



UnitedHealthcare

Addressing Childhood Obesity

July 10, 2024

United
Healthcare

UnitedHealthcare Catalyst™ Model

UnitedHealthcare Catalyst™ creates community-based collaborations that leverage the capabilities and capacities of community partners to address community health challenges.

The model establishes and powers cross-sector collaboratives in communities across the country.

The approach uses data to identify a community health issue to focus its efforts with measurable goals and clear responsibilities.

The collaborative is built from the ground up to create lasting local relationships and enduring change at a community level.

The goal is to help achieve health equity — one community at a time.

Guiding Principles



Health Equity

UnitedHealthcare Catalyst™ was established to help achieve health equity, one community at a time.



Community Centric

UnitedHealthcare Catalyst™ is a collective movement because we can accomplish more together than we ever could apart.



Member-agnostic

UnitedHealthcare Catalyst™ improves community health for UHC members and non-members alike.



Data-driven

UnitedHealthcare Catalyst™ uses data to focus, inform and direct decisions.



Action-oriented

UnitedHealthcare Catalyst™ doesn't just study problems, it creates solutions.



Measurable

UnitedHealthcare Catalyst™ tracks success with hard numbers; evaluation is part of the commitment.



Shared Decision Making

UnitedHealthcare Catalyst™ collaboratives are convened by us, but all participants have an equal voice.



Long-term/Sustainable

UnitedHealthcare Catalyst™ powers change beyond an initial financial investment to create lasting transformation.





Why Diabetes & Why Owensboro?

- “The impact of diabetes in our community is severe, with 65% of our patients at the Audubon Community Services Clinic living with diabetes,” (Audubon Area Community Services)
- “9 out of 10 children in Owensboro schools are overweight, which is a risk factor to develop diabetes and other health conditions,” (Girls Inc.)
- In the Audubon Area, diabetes has a prevalence of 16%, which is 7% higher than the national average

What’s the Program Focus?

1. Patients at Audubon Area Community Care Clinic diagnosed with diabetes will be eligible to enter the UnitedHealthcare Catalyst program. Those who enroll will be assigned an accredited Community Health Worker case manager, receive eye exams as needed to test for potential diabetic retinopathy, get personalized nutrition education, and be offered healthy food baskets for completion of the program.
2. Girls Inc. will launch several lifestyle educational programs focused on girls between the ages of 8 and 12. Interventions will include educational materials on balanced nutrition and healthy snacks, workshops with guest speakers and devices to track physical activity and progress over time.



Messaging and Media

- Business Wire: [UnitedHealthcare Launches Program to Address Type 2 Diabetes in Owensboro Community | Business Wire](#)
- UHG.com: [UnitedHealthcare Launches Program to Address Type 2 Diabetes in Owensboro Community - UnitedHealth Group](#)
- UHCCS LinkedIn: https://www.linkedin.com/posts/uhccs_unitedhealthcare-launches-program-to-address-activity-7160638303073898496-YJWp?utm_source=share&utm_medium=member_desktop
- Owensboro Messenger Inquirer: [New program to address diabetes within county | News | messenger-inquirer.com](#)
- Owensboro Times: [UnitedHealthcare launches program to address type 2 diabetes in Owensboro - The Owensboro Times](#)
- WEVV (CBS) News at 4: [Bulletin Intelligence Media Player](#)
- WEVV (CBS) News at 5: [Bulletin Intelligence Media Player](#)
- [UnitedHealthcare Catalyst Launched in Owensboro to Combat Diabetes - Jumpstart Magazine](#)
- [United Healthcare has catalyst program to address uptick in diabetes diagnoses | Eyewitness News \(WEHT/WTWV\) \(tristatehomepage.com\)](#)
- <https://www.uhcommunityandstate.com/content/state-profiles/caring-for-the-commonwealth-of-kentucky/catalyst-program-addresses-type-2-diabetes-in-the-commonwealth>

