Behavior Modification Obesity/Weight Management Program Now Available

Because keeping our members healthy is important, Blue Cross and Blue Shield of Texas is offering a behavior modification/weight management program as part of Blue Care® Connection. Below are some statistics about obesity and physical inactivity:

- 30 percent of the U.S. population ages 20 and older are obese (60+ million). Unhealthy diet and physical inactivity can cause or aggravate many chronic diseases and conditions such as type II diabetes, hypertension, heart disease, stroke and some cancers. Total cost of obesity in the U.S. is estimated to be $117 billion, and costs related to physical inactivity total $76+ billion.
- Physical activity and weight loss save money. In 2000, health care costs associated with physical inactivity topped $76 billion. If 10 percent of adults began a regular walking program, $5.6 billion in heart disease costs could be saved.
- A sustained 10 percent weight loss will reduce an overweight person’s lifetime medical costs by $2,200–$5,300 by lowering costs associated with hypertension, type II diabetes, heart disease, stroke and high cholesterol.

**Note: Figures from Centers for Disease Control & Prevention + National Center for Health Statistics, July 2006**

In light of these types of statistics, BCBSTX has implemented the Behavior Modification Obesity/Weight Management Program. Because the program is part of Blue Care Connection, there is no additional cost - it’s already a part of your employees’ health care coverage.

The Behavior Modification Obesity/Weight Management Program is comprised of Licensed Masters Social Workers and Licensed Professional Counselors who promote wellness through a holistic approach of behavioral coaching, clinical coaching, education and condition management.

Employees who would benefit from this program are encouraged to either enroll themselves or accept our outreach when LifeMasters - a leading health care management company - contacts them; candidates are identified through claims data. **Eligibility requirements for this program include:** a current age of 18 years or older, a Body Mass Index (BMI) of 25 or greater and being identified as unaware or discouraged concerning the need to change health behaviors. Click on the following link in Word format to copy and paste an e-mail to employees– Behavior Modification Obesity/Weight Management Program e-mail message to employees.

BCBSTX believes fostering and improving the relationships among the health plan, treating physician, employer group, and member is critical to achieving positive outcomes. This collaborative relationship can provide a win-win opportunity to improve the members’ health status. For additional information, please contact 1-866-412-8795.