



Anthem Blue Cross Foundation



## **Anthem Blue Cross Foundation Gives Motivational Interviewing Grant to the California Quality Collaborative to Train Medical Providers & Clinicians**

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The **California Quality Collaborative (CQC)** is a recipient of an **Anthem Blue Cross Foundation** grant to teach the evidence-based behavior change techniques of motivational interviewing (MI) to medical providers, clinical support staff and healthcare improvement specialists across the state of California.

The grant initiated in January 2013 and will come to completion in December 2015.

Motivational Interviewing is a non-judgmental form of counseling in which a clinician partners with patients, helping them develop their priorities in building a plan for needed behavior change. The guiding principle is “ask...don’t tell.” The style is focused and goal-directed and has been shown to aid patients in creating sustained changes in lifestyle behaviors such as weight loss or exercise. This approach is especially important in working with patients with chronic illnesses, where self-management is key to control of the disease.

Studies show that MI techniques have been effective in helping patients engage in behavior changes associated with better control of diabetes. In one 1996 study in the journal *Diabetes Care*, for example, the addition of motivational interviewing strategies significantly enhanced adherence to the treatment program recommendations and glucose control in older, obese women with NIDDM (type 2) diabetes.

Another study, published in the February 2013 of *Diabetes*, found that the use of MI counseling techniques by nurse case managers working with high-risk type 2 diabetes patients resulted in improved systolic blood pressure, glucose control as measured by the HbA1c test, and depression. Significantly, this was the first study of its kind to look at the benefit of having nurse case managers use MI with adults who have high-risk diabetes.

The Anthem grant initially provides for the cost of training for medical providers and the support staff of medical groups participating in the ongoing CQC Compass Program, but funding will be opened up via application for other medical groups after August 2013. More information about the opportunity to join the training will be provided in early Summer 2013.



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Through charitable grant making, the Anthem Blue Cross Foundation promotes Anthem Blue Cross's inherent commitment to enhance the health and well-being of individuals and families in communities that the company serves. In 2011, the Foundation, Anthem Blue Cross and its associates donated \$3.4 million to improve health and strengthen California's communities.

The Foundation focuses its funding on strategic initiatives that address and provide innovative solutions to health care challenges. Priorities include prenatal care in the first trimester, low birth-weight babies, cardiac morbidity rates, long-term activities that decrease obesity and increase physical activity, diabetes prevalence in adult populations, adult pneumococcal and influenza vaccinations and smoking cessation. The Foundation also coordinates the company's annual associate giving campaign and its parent foundation provides a 50 percent match of associates' campaign pledges.

[www.wellpointfoundation.org](http://www.wellpointfoundation.org)

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