Nutrition for Obesity Prevention and Treatment
The purpose of this project is to promote physician completion of a CME program focused on integration of primary care and community resources to help impact the health status of patients with overweight/obesity. The goal is to establish baseline results for the HMO network.

IPA Results
HMOI and BlueAdvantage HMO
- 61 IPA’s met the threshold of >40%
- 4 IPA’s met the threshold of >30% but <40%

Blue Precision HMO
- 57 IPA’s met the threshold of >40%
- 3 IPA’s met the threshold of >30% but <40%

Network Results
In 2015 2456 physicians were identified and 1490 completed the CME program; rate 60.67%

Barriers
- Cost of the program ($85 CME fee)
- Found it difficult to deal with vendor’s technical difficulties (the online assessment course timed out and unable to print certificate, etc.)
- May find it difficult to motivate physicians to take and complete the course

Interventions
- BCBSIL paid IPAs based on the IPA Nutrition for Obesity Prevention and Treatment completion rate.
- BCBSIL provided IPAs ways to encourage physician participation.
- BCBSIL obtained a discount to reduce the CME fee to $85.

Analysis
2015 Nutrition for Obesity Prevention and Treatment QI Fund Projects Goal was met with a network completion rate of 60.67% and an established benchmark.