Health Care:
Hospitals, Clinics and Insurers

Institute of Medicine
Roundtable on Obesity Solutions

Don Bradley, M.D.
Senior Vice President and Chief Medical Officer
Blue Cross and Blue Shield of North Carolina
Blue Cross and Blue Shield of North Carolina: A National Leader in the Fight Against Obesity
1. Provider education, training and teamwork

2. Patient engagement

3. Addressing obesity throughout life

4. Safe environments for physical activity

5. Offering better nutrition choices
A CLOSER LOOK:

• provider education, training, and teamwork
• Patient engagement