

Designing a Comprehensive Obesity Management Strategy

Collaborating with your EBCs, Carriers, PBMs, and Point Solution Vendors

An obesity benefits strategy is a complex undertaking that requires expertise, industry knowledge, and careful planning. Collaborating with your benefits partners, such as EBCs, Carriers/Health Plans, PBMs, and Point Solution Vendors is an important way for employers to access the latest research and knowledge, gain collective employer insights, and deploy the optimal comprehensive strategy for your members.



The below table is based on the experiences of those in the benefits landscape. It contains possible areas of collaboration and engagement, which may be available with the listed benefits partners. Areas of collaboration may vary. Please reach out to your individual benefits partner to determine which services they provide.

Visit NovoNordiskWorks.com for obesity resources.

Area of Focus	Approaches	Benefits Team	EBC	Carrier	PBM	Point Solution Vendors
Build the Business Case 	Stratify organization's health care risk in overweight/obesity (eg, comorbidities, overall spend) by baseline BMI (BMI 25-29.9, 30-34.9, 35-39.9, >=40).		✓			
	Identify existing, underutilized internal/partner resources as well as gaps in care. Reduce costs by eliminating redundant offerings and vendors.	✓	✓	✓	✓	✓
	Consult employer advocacy groups and fellow benefit professionals to better understand best practices and industry trends.	✓	✓			
	Evaluate SPDs for exclusions or barriers to care.	✓	✓	✓		
	Estimate the cost and benefit of a comprehensive strategy - request actuarial assistance for modeling cost to the employer.		✓			
Set Clear Objectives 	Align benefit goals with the organization's mission and values including recruitment, retention, and strategies for a healthy workforce and culture.	✓	✓			
	Define strategies focused on member engagement, outcomes, and total cost of care.	✓	✓	✓	✓	✓
	Set objectives and KPIs to measure progress and success while planning budget impact for program implementation.	✓	✓	✓	✓	✓
Customize Benefits Strategy 	Design competitive, cost-effective programs aligned with your organization's needs and priorities.	✓	✓			✓
	Collaborate with obesity management specialists and COEs to align with clinical guidelines and best practices.			✓		✓
	Assess utilization management strategies and their impact on access, utilization, rebates, and spend.				✓	
	Select appropriate criteria for initial Rx approval and ensure the reauthorization process is in line with chronic disease management and provides a seamless experience for the member.			✓	✓	
Implement and Communicate 	Communicate to improve awareness, understanding, and appreciation. Enhance by leveraging national health observances, such as World Obesity Day, Obesity Week, and heart and diabetes months.	✓				
	Talk about obesity as a disease, not as a lifestyle choice. Remove bias and stigma by using nonjudgmental messaging. Create a supportive culture with zero tolerance for weight shaming.	✓				✓
	Customize and target communications for different generations, genders, and ethnicities as well as for spouses and dependents. Communications should help members access all available provider benefits.	✓	✓	✓	✓	✓
	Educate internal stakeholders to support and deliver messages.	✓				
	Use annual vendor summits, quarterly reviews, and other opportunities to work together.	✓	✓	✓	✓	✓
Measure and Evaluate 	Determine success metrics for each partner and incorporate KPIs to hold stakeholders accountable.	✓	✓			
	Develop a performance scorecard to ensure benchmarks are identified to measure success.	✓	✓			
	Aggregate and analyze data from all stakeholders (eg, obesity prevalence, BMI, prescription adherence, comorbid conditions, bariatric surgery rates, etc.)		✓	✓	✓	✓
	Calculate cost savings including ER visits, leaves (disability, workers' compensation), prescription use, and impact on co-morbidities.	✓	✓	✓	✓	✓
	Track trends including employee satisfaction, absenteeism, presenteeism, retention, and recruitment.	✓				
	Conduct surveys and focus groups to ensure continuous improvement in meeting/exceeding success metrics.	✓	✓			
Monitor and Adjust 	Conduct periodic reviews to identify ways to enhance benefits and increase employee satisfaction.	✓	✓	✓	✓	✓
	Adapt benefits over time and add evolving treatment options/capabilities to remain aligned with organizational goals and the evolving needs of your member population.	✓	✓	✓	✓	✓

BMI=body mass index; COE=center of excellence; EBC=employer benefit consultant; ER=emergency room; KPI=key performance indicators; PBM=pharmacy benefit manager; PMPM=per member per month; SPD=summary plan description.

Created by Novo Nordisk and MBGH, leveraging internal Novo Nordisk insights and MBGH experience. Novo Nordisk does not endorse specific courses of action and does not guarantee specific results. These are factors to be considered when developing a comprehensive obesity management plan and engaging with benefit partners.

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