

Diabetes Alliance Insurance Panel

Presented by
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Blue Cross of Idaho's Vision and Mission

Our *Vision* is a healthier Idaho.

Our *Mission* is to provide our members the best value in health insurance and the tools for maintaining and improving their health.

Population Health Management & Wellness

The goal of Population Health Management is to offer intervention and education. We encourage members to play an active role in managing their illness and include their doctors in the process.

Population Health Management & Wellness (cont.)

We offer Population Health Management Programs supporting members with the following conditions:

- Diabetes
- Asthma
- Heart Failure
- Chronic Obstructive Pulmonary Disease (COPD)
- Depression

Blue Cross of Idaho Population Health & Wellness Diabetes Programs

- Diabetes
 - Assess
 - Goal setting & interventions needed
 - Education and coaching
 - Communicate with member's physician
 - Follow-up
- Pharmacy management

Population Health Referral Methods

- Self referral
- Physician referral
- Humphreys or St. Alphonsus Diabetes Centers
- Claims
- Internal referral: case management, pharmacy management, etc.
- If you are working with a Blue Cross of Idaho member and have questions, contact us

800-627-6655, Ext. 6924 or 208-387-6924

What Can The Programs Do For Members?

- Improve understanding of their conditions and how it affects them.
- Improve understanding of physician's treatment plan and how it benefits them.
- Increase knowledge of medication and its role in treatment.
- Help them take actions to better manage their condition.
- Reduce risk of complications, hospital visits and medication costs.

Nurse Health Coaches

- Registered Nurses, Certified Diabetic Educators, Licensed Practical Nurses.
- RN Certified Health and Wellness Coaches.
- Nurse health coach works with members one on one, via phone or face to face.
- Varying time frames for ongoing contact determined by member's needs, weekly/monthly.
- Ability to continue ongoing support with nurse health coach as needed.

What is Coaching?

The Evidence Based Health/Wellness Coaching Program is designed to help members:

- Focus on what they are ready to change.
- Set attainable SMART goals:
 - **S**pecific, **M**easureable, **A**ction-based, **R**ealistic, **T**ime-lined
- Identify personal motivators.
- Define barriers and find solutions.
- Reassess goals as needed.
- Support them as they make healthy lifestyle changes.

Case Study

- 26 year old female, diagnosed Type 1 diabetes at age 14. She is married and has a 3 year old son.
- Eating disorder from the time of diagnosis. Heard information that insulin would cause her to gain weight, so avoided taking insulin.
- She had gone for a number of years without a specific physician for her diabetes.

Case Study

- Started counseling summer 2012.
- Referred to a physician and established care in fall of 2012.
- A1C was 11.5.
- New physician aware of Blue Cross of Idaho's Population Health Programs and no copayment pilot project for diabetic medications inclusive of insulin and health coaching.

Case Study

- Physician called Blue Cross of Idaho intake coordinator.
- Physician transferred to nurse health coach.
- Discussed with the physician member's history and the plans/goals the member committed to at the advice of her physician.
- Member's major commitment with the physician was to test blood sugar every morning.

Case Study

- Intake coordinator contacted member and set an initial appointment for member with nurse health coach.
- Offered face to face per PCP request, but member opted for phone coaching.

Case Study

Coaching Session # 1

Nurse health coach first conversation established the following :

- Goal set with PCP to measure blood sugar every morning. Discussed challenges and barriers and plan for success.
- Member shared she only takes Lantus insulin 70% of time and Novolog 50% of the time.

Case Study

Coaching Session # 1 (cont.)

- Shared her fear of weight gain and the financial burden of buying insulin.
- She set own goal to focus on increasing her percentage of taking her Lantus.
- Follow up with nurse health coach in 1 month or sooner if member desires.

Case Study

Coaching Session # 2

- 90% successful on her blood sugar testing every morning.
- 90% successful on her Lantus.
- 50% successful on Novolog. Identified her struggles in taking Novolog:
 - Does not take on the two days she works
 - Strongly associates the Novolog with weight gain

Case Study

Coaching Session # 2 (cont.)

- She initiated discussion of desire to be more active and benefits of exercise with helping with weight control. Identified this as a way to work towards better success with taking Novolog. Not ready to make any specific activity goal.
- Member committed to work on consistency of present goals.
- Identified her fears of not being perfect and the need to follow up with PCP at appointment.

Case Study

Nurse Health Coach /PCP Follow Up

- Nurse health coach was able to communicate with the PCP the progress member was making, struggles and her anxiety of the PCP visit prior to her visit with PCP.
- At this time member A1C decreased to 11.0 and lipids improved as well. She did have a 10 pound weight gain.

Case Study

Coaching Session # 3

- Member stopped taking her Lantus for 10 days because she did not pick it up at the pharmacy.
- Due to not taking her Lantus, she stopped testing her blood sugar in morning because of fearing poor results and a sense of failure.

Case Study

Coaching Session # 3 (cont.)

Failure Cycle

- One mistake leads to another mistake, and begins a pattern of failure.
- Difficulty accepting we are not perfect, mistakes happen, learn from the experience and just start over.

Case Study

Coaching Session # 3 (cont.)

- With coaching support, she identified this as an old behavior pattern she used to avoid taking her insulin.
- Able to set a goal/plan to ask assistance from her husband to pick up insulin in the future since such a challenge for her.

Case Study

Coaching Session # 3 (cont.)

- Member resumed taking her Lantus daily.
- Recommitted to the goal of measuring her blood sugar every morning.
- Taking Novolog insulin 50% of the time.
- Member expressing desire to improve her diet, and is considering Weight Watchers.

