



American  
Heart  
Association®

# **NASEM WORKSHOP: Exploring the Role of Physical Activity in Obesity Treatment, Body Weight Management, and Related Health Outcomes in Adults**

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# ABOUT THE PHYSICAL ACTIVITY ALLIANCE



## **Who We Are:** ▶ ▶ ▶

We are the nation's leading coalition advancing policy and systems change to fight the crisis of inactivity

## **Our Mission:** ▶ ▶ ▶

Lead efforts to create, support, and advocate for policy and system changes that enable all Americans to enjoy physically active lives.

## **Our Vision for America:** ▶ ▶ ▶

We aim to build a culture of movement where at least 50% of Americans meet the Physical Activity Guidelines by 2050

# PAA BOARD MEMBER ORGANIZATIONS



# It's Time To Move Campaign

## What is it?

Multi-year initiative that will empower health systems to seamlessly **integrate physical activity *assessment, prescription and referral as*** a standard of care

## Who is involved?

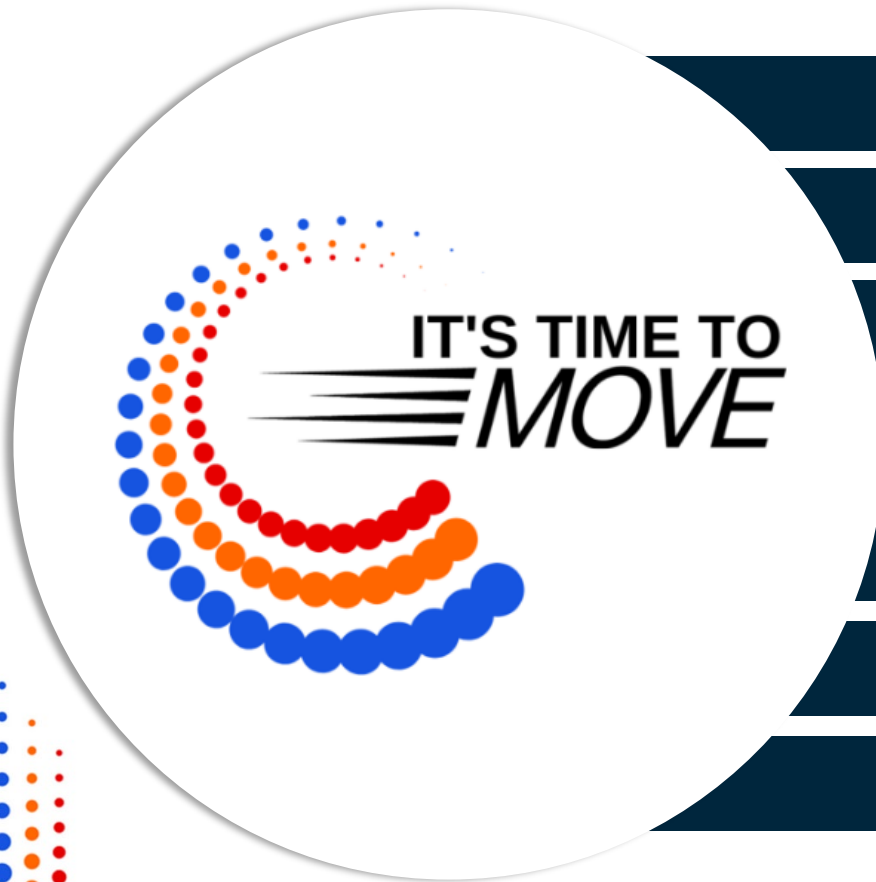


**PHYSICAL ACTIVITY ALLIANCE**  
ACF MOVE WITH US



# Solution: It's Time to Move Campaign

A Multi-year, Multi-Pronged Effort



- 1 **Measure Standardization**
- 2 **Interoperability**
- 3 **Professional Education**
- 4 **Payment/Coverage/Reimbursement**
- 5 **Health System Integration**
- 6 **Link patients from clinic-community**
- 7 **Align financial incentives**

# Standardized Measures for PA Assessment, Prescription and Referral

HL7 (“Health Level 7”) International is officially constituted as a standards development body under the American National Standards Institute (ANSI). PAA worked with an Expert Advisory Group and HL7 to create the 1<sup>st</sup> ever PA FHIR Implementation Guide – now in the public domain



[Home page](#)



[Listserv \(sign-up\)](#)



