



DIABETES PREVENTION PROGRAM (DPP)

Our goal is to help people with prediabetes reduce their risk of developing type 2 diabetes by 50%

People with prediabetes can often avoid progression to type 2 diabetes if they change their habits – but making this shift can be difficult. That’s why Vida Health’s (Vida’s) Diabetes Prevention Program through Blue Cross and Blue Shield of North Carolina (Blue Cross NC) includes virtual visits with a certified health coach trained to help people understand and overcome their roadblocks.

What makes Vida different?

- **Cognitive behavioral therapy principles:** Vida’s health coaches help each person change their thinking and behavior patterns. They don’t just tell people to exercise or eat differently – they work with them on the reasons why they have a hard time establishing these habits.
- **Cultural competency:** Vida team members are trained to work with the participant’s cultural context and personality traits to help them achieve sustainable outcomes. For example, people are much more likely to stick with healthier eating habits if their new eating pattern is designed around any dietary restrictions and includes foods they love from their own culture.
- **Consistent support:** Participants have 16 virtual sessions with the health coach in the first six months and six in the rest of the program year. They can also chat with health care providers and access educational content 24/7.
- **Diversity:** Approximately half of the Vida staff are people of color.¹ Working with professionals with similar backgrounds may increase a participant’s trust and motivation. The programming is offered in English, Spanish and other languages upon request.

Healthier employees tend to be happier, more productive workers. **People with diabetes have health care costs 2.6 times greater than those without diabetes.**²

When you use this program to help people avoid developing diabetes, that’s less money spent for each employee – and for you.

Your employees are eligible for Vida’s Diabetes Prevention Program if they fit the Centers for Disease Control and Prevention (CDC) criteria for prediabetes and can safely lose weight and engage in physical activity.

A proven success

- 97% of members with prediabetes do not develop diabetes one year after starting the program.³
- 1 in 2 participants who weren’t seeing a **primary care provider** started seeing one within six months.³



To get started

View the criteria here: [cdc.gov/Diabetes-Prevention/Eligible-Lifestyle-Change-Program](https://www.cdc.gov/Diabetes-Prevention/Eligible-Lifestyle-Change-Program)

Take this test to see your level of risk: [cdc.gov/Prediabetes/RiskTest](https://www.cdc.gov/Prediabetes/RiskTest)

Contact your authorized Blue Cross NC representative today for more information.

¹ Vida Staff Records, 2024.

² American Diabetes Association. (2024, September). The Staggering Costs of Diabetes. https://diabetes.org/sites/default/files/2024-09/ADA_2024_StaggeringCostsOfDiabetes.pdf (Accessed December 2024).

³ Data based on 2023 Vida Book of Business. Vida Health, Inc. (2024, September 25). [Email] “Guaranteed Outcomes – source material”.

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