Case Study

Coaching Session # 4

- 100% with her Lantus and seeing improvement in blood sugar measurement.
- 50% on her Novolog. Identifies she is better when not alone because someone being present holds her accountable. Still noting weight gain with use of her insulin.
- She has been successful in monitoring her blood sugar every morning.

Case Study

Coaching Session # 4 (cont.)

- Identifying that she needs to focus on whole picture of health and fitness, not just focus on insulin.
- Established vision for “better year and healthier life” which she could see includes her consistency with insulin, as well as diet and exercise.
- She set goal to explore her options for an affordable athletic facility to help her achieve exercise regularly.

Case Study

Coaching Session #5

- Lantus 100% and blood sugar measurement better overall. Member able to take blood sugar measurement with greater frequency knowing blood sugar measures have improved.
- Increased Novolog 60-70% of the time. She saw success of the Lantus in lowering blood sugar overall and thus required decreased amounts of Novolog, which increased her willingness to take Novolog.

Case Study

Coaching Session #5 (cont.)

- Successfully found an affordable local gym and going 1x per week. Goal to increase to 2x per week.
- Struggle with monitoring because PCP wanted her to test 3x per day. She felt very pressured. She feels she can still commit to 1x in the morning and work towards increasing to another random test each day.
- She sees some weight gain, but able to accept with the idea of achieving better health.

Case Study

Coaching Session #6

- Due to schedule/time constraints, could not manage gym 2x / week. Reevaluated and set goal to continue 1x per week to gym, and will go to park with her son and walk for 30 minutes 2x / week.
- Identifies need for accountability/buddy for weight loss/ dietary changes. Work friend possibly willing to do Weight Watchers with her.
- Lantus at 100% and Novolog increased to 70-75%.
- Anxious about upcoming PCP appointment and lab work results.

Case Study

Nurse Health Coach /PCP Follow Up

- Nurse health coach was able to communicate with the PCP the progress member was making, struggles, goals and her anxiety of the PCP visit prior to her visit with PCP.
- At this time member A1C had decreased to 10.3. She had lost 4 pounds and her lipids continue to improve.

Results of Nurse Health Coaching

- Member identified her desire and vision for a “better year and healthier life.”
- Decreased her A1C from 11.5 to 10.3.
- Increased her blood sugar monitoring.
- Increased compliance of her medication.
- Increased her activity.
- Exploring and making healthy dietary changes.
- Feeling of success and accomplishment through steady small steps in the right direction.

Blue Cross of Idaho's Online Personal Health Assessment

The screenshot shows a web browser window with the address bar displaying "WellConnected - Coaching Sessions". The page features the Blue Cross of Idaho logo on the left and the "WELL CONNECTED" logo on the right. A navigation bar includes "My Home", "Coaching", and "Log Out". Below this is a secondary menu with "My Home", "Coaching Sessions", "Track My Progress", "Try a Tool", and "Updates".

The main content area is titled "What would you like to do today?" and includes a large sunflower image. A purple banner in the top left corner of this section says "ENROLLED". The text reads: "Welcome back, Sarah! It all started here. You got the picture of your health with *Personal Health Assessment*. Now your coaching sessions — all designed to help you improve specific areas of your health — are prioritized for you. Start at the top, jump in, and explore your path to better health. Last plan created on 10/12/2012". There are "Detail" and "Go" buttons.

Below this are two "IN PROGRESS" coaching session cards:

- Quit smoking.** Based on 7 key principles, *Breathe* crafts a quit plan that plays to your strengths to help get you past old roadblocks. Started on 03/15/2013. Includes "Detail" and "Go" buttons.
- Manage my weight.** Perfect the blend of mind, body, and food. *Balance* can help you reach your goal weight and maximize health and performance. Started on 03/15/2013. Includes "Detail" and "Go" buttons.

A green button at the bottom right says "Scroll down for more". The browser's status bar at the bottom shows "Internet" and "100%".

Blue Cross of Idaho's Digital Health Coaching

WellConnected - Coaching Sessions

Last plan created on 10/12/2012

IN PROGRESS

Quit smoking.
Based on 7 key principles, *Breathe* crafts a quit plan that plays to your strengths to help get you past old roadblocks.

Started on 03/15/2013

[Detail](#) [Go](#)

IN PROGRESS

Manage my weight.
Perfect the blend of mind, body, and food. *Balance* can help you reach your goal weight and maximize health and performance.

Started on 03/15/2013

[Detail](#) [Go](#)

ENROLLED

Eat healthier.
Nourish offers easy-to-understand, one-on-one nutritional counseling to help improve your eating habits – for life.

Plan created on 01/17/2013

[Detail](#) [Go](#)

RETAKE AVAILABLE

Be more active.
By sneaking movement into your routine, *Move* can help inspire anyone – even a certified couch potato – to get up, moving, and healthy.

Plan created on 03/29/2012

[Detail](#) [Go](#)

ENROLLED

Deal with stress.
Relax puts your sources and symptoms of tension under a microscope, then unveils proven strategies to help keep you calm under pressure.

[Time to check in with us >](#) [Detail](#) [Go](#)

Powered By HealthMedia

Internet 100%

Engagement of Member

- Member can contact Population Health Management directly
- Physician can make direct referral
- Please call us at 208-387-6924 or 800- 627-6655, Ext. 6924

Member Testimonials

“Thank you again for the great advice, you are very helpful!”

“I have officially lost a few pounds already!”

“This coaching is great! I need to have someone to be accountable to and give me support to change my behaviors!”