Blue Cross Blue Shield of Michigan

**MBSC/BCBSM Obesity Summit 2024**

**FAQ**

**Description**

Michigan has one of the highest rates of obesity in the nation. Currently, 34.5% of adults and 19.1% of children are obese. Future trends in the prevalence of childhood obesity are expected to significantly influence the prevalence of adult obesity. This is primarily due to the persistent stability of excess weight from childhood through adulthood, as very few adolescents with obesity achieve a normal weight in adulthood. Obesity raises the risks of chronic diseases such as hypertension, type 2 diabetes, heart disease, and stroke.  Successful interventions can lead to improvements in obesity prevalence, improve overall health, and generate long-term cost savings.

Addressing obesity is a complex challenge. Following the success of the inaugural Obesity Summit in 2022, we are proud to partner with the Michigan Bariatric Surgery Collaborative (MBSC) on the Obesity Summit 2024. This year’s Summit builds on many of the themes introduced at the previous Summit and broadens the topic to address the rising concerns about pediatric obesity. We welcome POs, primary care physicians, specialists, and care teams to join us in engaging and sharing insights during the Summit.

The foundation of our Value Partnerships programs is building partnerships to address needed practice transformation – like the 18+ years we have worked with the Michigan Bariatric Surgery Collaborative. The MBSC provider community has made great strides in changing and improving the bariatric surgery landscape in Michigan and beyond. MBSC is internationally recognized and has always been ahead of the curve, and today is no exception. The first Obesity Summit was a natural evolution in their ongoing commitment to advancing the science and practice of comprehensive, lifelong, patient-centered obesity care in Michigan, and this second Summit continues that commitment.

Together, we are dedicated to advancing obesity care in Michigan and beyond, striving for even greater achievements than before.

**Target Audience**

This activity is appropriate for health care practitioners including physicians (including pediatricians), physician assistants, nurse practitioners, nurses, dietitians, social workers, pharmacists, hospital administrators, and others interested in treating obesity.

**Learning Objectives**

At the end of this activity, attendees will understand:

1. Adverse consequences of obesity on health and well-being
2. Evidence-based weight management treatment options, including lifestyle change interventions, pharmacotherapy, and bariatric surgery for adult and pediatric patients
3. Opportunities to improve obesity treatment in general practice settings

**Rewards available for Obesity Summit participants**

PO reward: $1000 per PO; with certain requirements noted below:

* Either the medical director or executive director must attend
* 2 PCPs from each PO must attend

PCP reward: $750 per PCP; up to 3 PCPs per practice (maximum of $2250 per PCP practice;

1 of which can be a pediatrician, where possible).

* We do not pay individual non-physician staff rewards per practice and ask PCPs to limit attendance to 3 non-physician staff (advance practice providers) per PCP

Surgeon reward: $750 per bariatric surgeon

**Accreditation and Credit Designation**

The University of Michigan Medical School is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The Medical School designates this live activity for a maximum of **6.5***AMA PRA Category 1 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Please register before 9/1/24:** [**Obesity Summit 2024 Registration Link**](https://umich.qualtrics.com/jfe/form/SV_a5zS28Apd3xcx7g)**.**

**Also, attached is an FAQ on the Obesity Summit 2024. Looking forward to your participation!**

**Please see further details below on our MBSC Obesity Summit, based on questions we have received.**

**I. SUMMIT DETAILS**

When is the Obesity Summit?

The Obesity Summit will be held on **September 20, 2024**, from 8:00 a.m. to 4:20 p.m.

Where is the Obesity Summit?

Suburban Collection Showplace; 46100 Grand River Avenue, Novi, MI 48374

Who is invited to the Obesity Summit?

We welcome attendance by health care practitioners including physicians (including pediatricians), physician assistants, nurse practitioners, nurses, dietitians, social workers, pharmacists, hospital administrators, and others interested in treating obesity. **We do ask that PCPs limit attendance to 3 non-physician staff (advance practice providers) per PCP.** The Summit is not intended for the general public.

Do I need to be in PGIP to attend?

Yes, if you are a physician, you need to be in PGIP to attend and receive the reward for attendance.

Why are you holding the Obesity Summit?

“Michigan has one of the highest rates of obesity in the nation, and the Obesity Summit is an excellent opportunity to raise awareness about the growing epidemic, as well as quality improvement interventions to reverse these dangerous trends in obesity. Three out of 10 Michiganders are obese and three out of 10 are overweight, but I am confident that through collaboration with our CQI partners across the state, we can have a huge impact in decreasing obesity and improving health.”

