

# Learnings Summary

## NACDD's Medicare Diabetes Prevention Program All-Project Call

The National Association of Chronic Disease Directors (NACDD), with the Centers for Disease Control and Prevention (CDC), held the Medicare Diabetes Prevention Program (MDPP) All-Project Call aimed to promote collaboration and sharing of best practices across all NACDD MDPP efforts. Content focused on building capacity to increase MDPP enrollment and streamlining reimbursement processes to sustain the MDPP.

### Panelists and Presenters June 26, 2023

#### **Joanna DiBenedetto, MNM**

National Association of  
Chronic Disease Directors

#### **Princess Clark-Wendel, MBA**

Prince George's County  
Health Department

#### **Sally Sundar, MA**

YMCA of Greater Seattle

#### **Kelli DeLong, MHA**

Muskegon YMCA

#### **Monica Thompson**

Colorado Department of  
Public Health and  
Environment

#### **Jess Giffin, MPH, CHES, NBC-HWC**

YMCA of Denver

#### **Mollie Howerton, PhD, MPH**

Centers for Medicare and  
Medicaid Services

Since 2020, 40 State Health Department (SHD) staff, over 40 MDPP suppliers, and over 20 national organizations and their affiliates from the 1705 cooperative agreement participated in NACDD learning initiatives to promote implementation and sustainability of the MDPP including: MDPP Enrollment Project (including the Small Team TA program), MDPP Supplier Learn. Explore. Activate. Problem-solve. (LEAP) Learning Lab, Rock Enroll into MDPP LEAP Learning Lab, and the 1705 MDPP Learning Collaborative. Effective collaboration strategies between MDPP suppliers, public health organizations, and healthcare systems will enhance recruitment and enrollment of Medicare beneficiaries into the MDPP.

This learnings summary features information distilled from presentations by NACDD subject matter experts, MDPP suppliers, SHD staff, and the Centers for Medicare and Medicaid Services (CMS). It provides key takeaways for SHDs, MDPP suppliers, and their partners looking to increase MDPP enrollment and sustainability.

## About this Resource

Content is provided in six sections:

1. Use Data to Guide MDPP Implementation Strategies
2. Address Common MDPP Outreach Challenges
3. Promote Opportunities for Peer Support
4. Advance MDPP Enrollment Through Collective Impact
5. Implement Successful Billing and Claims Processes for MDPP
6. Benefit from Additional MDPP Implementation Resources



# Use Data to Guide MDPP Implementation Strategies

Leverage existing data to identify gaps and areas of opportunity to strengthen and sustain the MDPP. Preliminary data from the MDPP Enrollment Project provided insight into the enrollment effectiveness of nine categories of referral sources. Results indicated that physicians accounted for over half of the beneficiary referrals, demonstrating the greatest reach. However, self-referral by beneficiaries and referrals by community-based organizations demonstrated the highest conversion rates[1], 60% and 59%, respectively.

For more insight into preliminary data results view the *MDPP Enrollment Project Spotlight* section of the webinar.



## Referral Source Matters!

Identify referral sources with the greatest reach, highest conversion rates, and best ability to reach priority populations. Use this information to guide your organization's strategies for collaboration and decisions for resource allocation. Implement a multi-pronged strategy that considers both volume (number of referrals by source) and conversion rate (most effective referral efforts).

Based on learnings from the MDPP Enrollment Project, a suite of interactive web-based tools to help MDPP suppliers project and track enrollment from various referral sources and overall potential revenue generated will be available in Fall of 2023. Additionally, a MDPP Enrollment Project Final Report will be released with all qualitative and quantitative findings, anticipated to be available in late 2023.

[1] The conversion rate refers to the percent of referred beneficiaries who enroll in the MDPP. It is calculated by dividing number of enrollees by number of referrals and then multiplying by 100.



# Address Common MDPP Outreach Challenges

Assess the successes and gaps of your current marketing efforts, referral processes, and collaborative relationships, in reaching Medicare beneficiaries. Evaluate your current approaches to help you fine-tune your outreach efforts to Medicare beneficiaries. Presenters on the call shared challenges and strategies they used to address the challenges.

| Outreach Area                        | Challenge   | Solutions   |
|--------------------------------------|---|---|
| <b>Marketing</b>                     | Reaching and influencing MDPP participants                    | <ul style="list-style-type: none"><li>• Building and strengthening relationships with healthcare providers to market and provide referrals to patients.</li></ul>   |
| <b>Healthcare Provider Referrals</b> | Building relationships with and engaging healthcare providers | <ul style="list-style-type: none"><li>• Enhancing electronic medical records (EMR) to generate bulk referrals to MDPP suppliers.</li><li>• Regularly communicating with healthcare providers about the MDPP through meetings and email reminders.</li><li>• Partnering with care team champions to engage new healthcare provider partners.</li></ul> |
| <b>Increasing Enrollment</b>         | Lack of referrals   | <ul style="list-style-type: none"><li>• Sharing ideas that help refine marketing strategies.</li><li>• Increase partnerships with community-based organizations who are not MDPP Suppliers.</li></ul>   |



# Promote Opportunities for Peer Support

NACDD developed a mentoring program to connect MDPP Enrollment Project awardees with other MDPP Suppliers through the Small Team TA program.

Monthly small group technical assistance calls focused on building relationships, increasing referrals, marketing the MDPP, and working with Medicare Advantage Plans. Support MDPP sustainability efforts by seeking out other MDPP suppliers to share best practices, problem-solve challenges, and network.



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The Small Team TA program provided "real world conversations with others implementing the MDPP. Conversations around challenges and attempts to address those challenges. These conversations helped me better understand some of the barriers I was hitting with insurance claims, allowing me to adjust my approach."

