

Healthier Generation Benefit



The Healthier Generation Benefit is a program created through an unprecedented coalition of major health insurers, employers, and national medical associations to offer health benefits to children and families for the prevention and treatment of childhood obesity.

This is the first time a group of diverse healthcare organizations has collaborated to ensure children get the insurance coverage they need to prevent and treat obesity.

Eligible children have access to at least four follow-up visits with their primary care provider and four visits with a registered dietitian per year. These healthcare professionals will work with children and their families to establish and maintain a healthy lifestyle.



WHY IT MATTERS

- Healthcare expenses are three times higher for an obese child versus the average insured child.
- Health experts predict that medical costs of obesity will reach \$1 trillion annually by 2030.

OUR REACH

Bringing together a coalition of major health insurers, employers, and national medical associations to provide healthcare benefits to more than **2.8 million children** for the prevention and treatment of childhood obesity, through a network of **56,000 healthcare providers**.



The Healthier Generation Benefit is groundbreaking in that the findings are relevant to many preventive health goals and can be used to improve the effectiveness of future efforts to promote preventive care through insurance redesign.



DR. KIMBERLY J. RASK, ASSOCIATE PROFESSOR IN THE DEPARTMENT OF HEALTH POLICY AND MANAGEMENT AT EMORY'S ROLLINS SCHOOL OF PUBLIC HEALTH, ATLANTA, GA

Companies and healthcare providers can play a role to reduce childhood obesity through the Healthier Generation Benefit.
HealthierGeneration.org

