



SEPTEMBER 2020

Join the Charge Transition Package



National Diabetes Prevention Program

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Executive Summary

We've recruited 7 organizations as partners in the Join the Charge Effort. These partners represent a broad array of organizations that are key stakeholders in diabetes prevention across North Carolina. Some organizations are healthcare provider membership organizations, others are community-based organizations, health plans, or academic institutions. Each plays a unique, essential role in the effort to increase reach of the National Diabetes Prevention Program (National DPP).

Partners

Community-Based



North Carolina Alliance of YMCAs



OMHHD
OFFICE OF MINORITY HEALTH AND HEALTH DISPARITIES
Healthy Communities. EveryOne Matters.

Minority Diabetes Prevention Program

Physician/Provider Focused



North Carolina Medical Society



North Carolina Academy of Family Physicians



North Carolina Community Health Center Association

Academic Institutions

NC STATE UNIVERSITY

North Carolina State University

Health Plans



Blue Cross Blue Shield North Carolina

Pending Partners



LabCorp



North Carolina Association of Pharmacists

Contribution of Commitments Towards Enrollment Goals

The partners have agreed to, or are discussing, commitments they can make that will help contribute to the larger enrollment goal in North Carolina. The types of goals and commitments fall across the spectrum of activities that are essential to increasing enrollment:

Awareness

Three Partners have agreed to increase awareness of the National DPP among participants, providers, and employers. They have committed to:

- Increasing awareness of the Eat Smart, Move More Prevent Diabetes Program
- Implement a marketing campaign to promote the National DPP LCP to employees
- Disseminate promotional materials to at risk insured BCBS NC members
- Develop materials to promote National DPP among employers
- Offer up to 30 weekly online session zero opportunities for Eat Smart, Move More, Prevent Diabetes

Referrals

Three Partners have agreed to increase referrals to the National DPP. They have committed to:

- Disseminate referral information and resources to provider member groups
- Spread awareness of the Navigator at provider education events
- Recruit member providers to pledge to refer their patients to the National DPP

Enrollment

Two Partners have agreed to increase enrollment into the delivery sites that they oversee. They have committed to:

- Enroll **750** new participants to the BCBS NC funded on-site DPP providers
- Enroll **1,000** new participants into the Eat Smart, Move More, Prevent Diabetes online program
- Encourage attendance to Eat Smart, Move More, Prevent Diabetes Session Zeros and convert 5% of attendees to enrollment by the end of 2021

Conversations are still ongoing with partners who are determining what commitments they can make.

Growth Team Support for Partners

There are a number of ways the Growth Team can support partners as they work to achieve the commitments they have agreed to. Some example support opportunities are listed below.



Facilitate Connections

Identify connection opportunities between partners and facilitate an introduction. Partners may be able to share resources and provide support to each other as they further their respective diabetes prevention efforts.



Compile Resources

Share a repository of resources that partners can leverage for their efforts, such as pre-cleared marketing materials and provider toolkits.



Track Progress

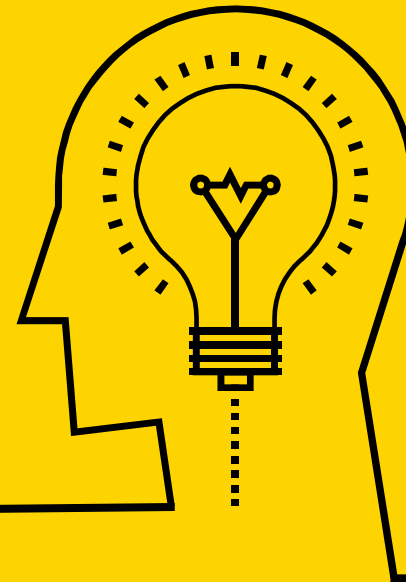
Utilize the Growth Team dashboard, metrics from the Diabetes Free NC Navigator, and other analytics tools to help partners track their collective progress.



