Blood Center Participation in Community Health Initiatives: Diabetes Prevention Program

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We deliver local hope with a global scope

• Major blood supplier focused on meeting local needs first
  – Ready availability of a safe and stable blood supply
  – Strong medical leadership at the hospitals we serve
  – Strong partnerships between our hospitals, business, civic groups, places of worship, and schools
• Expertise in advanced laboratory testing
• Partner in advancing next generation healthcare research
• Participation in all aspects of blood transfusion education
• Consultation both nationally and internationally
Local Service – Global Strength
Blood Center Participation in Community Health Initiatives (CHIs)

An opportunity to make a difference

• Diabetes Prevention Program (DPP)
  – Working with Solera, Blood Centers of America (BCA) is implementing a national DPP initiative
  – 17-20 blood centers will participate
• Blood centers have broad-reaching connections within the community
  – Life-saving role to collect blood to help people in need
  – Participation in CHIs allow blood centers to “give back” and help improve the health of blood donors and other members of the community
What are the Project Deliverables?

Working with Solera to implement the Diabetes Prevention Program

- Provide DPP as a Community Health Initiative to:
  - Positively engage blood donors to improve their health
  - Raise awareness of prediabetes for members of the community
- Improve the health of our community at large by preventing the Type 2 diabetes

65 years old, BMI of 29

NEEDS / PREFERENCES
- Community class
- Group support
- Fixed schedule

MATCH FOUND
Other advantages – what’s the bottom line?

Advocating for the health of others

• Blood centers have a culture of service, focusing on our customers to create synergy and excellence
  – Trusted community partners
  – Mission-driven non-profit organizations
  – Providing health leadership and expertise
  – Patient-focused means we’re people-focused
How and Why HealthFitness Delivers On-site Diabetes Prevention Programs For Solera
Key research takeaways

What participants say they want:

- Flexibility in my schedule
- Customized (personalized) program
- Make it easy to do to the right thing for my health
- Let me engage on my own terms
- Empowers me to take charge of my health
Key research takeaways

What Non-participants need to take the next step:

- Walk the walk
- Opportunities during work hours
- Information on privacy and data security
- Communicate offerings available
- Show me
53% of non-participants feel there are cultural barriers preventing them from fully engaging with a lifestyle change program, including employer’s lack of support to participate at work.
A personalized approach

75% of participants say live expert personal touch is important to achieving lasting lifestyle changes
Health choices and emotions are closely connected

70% of participants say that a program delivered at work demonstrates that their organization really cares.
We offer national coverage
DPP@Work

conveniently allows employees to participate in DPP in a group setting at their worksite with a trusted, personal coach

45 years old, BMI of 30

NEEDS / PREFERENCES
• Onsite class
• Prefers to attend at work
• Group support

MATCH FOUND
Satisfaction Survey results

- The program materials helped me to learn more about healthy eating: 95.7%
- The program leader was supportive and knowledgable: 100%
- The sessions were engaging and well delivered: 100%
- Agree or strongly agree: the tools and support met my needs: 100%
- Strongly agree: overall satisfaction: 100%
Consumer Situations We Address

- Time pressed
- Can’t / won’t attend in person
- Technology comfortable
- Wants nutrition guidance
- Wants individual and group support

38 years old, BMI of 35

NEEDS / PREFERENCES
- Individual support
- Flexible schedule
- Technology
Personalized Lifestyle Coaching

Scheduled Phone Calls

Private Messaging
Activity and Weight Logging

- Step tracking via cell phone or Fitbit
- Physical activity results
  - CDC target: 150 minutes/week
  - HealthSlate: 300 minutes/week
- Verified weight recordings
  - Wireless scale automatically uploads results
Group Support

Weight Lost by Group
70.4 lbs  14% of Group goal

1. Stormie B  Coach
2. Aimee T  Coach

Most steps last 7 days
- Emily: 92,343 steps
- Anuj: 88,234 steps
- Jared: 75,345 steps
- 4. 74,032 steps
- 5. 67,435 steps
- 6. 65,948 steps

Share what’s on your mind

Coach Stormie  Happy Friday! As you head into the weekend I encourage you to keep in mind the key points of the program that will make you the most successful: weigh yourself every day, get some physical activity, share with others in the Group, and and watch the educational videos. Does anyone have any fun plans for the weekend?

9 hrs ago

Authentic Swing  6 hrs ago
is it Friday already?? Going to try and play golf if it stays dry!! only if I get my yard work done though. my reward system!

PB  Made some oyster po' boy sliders over the weekend. 240 calories each is my best guess. Pay no attention to the can of Rainier...??

Yesterday 01:48 PM
Personalized Nutrition Guidance

- Participant logs in whatever manner works for them
  - Average of 15 meals logged/week
- HealthSlate nutritionist then
  - Helps consumer understand what they’re eating
  - Suggests similar but healthier options
On-Demand Education

- 26 sessions; 4 – 5 modules/session
- Narrated animations and interactive web pages
- English and Spanish
Hybrid In-person/Digital Delivery

- SoleraONE Powered by HealthSlate
- Enables best of both models
  - Attend in-person when schedule allows
  - Attend virtually at other times
- Stay connected with Coach and Group even if cannot make in-person class
- Consumer not forced to choose digital
ADVANTAGES OF AN INTEGRATED DPP NETWORK

In summary:

• Preference-based matching drives enrollment and outcomes
• Addresses needs of all people at high risk for type 2 diabetes
• Simplifies consumer enrollment
• Single point of contracting allows access to 100s of DPPs
• Quality and program integrity oversight