

A5 Coverage Learning Collaborative

State Training
Step 2: Recruit Employer
Module: Make the Business
Case



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.

State Training Steps



Understand the landscape



Recruit employer



(Assist employer to) Plan and design benefit



(Assist employer to) Implement benefit



Evaluate and sustain



Module Preview

- Define your employer engagement strategy, including timelines and accountability
- Learn about considerations in recruiting employers to offer / cover the National DPP lifestyle change program
- Understand key elements of developing a business case (and learn about a template business case presentation you can use as part of this collaborative)

Employer Engagement Strategy

Employer journey



Planning your outreach: Macro

- Multiple employers at a time
 - Meet employers where they are, literally!
 - Create buzz with the right people
 - Build partnerships with influencers
 - Use Business Journals
 - Leverage existing resources: Ad Council campaign

Planning your outreach: Micro

- One employer at a time
 - Initial contact needs to capture their attention
 - Scheduling can be challenging
 - Do pre-work in advance
 - Ongoing, regular communication and support

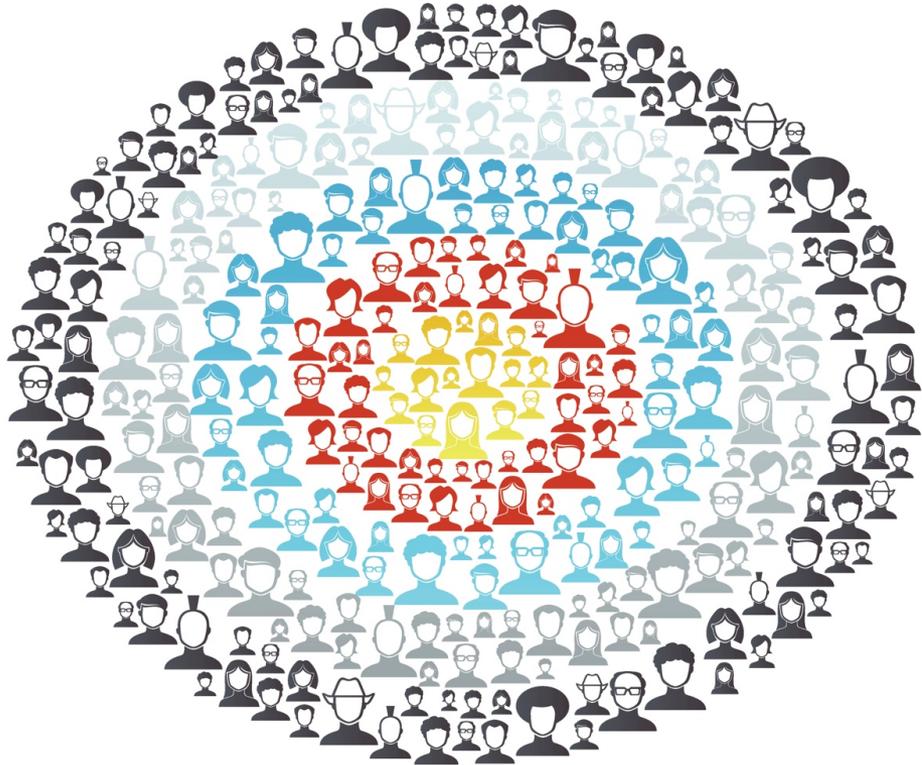
Your first meeting

- Introductions count!
- Make the business case
- Learn more about:
 - employer priorities
 - existing vendors and partners
- Confirm next steps and meeting date

Then what?



Considerations in outreach



- Goals
- Opportunity
- Timing
- Intensity

Sample Engagement Strategy

Key Task	Lead	By when	Resources needed	Comments
Present at coalition meeting	Jay	July 30, 2019	Slides about cost	
Send email to priority employers	Bella	June 1, 2019	Final list of who to send to	
Follow up with Employer X	Bella	June 1, 2019, then 2 weeks		Remind employer to finish calculator

Employer Engagement Strategy: Think on it!



How will you engage and retain employees?

- Define your engagement goal- what does success look like?
- Bring your team together to brainstorm and develop your engagement strategy.

Considerations in Recruitment

Prediabetes awareness is still low



Employer priority conditions

- High risk pregnancy
- Tobacco use
- Depression / mental illness
- Heart disease
- Arthritis
- Low back pain / musculoskeletal
- Obesity
- Cancer
- Diabetes
- Asthma

Health promotion is competitive



Remember...

