



Bridges To Excellence

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Georgia Diabetes and Obesity Project



Case Study Description

- **State of Georgia**
 - 8.8 Million People
- **Diabetes Care Link**
 - \$60 per Patient per Year
 - Accrued Quarterly
- **Broad Alliance**
 - 15 Large Employers
 - Six Large Insurers
 - State of Georgia
 - Physician Support
 - Support of CMS and CDC



Center for Health Transformation

Better Health, Lower Cost

▪ Healthy Georgia

- Georgia Diabetes and Obesity Project
 - Quality of Care
 - Minority Health Disparities
 - Public Awareness
 - Improving Health of Georgia's Children



Unique Challenges

- **Scope**
- **Lack of Precedence**
- **Rural vs Urban**
- **Public Participation**



Roll out plan and team structure/resources

- Small Band of True Believers
- Alliance
- Leadership of Public Figures
 - **Newt Gingrich, former Speaker of the House**
 - **Governor Perdue, Governor of Georgia**
 - **Doctor Satcher, former Surgeon General and interim President of Morehouse School of Medicine**
- Persistence



Next Steps

- **Governance**
- **Enroll Doctors**
- **Public Education/Awareness**
- **Solve for the Fully-Insured Plans**
- **Build Upon this Success**
 - Other Bridges Models
 - Minority Health Disparities