

# Managing Obesity Risk: The Weight Epidemic Can't Wait

Creating an Inclusive & Comprehensive Benefit Offering



**Ava Zebrick, MSHCM**  
Patient Experience Supervisor  
Oschner Medical Center



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Medical Director  
Triad HealthCare Network/Cone Health



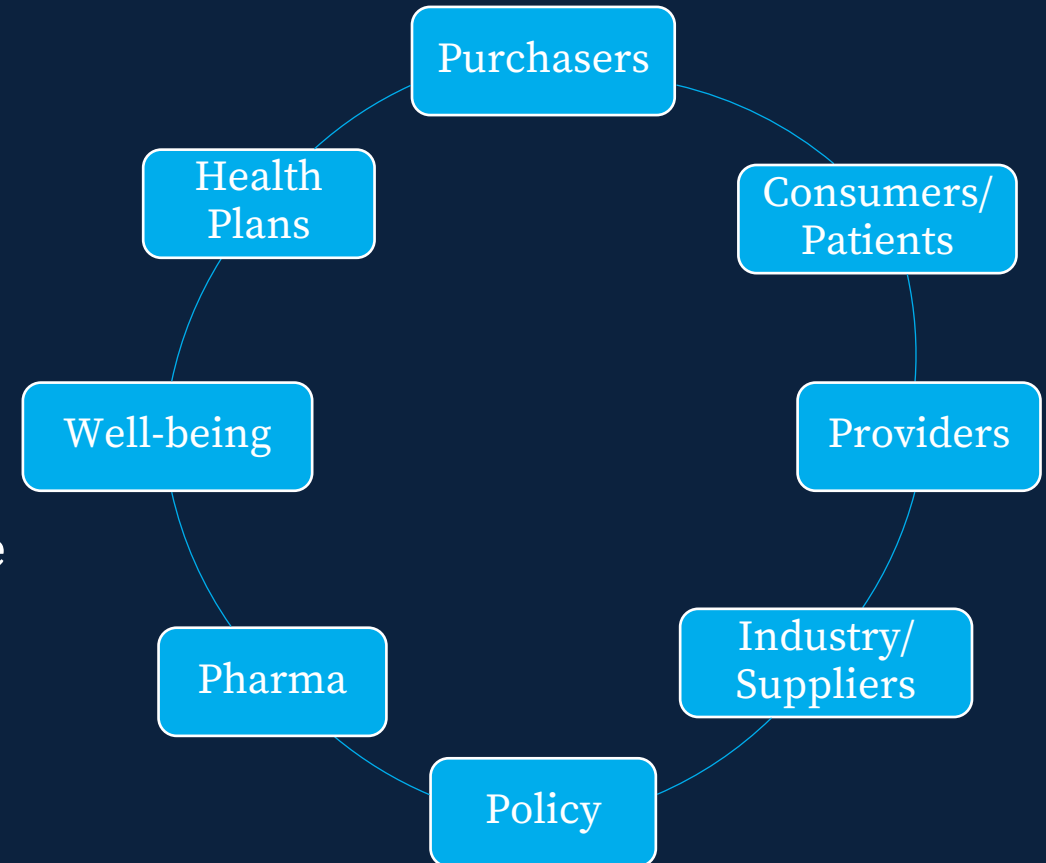
**Rachel Miegel**  
Well-being Program Strategist  
CSAA Insurance Group

## Meeting Objectives & Agenda:

- A patient perspective on benefits access and benefits coverage language
- Designing a patient-centered program
- Success factors in member engagement and outcomes

# Obesity Webinar Series

- **Materials and webinar recording**  
<https://www.pbgh.org/event/managing-obesity-risk-the-weight-epidemic-cant-wait/>
- **Please type in questions for speakers in the Q&A Tab**
- **Reminders**
  - **Multistakeholder perspectives are welcome**
  - **Please be respectful in your comments and questions**



# Upcoming Meetings

## Wednesday, June 8, 2022, 11:00 – 12:00 pm PT Addressing Obesity as Part of a Whole Person Health Strategy

III.	<ul style="list-style-type: none"><li>• Engaging members to improve total health</li><li>• Weight management support as part of a well-being strategy</li><li>• Addressing health equity and social determinants</li><li>• Providing a comprehensive strategy to support members</li></ul> <p><i>Moderator: Randa Deaton Vice President, Purchaser Engagement Purchaser Business Group on Health</i></p>	<p>Rami Bailony, MD, Co-Founder &amp; CEO Enara Health</p> <p>Tammy Watts, Clinical Services Program Manager Pacific Gas &amp; Electric Co.</p> <p>Anuruddh Kumar Misra, MD, FACP, CAQSM, QME, Premise Health/Pacific Gas &amp; Electric Co.</p> <p>Jason Parrot, Senior Vice President, Enterprise Growth and Partnerships, Vida Health</p> <p>Tara Sherman, Well-being Strategy Leader Boeing</p>
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# Ava Zebrick

Ava's own experience with challenging health conditions inspired her to work in healthcare – to help improve care and access to care for patients like herself. To do this, she obtained Master of Science in Health Care Management from the University of New Orleans. She now works as a Patient Experience Supervisor for a large health system in New Orleans. Ava is a proud obesity patient advocate and member of the Obesity Action Coalition. She is a patient partner on various projects funded by the national Patient-Centered Outcomes Research Institute.

# Bruce Sherman, MD, FCCP, FACOEM

Bruce Sherman, MD, FCCP, FACOEM, is a medical director at Triad HealthCare Network/Cone Health in Greensboro, NC, where he provides clinical and strategic support for the employee health plan and broader organizational strategic planning, with the goal of implementing integrated, data-driven approaches to optimize individual and population-level health and well-being. Dr. Sherman also serves as medical director for the North Carolina Business Group on Health and medical advisor the National Alliance of Healthcare Purchaser Coalitions. Dr. Sherman has ongoing research interests in the areas of equitable employer health benefits strategies, disparities in care, and the business value of investments in workforce health. Previously, he served as the consulting corporate medical director for Wal-Mart Stores, Inc., Whirlpool Corporation, and The Goodyear Tire & Rubber Company.

A frequent speaker, Dr. Sherman has presented on a broad array of population health management and human resources practice-related topics to diverse audiences, and has published numerous related articles. He received his MD from NYU School of Medicine, his MA from Harvard and his ScB from Brown, and is a member of the clinical faculty at Case Western Reserve University School of Medicine.

# Rachel Miegel

Rachel Miegel, Well-being Program Strategist for CSAA Insurance Group, brings a wealth of experiences from over 15 years in worksite well-being. She began as a wellness consultant for Blue Cross Blue Shield of Massachusetts and continued her work on the vendor side after transitioning to a health coaching company. She has spent the last 10 years pursuing her passion for improving employee well-being in her role at CSAA.