grow with
The Power of Blue
Prediabetes Screening Program
Prediabetes Statistics

86M

American adults have prediabetes.

90%

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

Guide employees to better health.
# Prediabetes Screening Program

<table>
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<tr>
<th>Identify:</th>
<th>Stratify:</th>
<th>Engage &amp; Influence:</th>
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| **At the worksite screening:** | **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 |
| - 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 | | |
| **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 | |
| **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 | |
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).

**Prediabetes Screening Program Overview**

**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

Sent to account by IH

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

Event

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

Post-Event

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.