

# REDUCING DIABETES RISK

**Blue Cross and Blue Shield of Kansas City**

**Introducing the Diabetes Prevention Program (DPP)**

## EMPLOYER OVERVIEW



# WHY DIABETES PREVENTION MATTERS?

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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?

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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

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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)?

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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](mailto: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.





# MEMBER ENROLLMENT PROCESS

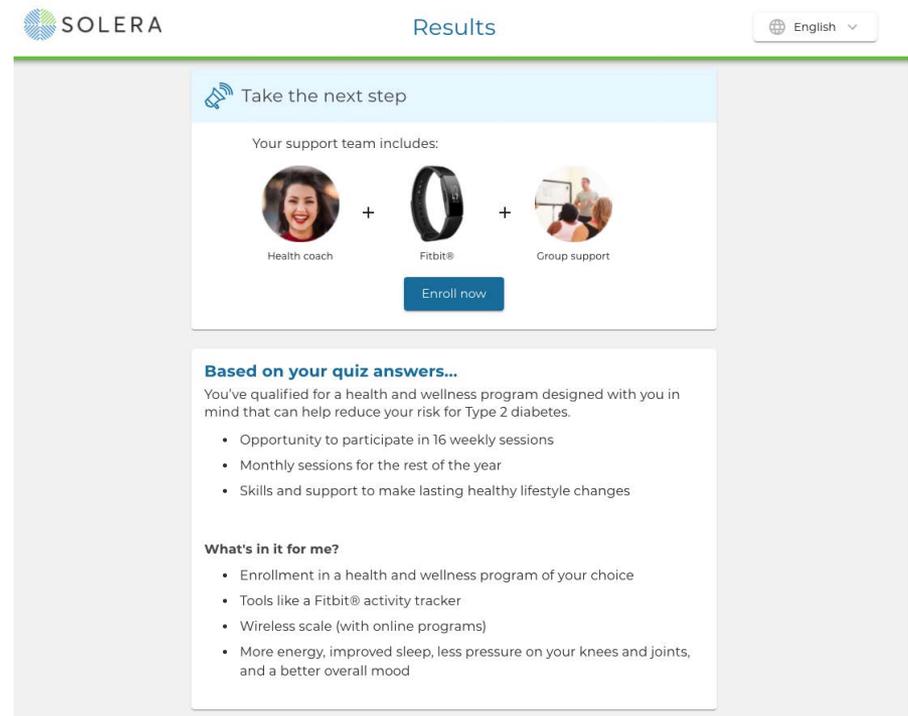
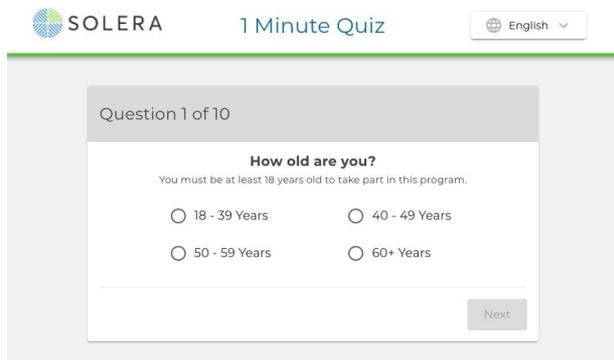
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Members can find out if they qualify for the Diabetes Prevention Program by taking a one-minute quiz at [solera4me.com/bluekc](https://solera4me.com/bluekc)

The screenshot shows a promotional banner for the Diabetes Prevention Program. At the top left is the Kansas City logo, and at the top right is contact information: "Questions? Call 1-866-671-7759 or email support@solera4me.com". The main background is orange with white text. The headline reads "A HEALTHIER LIFESTYLE STARTS HERE." Below this, it asks "Ready to take the first step?" and states "See if you qualify for a lifestyle change program and a Fitbit\* at no cost to you." A blue button labeled "TAKE THE ONE-MIN QUIZ" is positioned below the text. On the right side, there is a circular graphic with a Fitbit tracker in the center, surrounded by the text "ENROLL • ENGAGE" at the top and "GET A FITBIT TRACKER\*" at the bottom. At the bottom left of the banner, it says "POWERED BY SOLERA" with the Solera logo.

# MEMBER ENROLLMENT PROCESS

Solera qualifies members via a CDC risk screener.



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# 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 asks the user to enter their mailing address for activity device delivery. The form contains several input fields: "E-Mail Address" and "Confirm E-Mail Address"; "Mobile Phone Number" with a "How do you prefer to be contacted?" dropdown set to "Email"; "Street Address" (with a "(No PO Boxes)" note) and "Apartment or Unit #"; "City", "State" (dropdown), and "Zip Code". At the bottom, there is a checkbox for "By clicking 'Next', I acknowledge receipt of [Solera's Notice of Privacy Practices](#)" and a "Next" button.

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# 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

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# CHANGING LIVES

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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

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## 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

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## 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](https://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.