

## MAGELLAN *Condition Care Management: Obesity*



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### Obesity\* in the United States, 2004

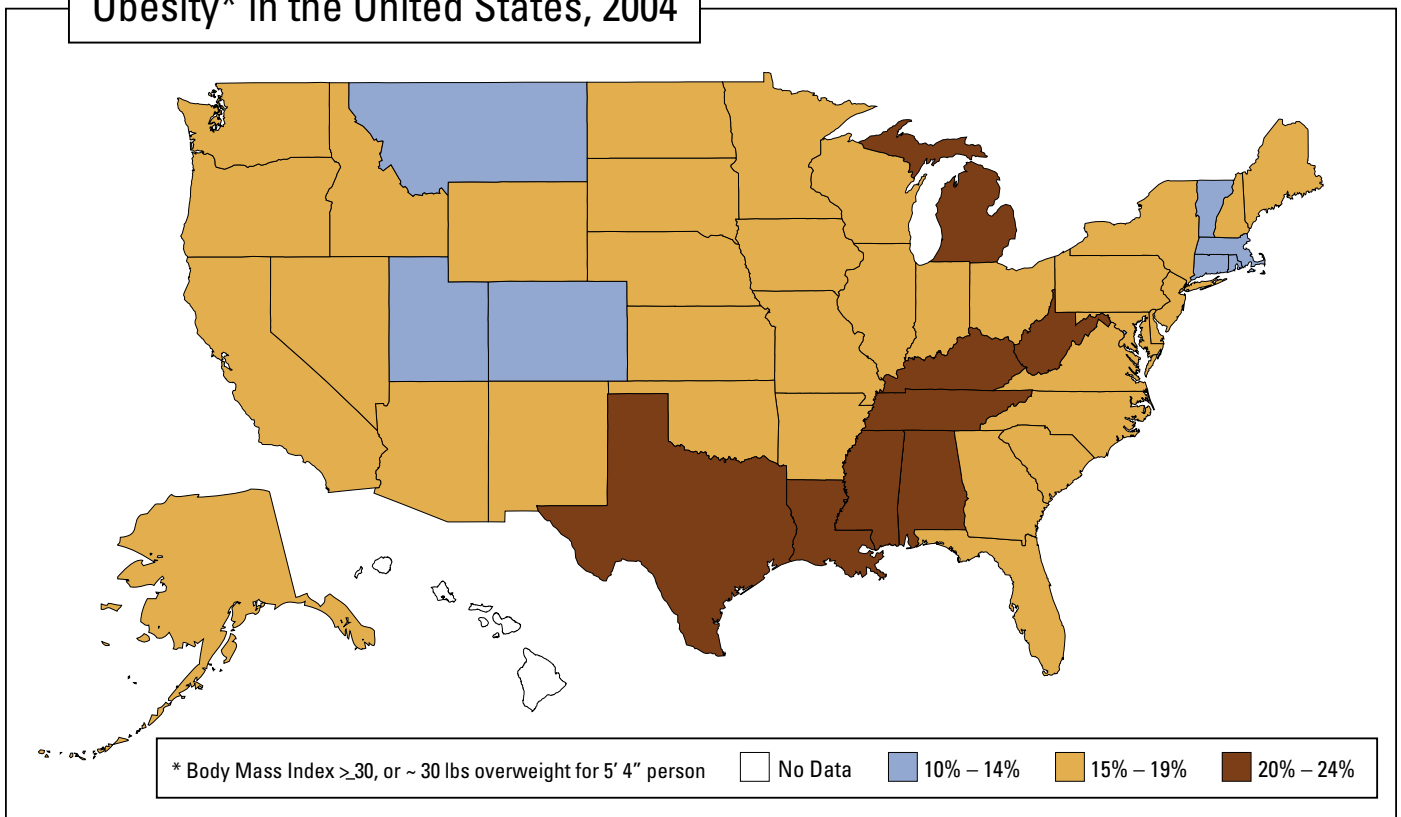


fig. A

*America has a big problem.  
And it's getting bigger...*

## ...OBESITY

A staggering *one third* of adults in the U.S. are obese. That's more than 60 million people whose health and overall wellness are in jeopardy because of their weight.

The monetary impact is equally alarming. Overweight and obesity costs the U.S. more than one hundred and fifteen billion dollars every year in direct and indirect health care costs. The cost of lost productivity related to obesity adds another almost four billion dollars to that annual tab.

Research indicates that medical and drug costs for obese members are up to forty percent higher than for those members at healthy weights.

Obese individuals also have a significant risk of developing other life-threatening and costly diseases, including coronary artery disease, diabetes type 2, breast and colorectal cancer, and the metabolic syndrome. In fact, patients at risk of developing metabolic syndrome and related conditions alone accounted for four dollars of every ten spent on prescription medications.

In an effort to lose weight, many people have turned to costly bariatric surgery, a procedure intended to be a last resort but one that is steadily growing in popularity. According to a study published in the *Journal of the American Medical Association*,<sup>1</sup> the number of people undergoing stomach surgery has jumped from more than 13,000 in 1998 to nearly 103,000 in 2003. And if current trends continue, the number could hit 218,000 by 2010.

Clearly, the growing financial liability of obesity for health plans and employers is simply unsustainable.

But there is an effective, cost-efficient, and unique way to help reduce the risks associated with obesity.