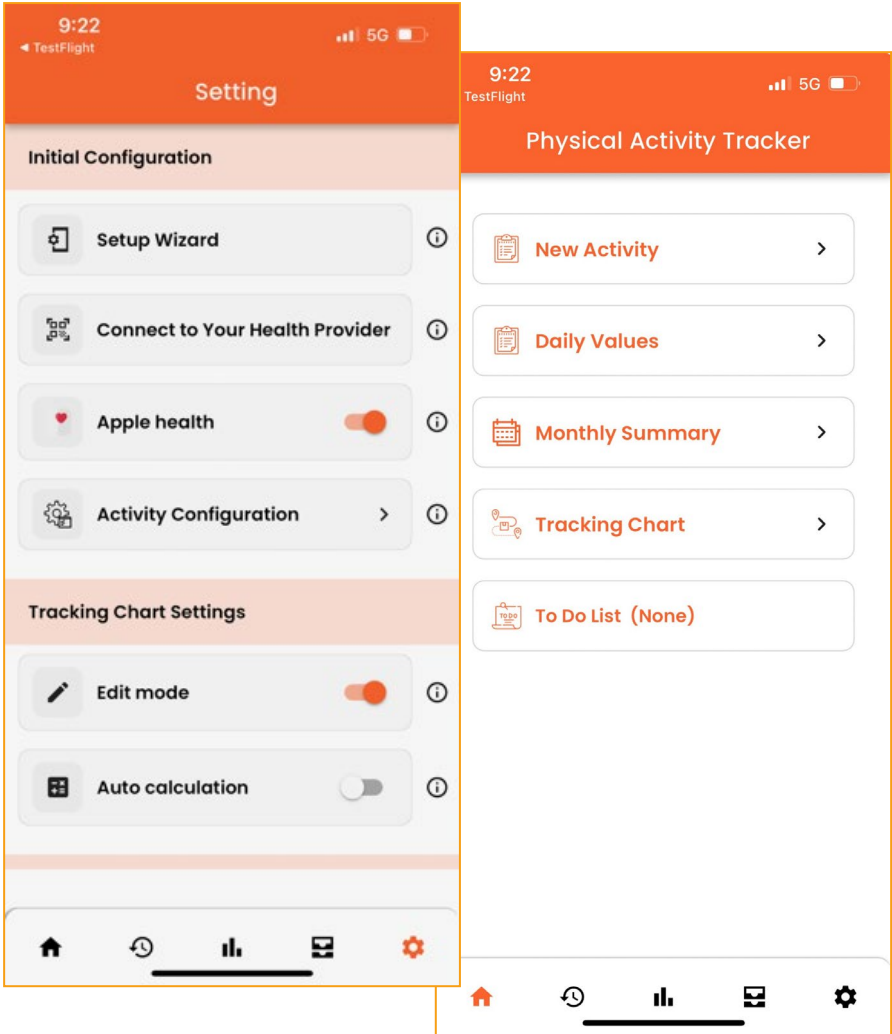
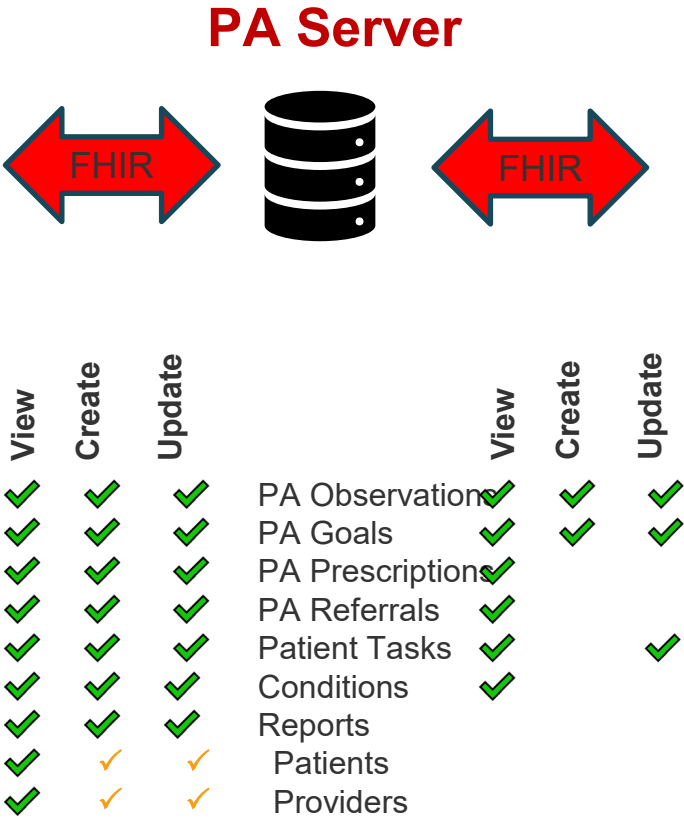
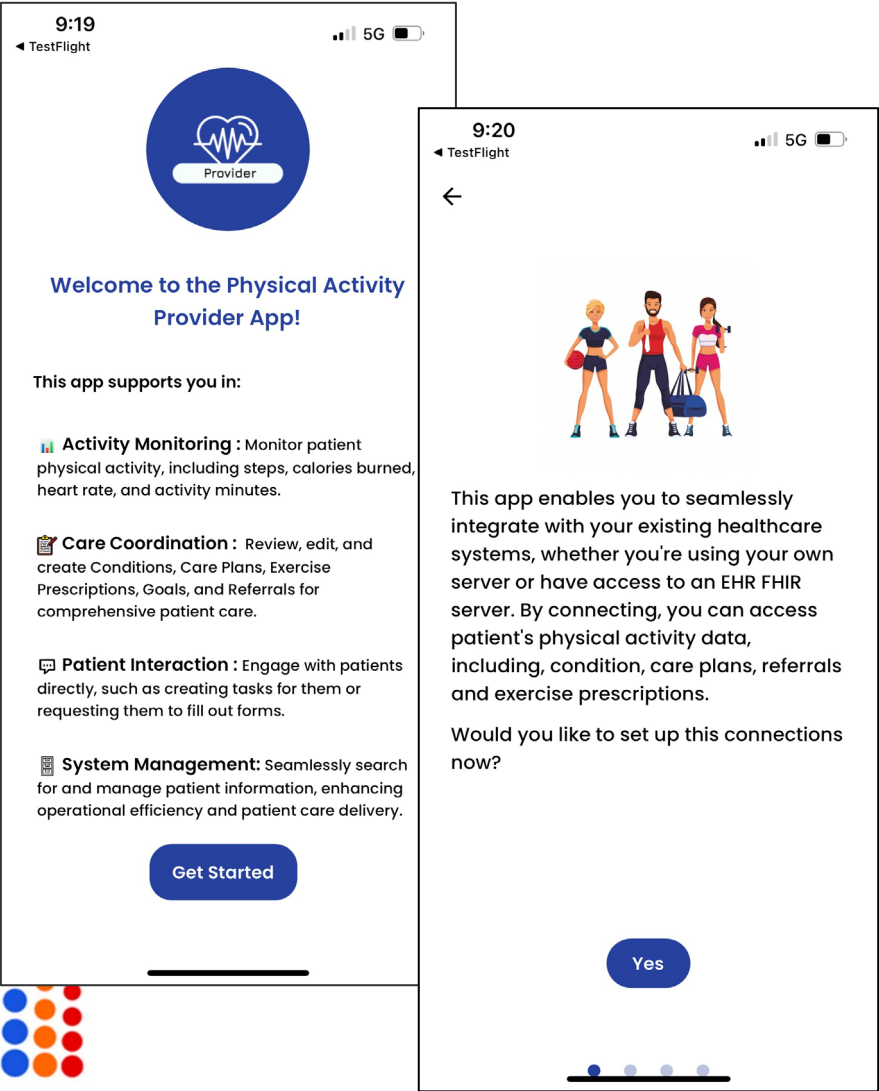
[Physical Activity  
FHIR IG \(v.1 for  
Standardized Use\)](#)



