



# IngenioRx Launches MealAdvisor Pilot to Help Members Manage Diabetes



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IngenioRx is taking a proactive approach to disease management and prevention. To help members manage type 2 diabetes and reduce their A1C (blood sugar) levels, we launched MealAdvisor, a six-month pilot using an app to monitor members' behaviors, reward healthy choices, and encourage drug adherence. The pilot runs from March through August, 2021. Its objective is to determine if members can reduce their A1C levels and improve medication adherence over time through consistent use of an app.

## Who Benefits from the Pilot?

Research from the Centers for Disease Control and Prevention (CDC) reveals more than 34 million American adults have diabetes, and 88 million — approximately 1 in 3 — have prediabetes.<sup>1</sup> Less than 50% of patients with diabetes know their A1C level or what their target level is.<sup>2</sup> An A1C level is a key predictor for increased complications such as cardiovascular disease, nephropathy, and retinopathy.<sup>2</sup> Studies show keeping a patient's A1C level below 5.7% helps stave off diabetes.<sup>3</sup>

An American College of Cardiology study supports lifestyle modification for diabetes management: "Type 2 diabetes is a costly chronic illness that is increasing in prevalence and associated with significant health problems, including



cardiovascular disease. Diabetes-related care accounts for more than \$1 of every \$5 spent on healthcare in the United States. Not surprisingly, average medical expenses are more than twice as high for a person with diabetes as they are for a person without diabetes.”<sup>4</sup>

Says Sasha Kuprion, Strategy Director for IngenioRx product development, “The

philosophy behind (the MealAdvisor) program is that making small changes can add up to big results over time. We hope members can use this app to identify where they can make small changes in their routine to see improvements in their blood sugar levels, their weight, their overall health, and their overall sense of well-being.”

## MealAdvisor Pilot Overview

IngenioRx is conducting the MealAdvisor pilot in collaboration with Anthem Blue Cross Blue Shield, our largest client. Anthem Blue Cross Blue Shield Commercial group members who have type 2 diabetes, take antidiabetic medication such as Metformin, and have a history of digital engagement were invited to opt-in to the pilot. Participants downloaded the app, then completed and returned self-administered A1C test kits.

IngenioRx records test kit data to compare the participants' A1C levels before and after the pilot. We encourage participants to use the app's tools, including a meal planning assistant, smart shopping lists, and prescription refill reminders. To help members eat healthier foods, they're sent low-glycemic recipes created by our partner Good Measures, such as:



**Roasted Chicken and Sweet Potatoes**



**Spinach Super-Salad**



**Chicken, Asparagus, and Mushroom Stir-Fry**

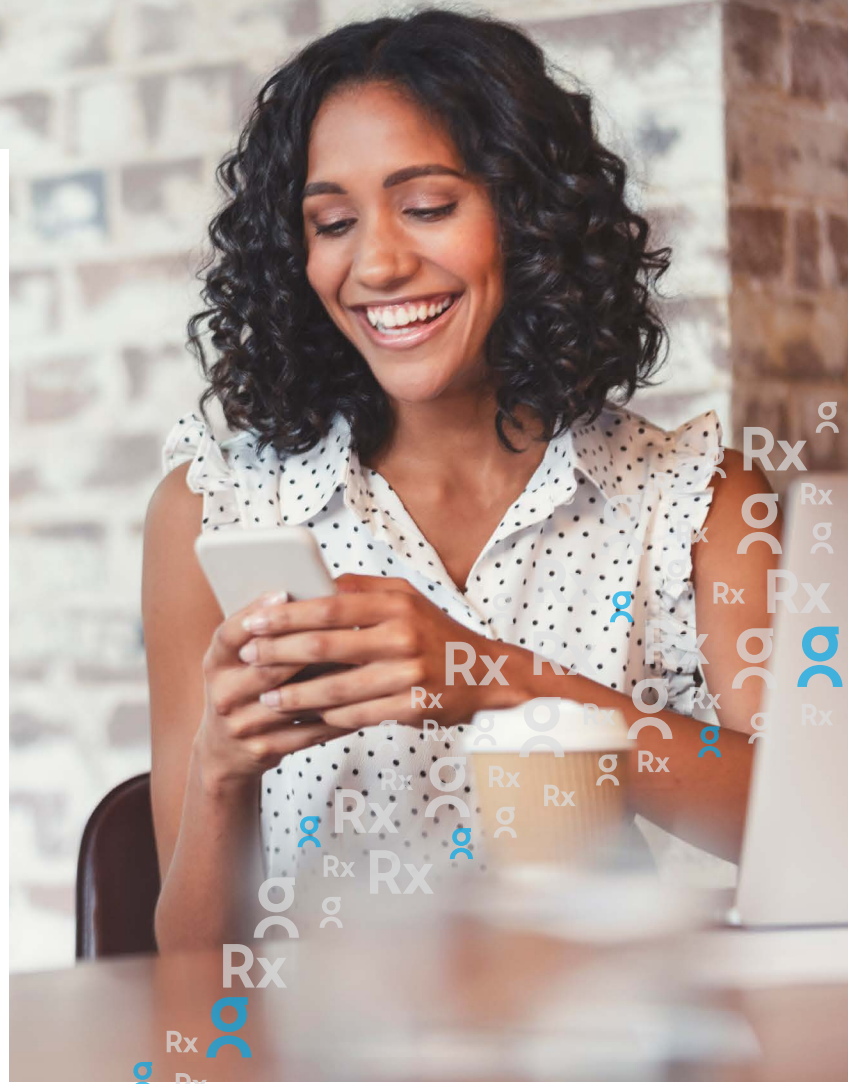
To successfully deliver food to pilot participants, IngenioRx has partnered with Instacart, Kroger, and Walmart. The MealAdvisor app can automatically place recommended food choices into a virtual cart for purchase. To help members track their weight, food intake, and physical activity, the app also integrates with health-tracking platforms such as Google Fit and Apple Health. A team of registered dietitians is readily available to answer members' questions or help them make the right food choices. At the end of the pilot, members receive a final A1C test kit and member satisfaction survey. Three \$30 Amazon gift cards are sent to members as incentives when they hit milestones, such as returning their first A1C test kit, engaging weekly with the mobile app, returning the final A1C test kit, and completing the member satisfaction survey.

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## Pilot Findings will Benefit Members, Providers, and Payers

Although the MealAdvisor pilot is for people with type 2 diabetes, IngenioRx hopes to expand its reach to help members with heart, mental health, or behavioral health issues. The pharmacy benefit manager aspires to offer the MealAdvisor program to Medicare and Medicaid members, plus a larger number of Commercial participants, by 2023.

“We really want providers to help educate and promote the benefits of the program, and help members get engaged,” says Kuprion. “We’ll consider the pilot a success if people engage with the mobile app on a regular basis to do their weekly meal planning and grocery shopping, as well as take their medications as prescribed.”



1 Centers for Disease Control and Prevention, Diabetes Fast Facts (June 11, 2020) [cdc.gov](https://www.cdc.gov).

2 Internal IngenioRx data, 2021.

3 American Diabetes Association, Understanding A1CC (accessed May 2021); [diabetes.org](https://www.diabetes.org).

4 Hena N. Patel, MD, Andrew M. Freeman, MD, and Kim A. Williams, MD. Diabetes: An Opportunity to Have a Lasting Impact on Health Through Lifestyle Modification, *American Journal of Managed Care*, March 2017.

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