- It's not all about ROI
- Make it passionate, make it personal
- First impressions matter
- Respect the employer's time
- Create a long-standing partnership

Make the business case

Business case for health: definition

- The entity investing in the intervention realizes a financial return on its investment in a reasonable time frame.
- The **employer** investing in the **National DPP lifestyle change program** realizes a financial ROI in a reasonable time frame.

Business case for health: elements

- Define the health and financial burden
- Share solutions and opportunities
- Explain the case in relevant context
- Increase urgency and importance by sharing impact of “do nothing” approach

Define the burden

- Diabetes impacts 30.3 million people in the US (1 in 10)
- Costs of diagnosed diabetes are over \$300 billion
- 84 million (1 in 3) have prediabetes, and 90% don't know they have it

Share solutions and opportunities

- The National DPP lifestyle change program can reduce the risk of developing Type 2 diabetes by 58% for those at highest risk.

**PREDIABETES CAN BE
REVERSED**

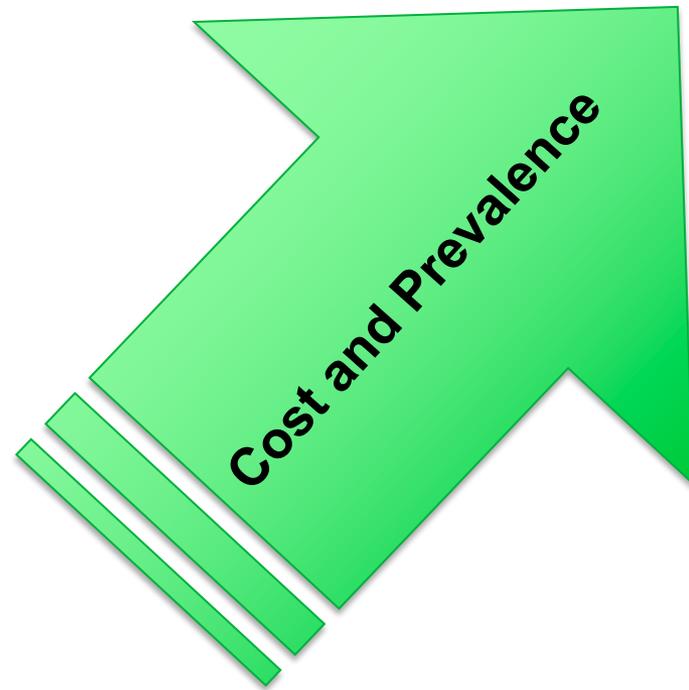
TAKE THE RISK TEST:

DoIHavePrediabetes.org



Impact of “do nothing” approach

- Costs of diabetes increased by 26% from 2012 – 2017.
 - What will 2017– 2022 look like if we don’t take action?
 - How many more employees will have diabetes?



Employer Slide Library: Business Case Template

How to use this slide deck

- For use only with participants in the 1815 A.5 Coverage Learning Collaborative (CLC) and their stakeholders
- Visit the A.5 CLC project webpage and download the slide deck
- Look for yellow highlights! Take action then delete them

How to use this slide deck

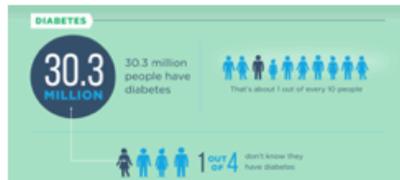
- Select slides that fit your upcoming meetings
 - Small vs. large group
 - Length of time
 - Avoid powerpoint paralysis!
- Customize based on employer relationship, dynamic, and stage of interest

How to use this slide deck

- Add your logo to the existing slide master, if desired
- Provide feedback on your changes
 - Once you customize your perfect slide deck, send us a copy, noting key improvements
 - Employer Slides evaluation: What worked and what didn't?

Define the burden

Diabetes in the United States



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Preventing diabetes makes sense

- Estimated cost of diagnosed diabetes in 2017 was \$327 billion
 - \$237 billion in direct medical costs
 - \$90 billion in indirect costs (absence, productivity, disability, etc.)
- Average medical expense for those diagnosed with diabetes were about 2.3 times higher than for people without diabetes.



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Trends in diabetes costs

- **Diabetes costs increased by 26% from 2012 – 2017.**
 - What will increases from 2017 – 2022 look like if we don't take action now?
 - How many more employees will have diabetes?



