



Bright Futures™
prevention and health promotion for infants,
children, adolescents, and their families™

Healthy Children — Healthy Adults

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What Is Bright Futures?



**Bright
Futures**

Bright Futures is a national health care promotion and disease prevention initiative that uses a developmentally based approach to address children's health needs in the context of family and community.



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What Is Bright Futures?



**Bright
Futures**

Bright Futures is a set of principles, strategies, and tools that are theory based, evidence driven, and systems oriented that can be used to improve the health and well-being of all children.



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Bright Futures Mission

The mission of Bright Futures is to promote and improve the health, education, and well-being of infants, children, adolescents, families, and communities.



What Are the Bright Futures Guidelines?

Comprehensive health supervision guidelines:

- Developed by multidisciplinary child health experts—providers, researchers, parents, child advocates
- Provide framework for well-child care from birth to age 21
- Present single standard of care based on health promotion and disease prevention model
- Include recommendations on immunizations, routine health screening, and anticipatory guidance
- Replace the former AAP Guidelines for Health Supervision



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Bright Futures in Action





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Child and Adolescent Health Promotion

- Bright Futures recommends 31 visits between birth and 21 years of age to include comprehensive health assessments, age-appropriate screening, counseling, preventive medication and treatment, parent/child education and anticipatory guidance.
- Bright Futures also recommends a prenatal visit
- Ideally, care is provided in the medical home.



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Visits: Infancy

- Prenatal
- Newborn
- First Week
- 1 Month
- 2 Month
- 4 Month
- 6 Month
- 9 Month



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Visits: Early Childhood

- 12 Month
- 15 Month
- 18 Month
- 2 Year
- 2 ½ Year
- 3 Year
- 4 Year



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Visits: Middle Childhood

- 5 Year
- 6 Year
- 7 Year
- 8 Year
- 9 Year
- 10 Year



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Visits: Adolescence

- 11 Year
- 12 Year
- 13 Year
- 14 Year
- 15 Year
- 16 Year
- 17 Year
- 18 Year
- 19 Year
- 20 Year
- 21 Year



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The Medical Home

- The American Academy of Pediatrics (AAP) believes that the medical care of infants, children, and adolescents ideally should occur in a medical home in which care is accessible, continuous, comprehensive, family centered, coordinated, compassionate, and culturally effective.
- It should be delivered or directed by well-trained physicians who provide primary care and help to manage and facilitate essentially all aspects of pediatric care.



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The Medical Home (continued)

- The physician should be known to the child and family and should be able to develop a partnership of mutual responsibility and trust with them.
- In contrast to care provided in a medical home, care provided through emergency departments, walk-in clinics, and other urgent-care facilities, though sometimes necessary, is more costly and often less effective.



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Business Case for Preventive Care

- The National Business Group on Health (NBGH) developed Plan Benefit Model
- Adapted clinical guidelines from professional medical organizations, healthcare groups and Federal health agencies, including Bright Futures
- Applied actuarial analysis to the Plan Benefit Model components, including preventive care



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Business Case for Preventive Care

- Preventive services can prevent or reduce the need for treatment
- Payers investing in health screening, counseling and preventive care may be able to avoid spending on treatment
- Screening is less expensive than treatment resulting in saving healthcare dollars

Business Case for Preventive Care

- The added time and stress associated for caring with a child with a medical condition may result in employees experiencing:
- Higher medical claims for the parent and child
- Lower productivity at work (parent) and school (child)
- Increased absenteeism
- Early exit from the workforce

-NBGH A Purchaser's Guide to Clinical Preventive Services: Moving Science into Coverage
page 151

-Powers ET. Children's health and maternal work activity: Estimates under alternative disability definitions. J Hum Resources 2003;38(3):522-556.



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The Case for Health Promotion and Preventive Care – Developmental

- Developmental disabilities may occur at any time in childhood can result in delayed learning, physical or mental impairment, or permanent disability
- Approximately 17% of children 17 years or less in US have at least one developmental disability
- Children with developmental disabilities who are identified and treated early have better long-term outcomes.



The Case for Health Promotion and Preventive Care - Oral Health

- Dental caries:
 - 27% of children aged 2 to 5 yrs
 - 49% of children aged 6 to 11 yrs
 - Fluoride supplementation prevents 32%-81% of caries lesion in primary teeth
 - Primary care physicians are often first line of care for preschool aged children to address dental disease
 - Preventing tooth decay can prevent acute systemic infection as well as reduce absenteeism and lost productivity
- NBGH A Purchaser's Guide to Clinical Preventive Services: Moving Science into Coverage
- page 151



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The Case for Health Promotion and Preventive Care - Immunizations

- Vaccines are cost effective and cost saving.
- Routine childhood vaccination program saves nearly \$10 billion in direct medical costs and \$43 billion in societal costs for every birth cohort
- Lack of coverage and adequate payment for the vaccine and immunization administration are impacting access

-NBGH A Purchaser's Guide to Clinical Preventive Services: Moving Science into Coverage
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The Case for Health Promotion and Preventive Care

Benefits coverage for preventive care to also include:

- **Screenings for developmental delays, hearing, vision, blood lead levels**
- **Pediatric obesity services including, but not limited to, clinical assessment, prevention, evaluation and treatment of obesity by the primary care physician to avoid more expensive future costs for treatment of adult obesity and related co-morbidities.**
- **Counseling, coordination of care, and consultations to enable pediatricians and other primary care providers to provide primary mental health services**



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Why is Preventive Care Important?

For the first time in the history of civilization infectious diseases are no longer the number one cause of death in the world. Now it is heart disease and cancer! Children who are frequently counseled about the consequences of tobacco are less likely to smoke. Hypertension, obesity and asthma identified and treated early prevents or delays myocardial infarction, end-stage kidney disease, diabetes and chronic lung disease.



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