

ALLIANCE FOR A
HEALTHIER
GENERATION



Healthier Generation Benefit

FOUNDED BY:



CHILDHOOD OBESITY BY THE NUMBERS

Now more than ever, offering preventive services is a critical component for insurers to remain competitive and ultimately keep costs down.

- 33%** 1 out of 3 U.S. children and teens are overweight or obese.
- 80%** Research also shows that 80% of children who are overweight between the ages of 10-15 are obese adults by 25.
- 3x** Healthcare expenses are 3 times higher for an obese child versus the average insured child.
- 1T** Health experts predict that medical costs on obesity alone will reach \$1 trillion per year by 2030.

4 SIGNIFICANT HEALTHCARE TRENDS

Currently Impacting the Way We Look At Prevention:

1 Potentially Preventable Events

Research shows the largest clinical cost savings lever is the umbrella of Potentially Preventable Events (PPE). Some data suggests that the projected savings from all of these categories combined does not come close to the financial impact of addressing obesity. Tackling potentially preventable obesity provides the greatest ROI.

2 Affordable Care Act

Under the ACA, most plans/products including large insured employer groups must cover (with no out-of-pocket cost sharing) preventive services including adult and childhood obesity screening and counseling. Individual, small group, and Exchanges must provide a set of Essential Health Benefits (EHB) which also includes the preventive services / Additionally, kids can stay on their parents' plan until the age of 26, so insurers will have a more vested interest in keeping kids in a healthy weight and treating those who are overweight/obese.

3 Healthcare Effectiveness Data and Information Set (HEDIS):

HEDIS is the most used performance measure in the managed care industry and the value of the HEDIS score in the overall National Committee for Quality Assurance (NCQA) scoring system increasing to 37% in 2014. NCQA will be transitioning the obesity measure from simple reporting to evidenced based medicine condition improvement targets in the future. There are 3 key measurements focusing on childhood obesity assessment and treatment; Weight Assessment, Counseling for Nutrition and counseling for Physical Activity for Children/Adolescents.

4 Triple Aim

The Institute for Healthcare Improvement (IHI) Triple Aim framework was designed to support companies to achieve optimal health system performance. According to the IHI, there are three key dimensions that must be addressed simultaneously in order to achieve this: 1) improving the patient experience of care (including quality and satisfaction), 2) improving the health of populations, and 3) reducing the per capita cost



How is your organization prepared to address the current trends impacting healthcare?

HealthierGeneration.org

ABOUT THE HEALTHIER GENERATION BENEFIT

The Healthier Generation Benefit is a comprehensive health benefits program to address the childhood obesity epidemic and support insurers and employers as they shift their focus to prevention to stop the upward trend of BMI for children at risk of developing obesity.

The Alliance collaborates with the American Academy of Pediatrics and the Academy of Nutrition and Dietetics to develop tools and resources to support healthcare providers to implement effective weight management strategies.

Join the 19+ organizations that have already made the stance against childhood obesity by participating in the Healthier Generation Benefit:

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|--|--------------------------------|
| Aetna | Highmark |
| American Heart Association | Humana Inc |
| Blue Cross Blue Shield of North Carolina | Leviton |
| Blue Cross Blue Shield of Massachusetts | Nationwide Children's Hospital |
| Blue Cross Blue Shield of Kansas City | North Shore LLJ |
| Capitol District Physicians' Health Plan | PepsiCo |
| Cigna | Sanofi |
| Clinton Foundation | Weight Watchers |
| Georgia State Health Plan | Wellpoint |
| Grand Valley Health Plan | |

ABOUT THE ALLIANCE FOR A HEALTHIER GENERATION

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 their conditions and systems to lead to healthier children. To learn more and join the movement, visit **HealthierGeneration.org**.

To find out more about the Healthier Generation Benefit, please contact **healthcare@healthiergeneration.org**

How can the Healthier Generation Benefit Help Your Organization Meet Its Goals?

- 1 The Benefit focuses on prevention
- 2 The Benefit is a turn-key solution for companies to align their wellness model to meet the ACA requirements
- 3 The Benefit increases HEDIS measurements relevant to childhood obesity screening and treatment
- 4 The Benefit captures the Triple Aim dimensions
- 5 The Benefit provides free materials for families to support conversations around children's health

By participating in the Benefit, companies get direct access to resources the Alliance creates in collaboration with experts in the field.

