.



of adults with prediabetes don't know they have it.

15%-30%

of people with prediabetes will develop diabetes within five years without healthier eating and exercise habits.

The cost:

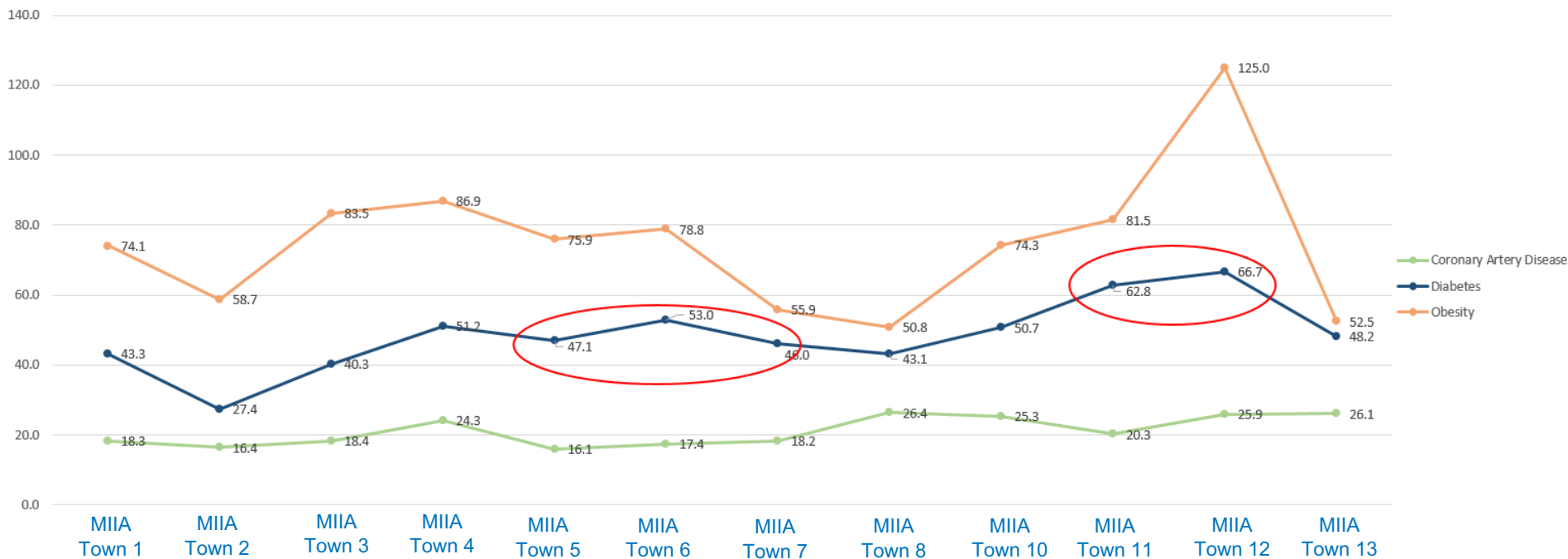
Diabetes costs an individual **\$15,000** and the nation **\$245 billion** annually in medical costs and reduced productivity.

The good news:

Losing weight can cut the chance of developing diabetes in **HALF**.

Obesity, Diabetes, & CAD Rates

Are there programming opportunities for towns with younger populations, but higher diabetes rates?



Large MIIA-towns with data ordered by increasing age

Program Value

- Early identification of at-risk employees
- Leverages data to stratify employees for targeted outreach
- Provides coordinated health improvement programs and personalized support to employees
- Engages employees to improve health behaviors and avoid chronic disease
- Encourages closer communication with employees' doctors



**Awareness
starts with a
prediabetes
screening**

Guide employees to better health.