”

- MDPP supplier who participated in the Small Team TA program



# Advance MDPP Enrollment Through Collective Impact

Seek input, connections, and collaborations with healthcare systems, community-based organizations, public-private partnerships, and other allies. Identify common goals and align strategies to advance MDPP outcomes. Focus on ways to improve health outcomes and approaches that promote health equity. Drive MDPP enrollment by implementing engagement methods around partnership development, billing and claims, healthcare provider referrals, and marketing.

## Partner Development

- Use a hyperlocal strategy and cultivate relationships to serve your communities.
- Consider the many paths to partnership. Identify what's right for your organization. Will you contract with the largest Medicare Advantage plans? Umbrella hub arrangements? Other?

## Billing and Claims

- Leverage a third-party platform to track enrollment and submit claims to ensure payment.
- Verify MDPP beneficiary IDs are valid and lab values are accessible.
- Create a process to address denied claims or partially paid claims.

## Healthcare Provider Referrals

- Offer flexible referral processes such as by provider in online charts or through USPS mailings.
- Apply quality improvement initiatives that track and improve metrics for risk factors for type 2 diabetes toward diabetes prevention efforts.
- Work with providers to create standing orders, which detail how the care team can integrate evidence-based recommendations for screening, testing, and referral into their practice workflow.
- Utilize the EHR to generate a list of patients by Medicare status, age, and/or risk factors for outreach.

## Marketing

- Develop a unified, consistent, and targeted marketing message that highlights the MDPP's benefits to eligible Medicare beneficiaries, healthcare providers, and community-based organizations.
- Use images of active older adults in recruitment materials for the MDPP.
- Collaborate with SHDs and other partners to coordinate and evaluate marketing strategies for greater impact.
- Leverage marketing tools available on the CDC website.



# Implement Successful Billing and Claims Processes for MDPP

Establish effective billing and claims processes to promote MDPP sustainability. Develop a solid billing and claims infrastructure and an accurate process for submitting claims to ensure Medicare reimbursement through fee-for-service (Medicare Part B) and Medicare Advantage (MA) plans.

## Developing Infrastructure for Claims Submission

Review your MDPP Supplier Application for Accuracy and Update When Changes Occur



### Role Changes

Update the list of individuals in your MDPP Supplier Application, particularly Authorized and/or Delegated Officials, when role changes occur in your organization.



### Location Changes

Update in-person service delivery locations when adding or modifying sites.



### Lifestyle Coach Changes

Confirm the list of Lifestyle Coaches who are delivering the MDPP is accurate.



# Implement Successful Billing and Claims Processes

## Submitting Claims

Review Claims Forms for Completeness and Accuracy



### Beneficiary Fields

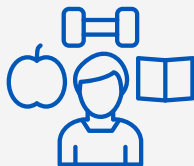
Confirm that beneficiary fields are correct including the beneficiary's first name, last name, date of birth, and Medicare Identifier (or MA identifier) are correct.



### Service Data Fields

Review the service data fields for accuracy including:

- Service provided (i.e., MDPP)
- Diagnostic code is listed as Z71.89
- Procedure codes align with G codes as noted on the MDPP Fee Schedule
- Demo Code 82



### Lifestyle Coach Fields

Verify that the rendering provider field contains your MDPP Lifestyle Coach's National Provider Identifier (NPI).



# Additional MDPP Implementation Resources

Explore the wealth of resources on the NACDD Coverage Toolkit and other resources for successful implementation of the MDPP.

| Area of Information                           | Available Resources  |
|---|--|
| MDPP Planning and Sustainability              | <a href="#">MDPP Capacity Assessment Tool</a><br><i>MDPP Revenue Projection Calculator</i> – Coming Fall 2023 to the <a href="#">MDPP Implementation Resources</a> page.         |
| MDPP Basics                                   | The <a href="#">Medicare</a> page on the National DPP Coverage Toolkit.  |
| MDPP Implementation                           | The <a href="#">MDPP Implementation Resources</a> page on the National DPP Coverage Toolkit.   |
| Small Team Mentor Work Barriers and Solutions | More information is available in the <i>Additional Resources</i> tab on the <a href="#">MDPP Implementation Resources</a> page.  |
| MDPP Collective Impact Drivers                |  |
| Billing and Claims                            | Guidance can be found in the <i>Billing and Claims</i> tab. The MDPP webinars and the MDPP Barriers and Solutions resources are great places to start.                           |
| Referrals                                     | Additional information is in the <i>Referrals</i> tab. <a href="#">Creating EMR Pathways to Increase MDPP Referral</a> provides insights for working with healthcare providers.  |
| Marketing                                     | <a href="#">MDPP Promotional Materials</a> for reaching healthcare providers can be found in the CDC's <a href="#">Customer Service Center</a> .                                 |
| Partnerships                                  | Resources are available on the <a href="#">MDPP Implementation Resources</a> page in the <i>Referrals</i> , <i>Working with MA Plans</i> , and <i>Populations of Focus</i> tabs. |





# Call to Action



Check out the [Coverage Toolkit MDPP Implementation](#) page for more resources.



If you have additional questions, please visit the CMS [MDPP Supplier Support Center](#).



**NATIONAL ASSOCIATION OF  
CHRONIC DISEASE DIRECTORS**

Promoting Health. Preventing Disease.

The National Association of Chronic Disease Directors (NACDD) and its more than 7,000 Members seek to strengthen state-based leadership and expertise for chronic disease prevention and control in states and nationally. Established in 1988, in partnership with the U.S. Centers for Disease Control and Prevention, NACDD is the only membership association of its kind to serve and represent every chronic disease division in all states and U.S. territories. For more information, visit [chronicdisease.org](http://chronicdisease.org).

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