[Zulip Chat](#)



# Smart-Phone and Web-Based Apps for Patients and Providers for Physical Activity



# Interoperability

Assistant Secretary for Technology Policy/Office of the National Coordinator, Community Care Hubs, Health Information Exchanges



# US Core Data for Interoperability v. 5

## Health Status Assessments

Assessments of a health-related matter of interest, importance, or worry to a patient, patient's family, or patient's healthcare provider that could identify a need, problem, or condition.

- Health Concerns
- Functional Status
- Disability Status
- Mental/Cognitive Status
- Pregnancy Status
- Alcohol Use
- Substance Use
- Physical Activity ★
- SDOH Assessment
- Smoking Status



# Health System Integration and Connecting Patients to Community-Based Resources

# Pilot...

## North Carolina Collaborative

Making North Carolina a demonstration state where we pilot new programs and technology (interoperability for data exchange between health systems and community-based organizations and allied health professionals, developing a use case, integrating standardized measures into clinical workflow), and reimbursement/coverage strategies before scaling up across the country.

### We are bringing together multiple key implementers

- Health systems
- EPIC as the primary EHR vendor in the state
- Community-based organizations
- Professional organizations
- NC Department of Health
- Others



# Payment/Reimbursement for Supervised Exercise Therapy/Evidence-Based Programs

CMS, Private Payers, Employers

# Coverage/Reimbursement

## **Avalere Report:**

Developed a strategic road map for market penetration into the payer community for supervised exercise therapy and food is medicine

## **Benefit Design Roundtable:**

Tivity Health and the Physical Activity Alliance convened a roundtable for benefit design around physical activity prescription at Alston & Bird in Washington, DC with leading experts December 2024 to tighten our definitions under current reimbursement pathways.

## **Conversations with CMS:**

Coverage Determinations

Innovation Models

Quality and Performance Measure Development



# Two Recent Papers

- A Review of the Cost-Effectiveness of Supervised Exercise Therapy for Adults with Chronic Conditions in the United States
- This review systematically evaluated the cost-effectiveness of SET programs for US adults with chronic conditions (cancer, depression/anxiety, hypertension, diabetes, obesity, or increased risk of falls).
- **Consistent, positive ROI of \$1.15-1.70 for each dollar spent.**

- Inadequate Aerobic Physical Activity and Healthcare Expenditures in the United States: An Updated Cost Estimate
- Inadequate leisure-time PA accounts for \$192 billion in annual health care costs among U.S. adults—12.6% of total national health care spending.

# Quality and Performance Measures: Aligning Financial Incentives

NCQA, CMS



# Thank You!



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**Let's connect:**

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