

REDUCING DIABETES RISK
Blue Cross and Blue Shield of Kansas City
Introducing the Diabetes Prevention Program (DPP)

EMPLOYER OVERVIEW

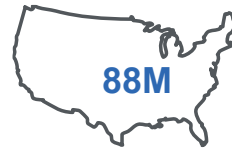
May 2020



WHY DIABETES PREVENTION MATTERS?



Nearly 1 in 3 of us is at risk for diabetes.



CDC now states that 88 million have pre-diabetes, and most don't know it.



15-30% of those at high risk will develop type 2 diabetes within 5 years.

WHO IS AT RISK?

Multiple factors contribute to higher risk for prediabetes:



Weight:
body mass
index
(BMI)



Age:
over 40
years old



Family history:
parent or sibling
with diabetes



Ethnicity:
Hispanic or
African American



Activity level:
More sedentary
lifestyle



Blood Screening:
FPG: 100-125mg/dL,
or
A1c: 5.7-6.4, or
OGTT: 140-199 mg/dL

THERE'S GOOD NEWS FOR THOSE AT RISK

In 2001, the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) proved that losing a modest amount of weight significantly reduced a person's risk for developing diabetes.

Losing just 5% to 7% of body weight via dietary changes and increased physical activity resulted in a 58% risk reduction.

WHAT IS THE DIABETES PREVENTION PROGRAM (DPP)?



The DPP is a lifestyle change program designed to help participants lose weight, adopt healthy habits, and reduce the risk of type 2 diabetes.



The program focuses on healthier eating, increased physical activity, and managing the challenges that are associated with lifestyle change.



The program is considered a preventive benefit and is available at no cost to members who are eligible.

PROGRAM ELEMENTS

There are an array of organizations that offer Diabetes Prevention Programs (DPPs). While formats vary—for instance, some meet in person while others are conducted online—most share a core set of elements.

Key Points:

- 12-month program
- 16 weekly sessions, then monthly for the balance of a year



Personal health coach



Weekly lessons

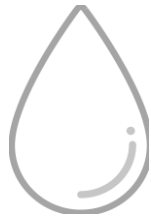


Small group for support



Tools like wireless scales and/or activity trackers

HOW DO MEMBERS QUALIFY?



BLOOD SCREENING*

Members with the following screening results qualify for the program:
FPG: 100-125mg/dL, or
A1c: 5.7-6.4, or
OGTT: 140-199 mg/dL

*If member has blood screening results

OR

 Kansas City

Questions? Call 1-866-679-7759
or email support@kcsolera.com

A HEALTHIER LIFESTYLE
STARTS HERE.

Ready to take the first step?

See if you qualify for a lifestyle change program and a Fitbit®
at no cost to you.

TAKE THE ONE-MIN QUIZ

POWERED BY  SOLERA



ONLINE QUIZ

Members who are determined to be high risk via an online CDC risk screener are also qualified for the program.

INTRODUCING SOLERA HEALTH

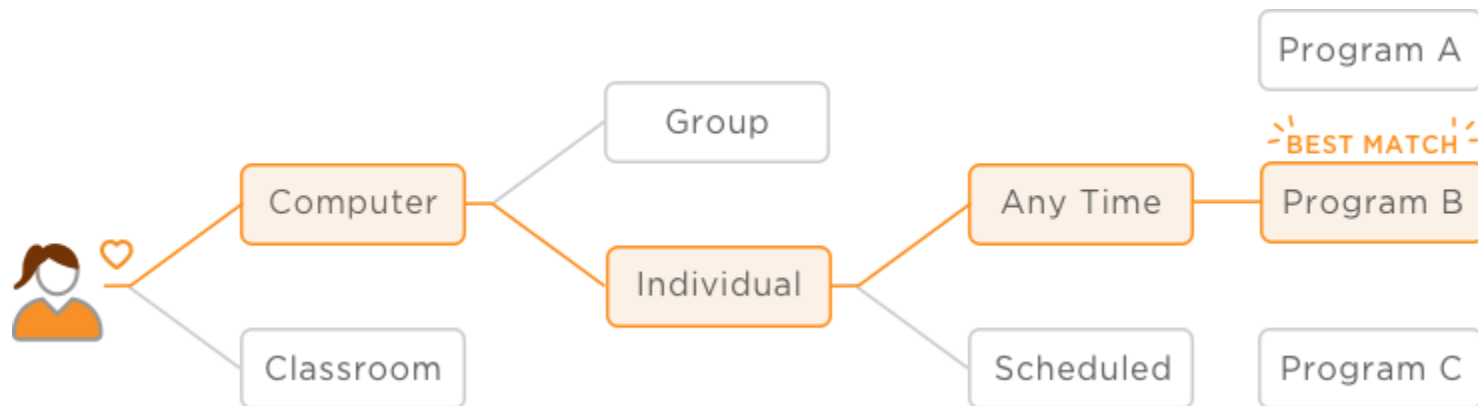
Solera is a single source solution connecting patients to an integrated network of community and digital Diabetes Prevention Program providers.



PREFERENCED-BASED MATCHING

Once qualified, members match with an industry-leading network partner, based on preferences.

Members have a variety of DPP options to choose from – in person, online, via smart phone or text based.