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- The cost of heart disease related to overweight and obesity: \$8.8 billion (17 percent of the total direct cost of heart disease, independent of stroke)
- The cost of diabetes type 2 related to overweight and obesity: \$98 billion
- The cost of osteoarthritis related to overweight and obesity: \$21.2 billion
- The cost of hypertension related to overweight and obesity: \$4.1 billion (17 percent of the total cost of hypertension)

## OBESITY INCREASES RISK OF SERIOUS ILLNESS

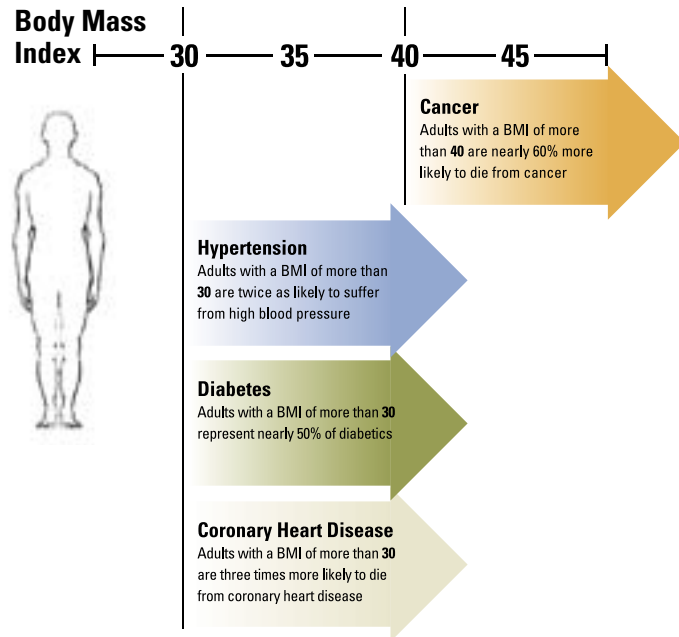


fig. C

People don't become obese over night. In most cases, a major contributing factor is a lifetime of negative behavior patterns. *Behavior* can prevent people from losing weight. *Behavior* can get in the way of people choosing healthier lifestyles.

It's *behavior* that needs to change.

Magellan has 30 years of experience in successfully managing the treatment of the full scope of behavioral health issues, including addictive behaviors and eating disorders.

Now, we're putting that expertise to work to help people learn, build, practice and maintain positive behavior patterns to lose weight and live healthier, happier lives.

*Magellan Condition Care Management: Obesity* uses our clinical expertise and best-practice business models to help members lose weight and help health plans and employers manage the skyrocketing costs and clinical impact of obesity, metabolic syndrome and bariatric surgery.

Our unique and highly flexible program provides a complete suite of tools for successful weight management that match the degree of support needed by the individual.

Depending on members' unique needs, they can get the help they need in different ways through Web-based tools, health coaches, specialized providers and bariatric surgery support. We use actuarial models and, in consultation with our customers, establish "thresholds for participation" that meet our customers' financial, clinical and philosophical needs.

Each element is tailored to the individual to help them learn, build and maintain positive behavior patterns and lose weight.

# MAGELLAN'S UNIQUE APPROACH

## WEB ENTRY AND RESOURCES

Our award-winning member Web site, [MagellanHealth.com](http://MagellanHealth.com), serves as the portal to the program.

In addition to a vast library of information, the site's animated graphic coaches engage members and guide them through screening tools aimed at assessing their needs and developing individualized and interactive management plans to support ongoing nutrition and exercise regimens.

It's through these online animated coaches and screening tools that we identify members who may benefit from additional intervention.

## TELEPHONIC COACHING

Members identified via the Web tools as being likely to benefit from more focused intervention receive one-on-one telephonic support by a qualified health coach. Health coaches work directly with the member to identify and address emotional and behavioral barriers to success and to help coordinate and track the member's weight management plan. Our program provides various levels of intervention to maximize education, feedback, support and empowerment for the member.

As the pathway to other services and referrals, the health coaches also monitor several key factors that would suggest that a member would benefit from intensive or specialized behavior modification therapy.

## SPECIALIZED HEALTH NETWORK

Members who have worked with a health coach but are still struggling with behavioral obstacles to successful weight loss are referred to a specialty network of trained behavioral health clinicians, dieticians and nutrition and fitness specialists. The health coaches continue to participate by helping to determine the services needed with a focus on the achievement of critical success factors.

## BARIATRIC SURGERY SUPPORT

*Magellan Condition Care Management: Obesity* recognizes that in some cases, bariatric surgery might be the most appropriate option. Members who have requested and have met the criteria for bariatric surgery are supported through our program in a variety of ways.

We screen members to make sure that they are fully informed and emotionally ready for this life-changing procedure. We coordinate treatment for behavioral health conditions that could impede success, and work with members both pre- and post-surgery via telephonic coaching and network visits.

Our goal is to thoroughly assess and emotionally prepare candidates eligible for bariatric surgery so that they are more likely to have a positive outcome.

## THE SOLUTION

The problem of obesity has reached epidemic proportions and shows no signs of slowing.

By matching our comprehensive suite of tools to the degree of support needed by the individual, we can help members improve their health and well-being. And help our customers address the significant costs associated with obesity and related comorbidities.

- Health plans enhance their value to customers by more proactively and effectively addressing an area of increasing concern from both a cost and wellness perspective.
- Employers see improved productivity and reduced disability costs by promoting a healthier workforce.
- Members get comprehensive, personalized support through Web-based tools and educational resources, telephonic coaching and face-to-face counseling.

Magellan *Condition Care Management: Obesity* is the only program of its kind to focus on building positive behaviors and on helping members practice those positive behaviors critical to weight loss and to successful bariatric surgery results.

To learn more about how Magellan *Condition Care Management: Obesity* can help your organization, contact us at [Solutions@MagellanHealth.com](mailto:Solutions@MagellanHealth.com), or call us at 1-800-410-8312, ext. 71973.



### REFERENCES:

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