case study

Addressing Food Insecurity and Type 2 Diabetes Management with Blue Cross and Blue Shield of North Carolina (BlueCrossNC)

PROBLEM

BlueCrossNC recognized they needed to do something to reach out and help members who were experiencing chronic conditions and food insecurity, as the two present create dependent impact on health outcomes.

SOLUTION

BlueCrossNC partnered with Pack Health to deliver an innovative, one-of-a-kind program that supports eligible members with type 2 diabetes who are also experiencing food insecurity.

SUPPORT PROGRAM INCLUDES:

- Bi-weekly, shelf-stable, condition-specific grocery box deliveries to each participant's door
- One-on-one health coaching with a personal Health Advisor to improve type 2 diabetes management
- Diabetes-friendly recipes incorporating the foods included in the grocery boxes

PERFORMANCE HIGHLIGHTS

Members were referred through eligibility files, social work referrals, or provider referrals.

30%	78%	74	87%
of interactions are initiated by the member	engage through phone, text, and email	average touchpoints per member	satisfaction rate on food delivery

HEALTH ADVISOR STORY

"My member's endocrinologist said that he is in the beginning stages of remission with diabetes and he was able to get off one of his medications. He is only a few pounds away from his overall weight goal and his doctor told him that by July he could possibly be off all but one diabetes medication! So excited and proud of him!"

ABOUT PACK HEALTH

Pack Health is an evidence-based patient engagement platform that changes health behaviors to close gaps in care and improve outcomes. The high-touch engagement model is proven to increase care access, improve patient centricity, and reduce costs. Pack Health comprehensively addresses chronic conditions, comorbidities, social determinants, and barriers to drive results across industries, including life sciences, health systems, health plans, and research. **For more information, visit www.packhealth.com.**