

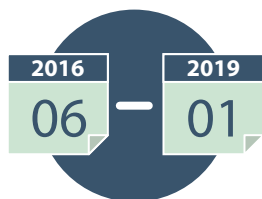
Medicaid Coverage for the National Diabetes Prevention Program — A Demonstration Project

Recruitment

The National Diabetes Prevention Program (National DPP) lifestyle change program prevents or delays type 2 diabetes by helping participants make lasting lifestyle changes like eating healthier, increasing physical activity, and increasing coping skills. The National DPP lifestyle change program is covered by Medicare, many commercial payers, and Medicaid in some states (coveragetoolkit.org/participating-payers).



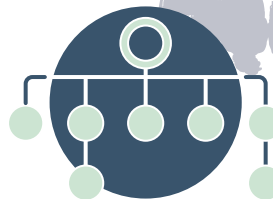
Medicaid Demonstration Project



June 2016–January 2019



Funded by CDC's Division of Diabetes Translation



Managed by the National Association of Chronic Disease Directors



Implemented in Maryland and Oregon



Goal To demonstrate how state Medicaid agencies, in collaboration with state health departments, can implement delivery models for the National DPP lifestyle change program for Medicaid beneficiaries at high risk for type 2 diabetes through managed care organizations (MCOs) or accountable care organizations (ACOs)

Maryland



563*
PARTICIPANTS
ENROLLED



4
NUMBER OF
MANAGED CARE
ORGANIZATIONS



13
NUMBER OF
CDC-RECOGNIZED
ORGANIZATIONS

Oregon



350*
PARTICIPANTS
ENROLLED



3
NUMBER OF
ACCOUNTABLE
CARE
ORGANIZATIONS



8
NUMBER OF
CDC-RECOGNIZED
ORGANIZATIONS

* Enrolled is defined as completing at least one session.

Participant Perspective

Medicaid Demonstration Project participants reported enrolling to



LOSE WEIGHT



BECOME HEALTHIER
OVERALL



FORM HEALTHY
EATING HABITS



REDUCE THE RISK OF
TYPE 2 DIABETES

Strategies to support enrollment and recruitment

State Medicaid Agencies and State Health Departments



Allow MCOs and ACOs at least 6 months for planning before beginning enrollment.

- Facilitate program start-up by centralizing some decision-making, such as developing reimbursement models and eligibility guidelines.
- Facilitate communication among MCOs/ACOs and CDC-recognized organizations to help overcome planning and start-up challenges.



Develop a guidance document for MCOs and ACOs to include the following:

- Participant identification and eligibility criteria
- Relevant International Classification of Diseases, 10th revision (ICD-10) diagnosis codes and descriptions
- Billing and coding procedures
- Fee schedule for CDC-recognized organizations
- Referral pathways

MCOs/ACOs



Personalize and tailor recruitment strategies to increase Medicaid beneficiary response and increase eligible members recruited.

- Outreach via a personal phone call provided by a trusted source that members know, such as the beneficiary's health plan or a community-based organization in the member's community.
- Tailor and translate marketing materials to the target population, incorporate local stories of former participants, and include contact information for participating CDC-recognized organizations.



Engage health care providers to increase referrals of eligible Medicaid beneficiaries to the National DPP lifestyle change program.

- Start with establishing referral processes with a small number of large health care provider groups.
- Distribute promotional materials, make in-person visits, and send reminder emails to health care providers and their staff.
- Provide lists of eligible patients to health care providers.
- Offer brief presentations to staff at health care provider offices about the program, the referral process, and the risk of prediabetes to Medicaid beneficiaries.



Allocate staffing resources to support recruitment efforts.

- Dedicate project management and field staff, including community health workers, who can identify and recruit potential participants and support health care providers and CDC-recognized organizations.
- Implement community-based recruitment strategies such as partnering with organizations or recruiting at events in a community setting.

CDC-Recognized Organizations

- Adapt recruitment materials and strategies to meet participant needs.
- Use community health workers and lifestyle coaches to conduct outreach, recruitment, and enrollment at health fairs and other community activities to reach Medicaid beneficiaries.
- Use introductory sessions ("session zero") to assist with enrollment and orient potential participants to National DPP lifestyle change program classes.

For further information, see: cdc.gov/diabetes/prevention and coveragetoolkit.org.

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