* Michael Englesbe, M.D., Michigan Medicine medical director of the CQI portfolio

What are the objectives of the Obesity Summit?

Attendees will understand:

* Adverse consequences of obesity on health and well-being
* Evidence-based weight management treatment options, including lifestyle change interventions, pharmacotherapy, and bariatric surgery for adult and pediatric patients
* Opportunities to improve obesity treatment in general practice settings

Will the content presented at the Obesity Summit include the pediatric population or will the focus be treating and managing obese adults?

* This year’s Summit will include presentations regarding the pediatric patient population.

What is the agenda of the Obesity Summit? Please see below:

**MBSC/BCBSM Obesity Management Summit Agenda**

**September 20, 2024**

**SUBURBAN COLLECTION SHOWPLACE**

**46100 Grand River Ave. Novi, MI 48374**

Learning Objectives

* Attendees will understand the adverse consequences of obesity on health and well-being.
* Attendees understand the full range of evidence-based weight management treatment options, including lifestyle change interventions, pharmacotherapy, and bariatric surgery.
* Attendees will understand opportunities to improve obesity treatment in general practice settings.

**7:00 AM:** **Registration, Continental Breakfast**

**8:00 AM:** **Conference Welcome and Overview** Dina Griauzde, MD, MSc, Dipl. ABOM *(Michigan Medicine)*

**Session I. Topic – Raising Awareness**

Moderator: Arthur Carlin, MD *(Henry Ford Macomb)*

**8:15 AM: The Epidemiology and Pathophysiology of Obesity**

Speaker: Kim Pfotenhauer, DO *(Michigan State University)*

**8:35 AM: Weight Stigma and Disparities**

Speaker: Cassandra (Cassie) Turner, LMSW *(Michigan Medicine)*

**8:55 AM: Taking a Weight-Focused Approach to Chronic Disease Prevention and Management**

Speaker: Jonathan Gabison, MD *(Michigan Medicine)*

**9:15 AM: Clinical Insights: The Hospitalized Medical Patient with Obesity**

Speaker: David Paje, MD, MPH *(Michigan Medicine)* and Elizabeth McLaughlin, MS, RN *(Michigan Hospital Medicine Safety Consortium- HMS)*

**9:25 AM: Patient Story**

Speaker: Frankie Bacarella *(Patient Advisor)*

**9:35 AM: Q & A Panel Discussion**

**9:50 AM: Refreshment Break + Networking**

**Session II. Lifestyle & Dietary Interventions for Weight Management**

Moderator: Oliver Varban, MD *(Henry Ford Health)*

**10:00 AM:** **Lifestyle Interventions to Prevent and Treat Obesity Among Adults**

Speaker: Karen Scherr, MD, PhD *(Duke Health)*

**10:20 AM: Lifestyle Interventions to Prevent and Treat Obesity Among Children & Adolescents**

Speaker: Sarah Hampl, MD *(University of Missouri – Kansas City School of Medicine)*

**10:40 AM Navigating Nutrition Controversy to Provide Individually Tailored Dietary Advice**

Speaker: Marily Oppezzo, PhD *(Stanford)*

**11:00 AM: Q&A Panel Discussion**

**11:20 AM: Lunch**

**Session III. Topic – Medical and Surgical Weight Management**

Moderator: Andrew Kraftson, MD *(Michigan Medicine)*

**12:20 PM: Keynote Address: Anti-Obesity Medications**

Speaker: Beverly Tchang, MD *(Weill Cornell Medicine)*

**1:00 PM: Bariatric Surgery**

Speaker: Oliver Varban, MD *(Henry Ford Health)*

**1:20 PM: Endoscopic Bariatric Procedures**

Speaker: Allison Schulman, MD, MPH *(Michigan Medicine)*

**1:40 PM: Medical and Surgical Obesity Treatment for Children and Adolescents**

Speaker: William (Bill) Stratbucker, MD *(Corewell Health West)*

**2:00 PM: Q&A Panel Discussion**

**2:20 PM: Refreshment Break**

**Session IV Topic- Putting It All together by Empowering Care Teams**

Moderator: Dina Griauzde, MD, MSc, Dipl. ABOM *(Michigan Medicine)*

**2:40 PM: Morning Debrief and Thoughts from Lunch Discussions**

**3:00 PM: Michigan Medicine’s Weight Navigation Program**

Speaker: Amal Othman, MD, Dipl. ABOM *(Michigan Medicine)*

**3:20 PM: A Team Based Approach to Utilize Low Carb Counseling to Impact Weight and Medication in DM2**

Speakers: Katherine Freeman, Pharm D *(Ann Arbor VA)* and Lyndsay Ruff, RD, CDE *(Ann Arbor VA)*

**3:40: Patient Story**

Speaker: Halla Jomaa-Jouney *(Patient Advisor)*

**3:50 PM: Q&A Panel Discussion**

**4:10 PM: Closing Remarks** Dina Griauzde, MD, MSc, Dipl. ABOM *(Michigan Medicine)*

**4:20 PM: Adjourn**

**II. REWARDS**

What rewards are available for Obesity Summit participants?

