

UnitedHealthcare

BUSINESS DESCRIPTION: UnitedHealthcare, part of the UnitedHealthcare Group, provides benefit plans and service solutions on a dedicated basis to large, multi-site employers, and coordinates network-based health care benefits and services on behalf of small to mid-sized employers, as well as individuals and families. UnitedHealthcare offers a full spectrum of consumer-oriented health benefit plans and services to 26 million covered lives.¹⁹

INITIATION OF VBID PROGRAM/STRATEGY: January, 2009.

PROGRAM OBJECTIVES:

- Help diabetics and pre-diabetics manage their conditions more effectively.
- Control employers' escalating costs in insuring this diabetes population.
- Delay the progression of the disease in people with diabetes.

PROGRAM COMPONENTS: The Diabetes Health Plan, a first-of-its-kind program, rewards diabetics and pre-diabetics who routinely follow medically proven steps to help manage their condition, including regular blood sugar checks, routine exams, preventive screenings and wellness coaching. The benefit incentives include some diabetes-related supplies and prescription drugs at no charge (insulin, oral anti-glycemics, anti-depressants, statins, angiotensin receptor blockers and ACE inhibitors), lower copayments for related doctor visits, and a voluntary screening model to help members determine if they have undiagnosed diabetes or suffer from pre-diabetes conditions. Participants also have access to online monitoring and education tools at no cost, and they must comply with diabetes and preventive care evidence-based guidelines to remain in the plan.

PROGRAM RESULTS: UnitedHealthcare anticipates that the Diabetes Health Plan will result in a savings of \$500 a year per member. According to UnitedHealthcare data, treating pre-diabetic patients costs \$5,000, while the average annual cost of diagnosed diabetics with complications, such as heart disease or kidney failure, can be as high as \$30,000.²⁰

“The Diabetes Health Plan provides incentives to empower diabetics and pre-diabetics to take charge of their health and well-being, helping them delay or prevent the onset of dangerous diabetic complications later in life, which in turn should help employers lower the cost of providing health benefits.”

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