MEMBER ENROLLMENT PROCESS

Members can find out if they qualify for the Diabetes Prevention Program by taking a one-minute quiz at solera4me.com/bluekc

The banner features the Kansas City logo in the top left and contact information in the top right. The main text reads "A HEALTHIER LIFESTYLE STARTS HERE." followed by "Ready to take the first step?" and "See if you qualify for a lifestyle change program and a Fitbit* at no cost to you." A blue button says "TAKE THE ONE-MIN QUIZ". A circular graphic on the right contains a Fitbit tracker and the text "ENROLL • ENGAGE" and "GET A FITBIT TRACKER*". The bottom left says "POWERED BY SOLERA".

Kansas City

Questions? Call 1-866-671-7759
or email support@solera4me.com

**A HEALTHIER LIFESTYLE
STARTS HERE.**

Ready to take the first step?

See if you qualify for a lifestyle change program and a Fitbit*
at no cost to you.

TAKE THE ONE-MIN QUIZ

POWERED BY SOLERA

ENROLL • ENGAGE
GET A FITBIT TRACKER*

MEMBER ENROLLMENT PROCESS

Solera qualifies members via a CDC risk screener.

SOLERA 1 Minute Quiz English

Question 1 of 10

How old are you?
You must be at least 18 years old to take part in this program.

18 - 39 Years 40 - 49 Years
 50 - 59 Years 60+ Years

Next

SOLERA Results English

Take the next step

Your support team includes:

Health coach + Fitbit® + Group support

Enroll now

Based on your quiz answers...
You've qualified for a health and wellness program designed with you in mind that can help reduce your risk for Type 2 diabetes.

- Opportunity to participate in 16 weekly sessions
- Monthly sessions for the rest of the year
- Skills and support to make lasting healthy lifestyle changes

What's in it for me?

- Enrollment in a health and wellness program of your choice
- Tools like a Fitbit® activity tracker
- Wireless scale (with online programs)
- More energy, improved sleep, less pressure on your knees and joints, and a better overall mood

Proprietary and Confidential. Do not distribute without permission.

MEMBER EXPERIENCE – ELIIBILITY CHECK

The screenshot shows the SOLERA website interface for an eligibility check. At the top left is the SOLERA logo. In the center is the heading "Are you covered?". On the top right is a language selection dropdown menu set to "English". Below the heading is a progress indicator with two steps: "1 Check Coverage" (active) and "2 Pick a program". The main content area is titled "Contact Information" and includes a "Live Chat Support" button. A message reads: "Please enter your mailing address in case we need to send you an activity device to help you in your health and wellness program." The form contains several input fields: "E-Mail Address" and "Confirm E-Mail Address"; "Mobile Phone Number" (with a sub-label "Mobile Phone Number") and a dropdown menu for "How do you prefer to be contacted?" (set to "Email"); "Street Address" (with a sub-label "(No PO Boxes)") and "Apartment or Unit #"; "City", "State" (dropdown), and "Zip Code". At the bottom, there is a checkbox area with the text "By clicking 'Next', I acknowledge receipt of [Solera's Notice of Privacy Practices](#)" and a "Next" button.

Proprietary and Confidential. Do not distribute without permission.

MEMBER EXPERIENCE – MATCHING PROCESS (DIGITAL)

You're on your way

1 Check Coverage 2 Pick a program

Question 2 of 4

In the past, how likely were you to ask for help?

Not really. I prefer to figure things out myself.

Very. I enjoy asking questions and getting feedback from coaches and peers.

Somewhat. I usually prefer talking to the other participants in my group.

Back Next

Matching Quiz

SOLERA You're on your way English (US)

1 Check Coverage 2 Pick a program

Best match

Mobile App English

Yes Health

Yes Health gives you on-demand well-being, nutrition and fitness coaching through our easy-to-use, all-mobile healthy lifestyle program. You'll get personalized, in-the-moment feedback from licensed nutritionists.

Read more Select

Program Selection Page

Proprietary and Confidential. Do not distribute without permission.

CHANGING LIVES

Participants are losing weight and feeling better.

“It was just over a year ago that Solera reached out and I joined the Diabetes Prevention Program. Here we are, 10 months later, and I am happy to say **I am 86 pounds lighter.**

I just had my 45th birthday. I am the healthiest, happiest, and lightest I have been in my entire adult life. I know that this is just the **beginning of this journey for me.** I have referred at least a dozen coworkers to this program, as well as my mom and my sister, so you have helped at least a dozen people just by starting with me.”

- Melissa, Colorado Springs, CO

PROMOTING THE BENEFIT TO YOUR EMPLOYEES

1. Direct Member Outreach By Blue KC

- Email
- MyBlueKC.com member portal announcement

2. Employer Information **CLICK TO LEARN MORE**

- [Sales Flyer](#)
- [Employer Frequently Asked Questions](#)

3. Employer Promotion **CLICK TO DOWNLOAD & SHARE**

- [Member Flyer](#)
- [Sample Content Blurbs](#)
- [Member Overview Slides](#)

NEXT STEPS

1. Employee Outreach

Blue KC will send communications to our members via email, as well as include information on their [MyBlueKC.com](https://mybluekc.com) member portal, to ultimately drive them to take the one-minute quiz on solera4me.com/bluekc.

2. Employer Promotion

Please refer to the previous slides for marketing materials and additional information to promote this new benefit to your employees.

For additional support, contact your broker or Blue KC marketing representative. They can engage Solera to discuss potential ways to promote this new benefit to your employee population.

3. Contact Us with Questions

Contact your broker or Blue KC representative for more information. Or call Solera at (866) 671-7759.