Physician Organization (PO) reward: **$1000**, with certain requirements (see next question below)

PCP reward: **$750** per PCP; available for up to 3 PCPs per practice for maximum of $2250 per PCP practice (1 of which can be a pediatrician, where possible).

Surgeon reward: **$750** per bariatric surgeon.

(NOTE: We do not provide individual staff reward payments per practice, but ask that PCPs not bring more than 3 non-physician staff (e.g., advance practice providers) per PCP).

What are the requirements for Summit attendance rewards and how do I receive payments?

**PO $1000 Reward**:

* A minimum of either the Executive Director *or* Medical Director must attend (maximum $1000 if both attend).
* We allow a suitable proxy to attend in place of one of these directors, with Blue Cross permission.
* At least 2 PCPs from each PO (in addition to the Medical Director/proxy) must also attend
* *Note: Please encourage more than 2 PCPs to attend! Highly encourage PO attendance so the PO can share information with their PO members*

**PCP $750 Reward**:

* We encourage significant PCP attendance, as the goal is to have PCPs discuss approaches to obesity with other providers and surgeons.
* A maximum of 3 PCPs per practice can earn the $750 PCP reward for a maximum of $2250 per PCP practice (1 of which can be a pediatrician, where possible).
* Each PCP can bring a maximum of 3 ancillary staff (e.g., APPs), but there is no reward available.

**Non-Physician Staff**:

* While APPs (NP, PA), social workers, dieticians, etc. may attend, there are no incentives available for these attendees.

**Bariatric Surgeon $750 Reward**

* We encourage bariatric surgeon attendance, as the goal is to have surgeons discuss approaches to obesity with PCPs and other providers.
* We encourage post-Summit networking between PCPs and bariatric surgeons.

Payment process

* All rewards are distributed to the PO in the **January 2025** PGIP payment cycle.  This includes:
  + The $1000 PO reward
  + All PCP rewards ($750/PCP – up to $2250 per practice)
  + All bariatric surgeon rewards ($750/surgeon)
* Blue Cross does not make any direct payments to physicians; all rewards - for both independent and employed physicians - are distributed to the PO
* Blue Cross has no role in the employment arrangements of physicians

What are the requirements for our PO to receive the $1000 PO reward for the Obesity Summit?

To receive the PO reward of $1000, either the medical director *or* executive director must attend.  We would expect at least 2 PCPs (and preferably more) from each PO to attend, in addition to the medical or executive director.

Must certain PO representatives attend the Obesity Summit (e.g., Executive Director, Medical Director)?

Yes, the Medical Director or Executive Director (or approved proxy) must attend for the PO to receive a reward.

Does a PO need to have a minimum number of practices represented, and do those representatives need to be physicians?

We do not specify how many practices need to attend but are encouraging significant physician (PCP) attendance.  The goal of the Summit is to have PCPs discuss approaches to obesity with other providers and surgeons, so we expect a high level of PCP participation.

What are the key points to know regarding the reward requirements and the payment process?

The PO Reward requirement is *either* the PO Medical Director or Executive Director must attend, and not a proxy. In addition, the PO must also bring at least two PCPs from the PO to the Summit.

The payment process is the PO Reward payment of $1000 goes to the PO, and the PCP Reward payment of $750 goes to the PO for distribution to the PCPs in attendance.

Our current payment mechanism only allows direct payments to POs, and MDs/DOs on behalf of the PO, which is why we require physician NPIs at registration to validate physician participation.

**III. REGISTRATION**

How do I register for the Obesity Summit?

Please register by September 1, 2024 via this link:

[Obesity Summit 2024 Registration Link](https://umich.qualtrics.com/jfe/form/SV_a5zS28Apd3xcx7g)

**IV. COMMUNICATIONS**

Is there a slide we can use to announce this Summit to our practitioners?

Yes! Please see graphic to the right with QR code for registration:

A poster with a person's hand pointing at a qr code

Description automatically generated