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Diabetes in (X State)

- **State: consider inserting -**
 - **state statistics about diabetes prevalence, cost, and impact.**



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Diabetes in (X County / City)

- **State: consider inserting -**
 - **county or local statistics about diabetes prevalence, cost, and impact in markets where the employer has locations.**
 - **Any special notes related to impact based on what's known about employee characteristics**



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More than diabetes



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Define the burden (cont.)

Discussion: Diabetes in your workforce

- What do you know about diabetes in your workforce?
- Have you implemented any programs or benefit changes to address diabetes?
- How familiar are you with prediabetes?



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Prediabetes



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PREDIABETES CAN BE REVERSED

TAKE THE RISK TEST:
DoIHavePrediabetes.org

State: Update the ad council video link with whichever you think will most appeal to your audience. Be sure you will have internet access when presenting, or remove this slide.

Ad Council Video: [Take the prediabetes risk test](#)



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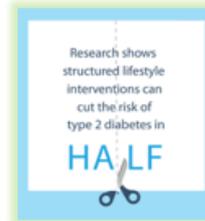
Share solutions

The National Diabetes Prevention Program

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The National Diabetes Prevention Program (National DPP)

- Congress authorized CDC to establish the National DPP in 2010 to prevent type 2 diabetes using evidence based, low cost interventions across the US



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Public-Private Partnership



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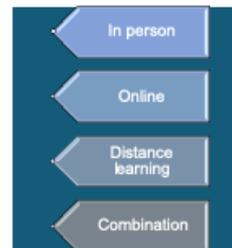
The National DPP Lifestyle Change Program

- CDC-approved curriculum
- Diabetes Prevention Recognition Program (DPRP)
 - CDC-recognized organizations
 - Trained lifestyle coaches
- Group and coach support for a full year



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Program Delivery Options



- Offer the program:
 - At the worksite,
 - In the community, or
 - virtually



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Curriculum topics

Consider having shorter list / prioritizing to ones employers would be most interested in.

- Get active
- Track activity
- Eat well
- Burn more calories
- Shop and cook
- Cope with triggers
- Heart Health
- Get support
- When weight loss stalls
- And more!



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Create relevant context

Coverage of the National DPP lifestyle change program

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Path to Coverage

- Learn more about the program
 - Assess your organization
 - Get buy-in
- Design the benefit
 - Coverage type (wellness or medical)
 - Delivery (in person, virtual, etc.)
 - Payment model
 - Program provider (vendor selection and contracting)
 - Phased vs. full roll out
- Identify and recruit eligible employees
- Deliver program / administer benefit

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National DPP Coverage for Medicaid Beneficiaries

21 states have approved Medicaid coverage for the National DPP lifestyle change program:

States with Medicaid Coverage

- California
- Maryland
- Minnesota
- Montana
- New Jersey
- New York
- Oregon
- Vermont

Demonstration projects ongoing in Pennsylvania

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National DPP Coverage for Public Employees

Over 3.8 million public employees and dependents in 29 states have the National DPP lifestyle change program as a covered benefit.

States with Coverage for State/Public Employees

- California
- Colorado
- Connecticut
- Delaware
- Georgia
- Hawaii
- Indiana
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Minnesota
- Missouri
- Montana
- New Hampshire
- New Jersey
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Virginia
- Washington
- Wisconsin

Demonstrations ongoing in North Dakota, Pennsylvania, South Dakota, and Utah

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Commercial Insurer Coverage

Over 60 commercial insurers currently cover the lifestyle change program including:

- AmeriHealth Caritas
- Anthem
- BCBS Florida
- BS California
- BCBS Louisiana
- Cigna
- Denver Health Managed Care
- Emblem Health: NY
- GEHA
- Highmark
- Humana
- Kaiser: CO & GA
- LA Care
- MVP Medicare Advantage
- Priority Health: MI
- United Health Group

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Employer Coverage

<https://coveragetoolkit.org/participating-payers/>

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Coming soon!

- Watch for additional employer slides on planning, designing, and implementing the National DPP lifestyle change program benefit!

Business Case Delivery: Think on it!



Review the employer slide library. Think about your pitch to employers.

- What will you say if you have:
 - 5 minutes?
 - 15 minutes?
 - 60 minutes?

Turn Knowledge
Into
Action!

What's Next?

- Submit questions or comments to Sara Hanlon at shanlon@chronicdisease.org
- Participate in the discussion about this module on the next monthly Coverage Learning Collaborative call
- Remember to complete the “Think on it!” activities
 - Employer Engagement Strategy development
 - Business Case development
- Access the next module: 2b_Understand Employer Data