

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



Health Benefits



Health Programs



Community Impact



Thought Leadership



Where Are the Potential Breakthroughs to Fight 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