Prediabetes Screening Program

Identify:

Stratify:

Engage & Influence:

At the worksite screening:

- Email, telephone number, and provider information are collected
- Blood sugar, BMI, total cholesterol, HDL, cholesterol HDL ratio, waist circumference, blood pressure taken
- Results review and coaching session (10-15 minutes), plus relevant health education materials are provided
- ahealthyme® and Blue Cross programs, employer resources, and any incentives are reviewed

High Risk
3%



- Telephonic nurse outreach (within two to three business days)
- Referral to Care Management program, if appropriate
- Targeted health education handouts (post-screening)
- Follow-up email promoting registration on ahealthyme

Recommended doctor consult: immediately, or call 911

Moderate Risk
37%



- Telephonic nurse outreach (within one month)
- Referral to Care Management or Wellness Coaching program, if appropriate
- Targeted health education handouts (post-screening)
- Follow-up email promoting registration on ahealthyme
- Monthly follow-up email with targeted health content and prompts to engage wellness coaching (for six months)

Recommended doctor consult: within one month

Post-screening:

- Follow-up support
- Results are shared with provider
- Data integrated into personalized health score and health action plan on ahealthyme

Lowest Risk
60%



- Targeted health education handouts (post-screening)
- Follow-up email promoting registration on ahealthyme
- Monthly follow-up email with targeted health content and prompts to engage wellness coaching (for six months)

Recommended doctor consult: non-urgent

Prediabetes Screening Program Overview

As of January 2018:

Available to ASC accounts with 250 or more subscribers and fully insured accounts with 500 or more subscribers and as a buy-up (\$65 per participant).



Coming Soon

Screening email



Reminder

Reminder email



On-Site Screening with a Health Professional

Get screened

Review screening results and receive relevant Blue Cross wellness program and benefit information



Receive relevant health education materials



Thank you

Thank you for participating email with a reminder to sign up for the ahealthyme digital wellness portal; results faxed to provider



Follow-up

Follow-up call from Wellness Coach, depending on results – including referral to diabetes prevention programs



Health Education

Monthly targeted health education emails (directing employees to relevant content on ahealthyme wellness portal)

**Blue Cross-funded
raffle promotes
screening
participation**

Diabetes Prevention Interventions

BCBSMA Resources

- \$150 Fitness Reimbursement Benefit
- \$150 Weight Loss Reimbursement Benefit
- Wellness Coaching with Blue Cross Nurses
- ahealthyme.com Prediabetes Prevention Workshop
- ahealthyme.com online Nutrition, Activity, & Steps Challenges

MIIA Resources

- The Fitbit Challenge
- "Your Town" Eats Healthy
- Break the Sugar Cycle
- From Couch to 5K
- Healthy in a Hurry
- Wellbeing Smorgasbord Challenge
- MIIAWinners Heart Matters
- MIIAWinners Biggest Winner & 8-Week Weight Loss Challenges

Program Reporting

Post-Event Reporting

- Event participation roster: 3 days after event
- Full participant roster with raffle winners selected: 1 week after event
- Enhanced biometric aggregate report: 4-6 weeks after event
- Participant satisfaction aggregate results report: 4-6 weeks after event

3- and 6-Month Engagement Dashboards

- Available 4 and 7 months after event:
 - Physician data share
 - 6 follow-up emails open rate
 - Clinical engagement:
 - Outbound engagement
 - Inbound engagement
 - Program completion (goal met)

Participant Communications

Pre-Event

Event

Post-Event

Sent to account by IH

- Event posters
- Event postcard
- Event emails:
 - Coming soon
 - Reminder to sign up for a screening



Provided to participant

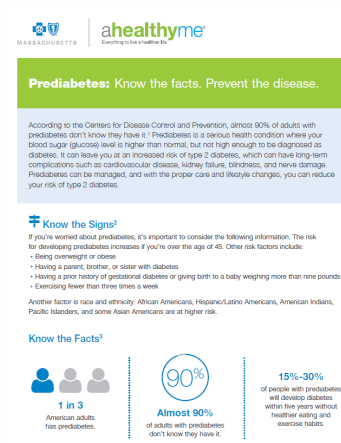
- Health education fact sheets
- Account's Wellness Incentive Program one-pager
- ahealthyme brochure

Available at event, provided by account

- **Optional:** Additional account-specific resources and benefit information

Sent to participant by Blue Cross

- Thank you for participating email
- Series of six educational monthly follow-up messages



This is the
Power of Blue.

We're leading the way.



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