

# NACDD Partners with the American Medical Association on the National DPP: Engaging State Medical Societies and Business Organizations

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## INTRODUCTION

In 2016, NACDD established a collaboration with the American Medical Association (AMA) to develop models for engaging physicians and employers to expand the National Diabetes Prevention Program (National DPP), which is centered on enrolling individuals with prediabetes into a year-long, CDC-recognized lifestyle change program.

Increasing awareness among physicians and employers about the program, its success rate, and the positive economic impact it can have on reducing health care costs for self-insured employers has been a focus of this effort. Initial pilots that were conducted in three states (MI, SC, CA) informed the continuation and expansion of this work in seven states (ME, MD, MS, NY, OH, OR and PA) in 2017.

## OBJECTIVES

- Increase awareness about prediabetes, the National DPP, and CDC-recognized lifestyle change programs among physicians and their healthcare teams.
- Increase coverage for CDC-recognized lifestyle change programs among payers and employers.
- Increase availability and access to CDC-recognized lifestyle change programs within states and communities.
- Increase screening, testing, referral, and enrollment of individuals with prediabetes into CDC-recognized lifestyle change programs.

## PRIORITIES

- Work with State Medical Societies to promote the National DPP to their physician members using articles, ads, electronic or print publications, dedicated webpages, in-person or virtual education offerings; and identify at least one physician champion(s) to promote the National DPP and PreventDiabetesSTAT.org.
- Work with health systems and/or group practices to develop systems to support screen, test, and refer (STR).
- Partner with local business organizations to promote employer-based coverage for the National DPP lifestyle change program.
- Increase capacity of DPP providers to receive physician referrals to increase enrollment.
- Ensure coordination with the State Health Department's Diabetes Prevention efforts .

## IMPACT

- Medical Societies in CA, MI, and SC trained more than 300 physicians/clinical team members on AMA/CDC co-developed tools and resources.
  - 4,000 unique hits to PreventDiabetesSTAT.org from CA, MI, and SC.
  - Social media outreach in CA resulted in 2,099 unique users accessing the tools.
  - Michigan State Medical Society worked with 6 physician groups to educate 226 physicians resulting in 160 referrals of patients to CDC-recognized lifestyle change programs.
  - SC Medical Society dedicated the July 2017 issue of the *Palmetto Physician* to diabetes and prediabetes, reaching 4,970 physicians.
- The Detroit Regional Chamber (DRC) developed a toolkit to assist businesses to offer the National DPP.
- DRC presented on the National DPP at 3 business summits reaching 140 human resource and wellness benefit professionals. DRC worked with 7 organizations that implemented the National DPP in MI.
- The South Carolina Business Coalition on Health (SCBCH) has promoted coverage of the National DPP to 36 organizations and 2 businesses in SC are piloting the program. A payer, Employer's Health Network, has agreed to offer the benefit to their clients.
- DRC and SCBCH conducted interviews to document the business case for an employer to offer the National DPP that informed the development of the employer toolkit.

## OUTLOOK

- 7 new state medical societies (ME, MD, MS, NY, OH, OR and PA) have been funded to educate their members about the National DPP to increase STR and enrollment.
- Outreach is also being conducted with health systems and employers in these 7 states.
- Case studies are being developed about the successes achieved in MI and SC with physicians and employers/payers.
- 3 National DPP provider organizations in CA, OH, and SC (Skinny Gene Project, YMCA of Greater Cleveland, and Palmetto Health) are being funded to identify systems for increasing the capacity of DPP providers to accept referrals from physicians.

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