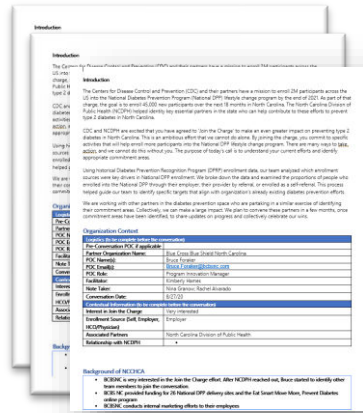
Celebrate Wins!

Convene the partners on a regular basis to thank them for their contributions. Help promote recognition of their efforts through statewide channels.

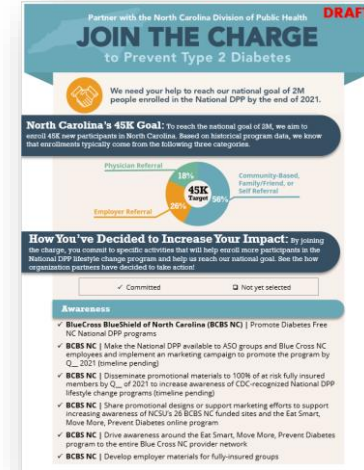
Key Documents



Key Documents



Partner Name	Reached Our Growth Team of Partners?	Interview Date	Commitments In Discussion
NC Division on Public Health	Y		
NC Minority DPP	Y	9/2/2020	Enroll 5,000 individuals into the National DPP by the end of 2021 Train new lifestyle coaches to increase coaching capacity by 50%
NC Alliance of YWCA	Y	9/3/2020	Conduct a virtual Session Zero for 4,200 eligible individuals and convert at least 8% to the National DPP LCP by the end of 2021 Increase Lifestyle Coach capacity by 50% by training already existing staff members by end 2021 Roll out the OCHS platform to all YWCAs that deliver the National DPP LCP by June 2021 Increase provider referrals to YWCA programs by 30% by end 2021 Enroll 6,000 individuals into the National DPP by the end of 2021



Discussion Notes

1:1 calls were held with each Partner to learn about ongoing Diabetes prevention efforts, proposed goals, and receive feedback on proposed goals from partners. The notes contains organization background and notes from the calls.

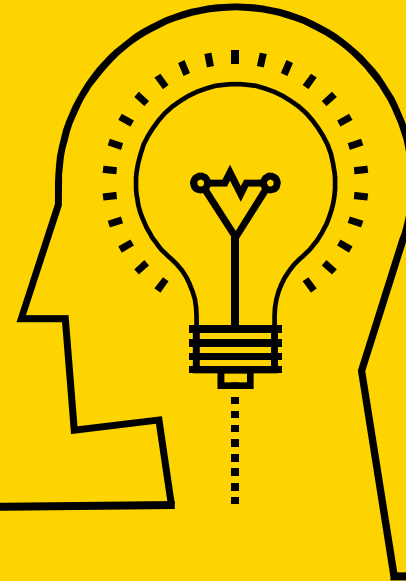
Project Tracker

The Project Tracker documents conversation dates with partners, agreed upon goals, and goals requiring further discussion. The tracker also contains partner points of contact (POCs).

Menu of Commitments

The Menu of Commitments displays the commitment areas that partners have agreed to. The menu also lists additional commitments that can be used to inspire partners to take on additional commitments or recruit new partners.

Partner Summaries



North Carolina State University (NCSU)

POC(s)

Surabhi Aggarwal | saggarw@ncsu.edu
 Corinne Goudreault | cggoudre@ncsu.edu

Outreach Conversation Date

8/14/2020



Agreed Upon Commitments

- ✓ Prioritize 5 employers to demonstrate the Eat Smart, Move More, Prevent Diabetes online program and support marketing the National DPP LCP to their employees
- ✓ Enroll 750 new participants with the 25 BCBSNC funded on-site DPP providers from 9/1/20 – 12/31/21.
- ✓ Enroll 1,000 new participants into the Eat Smart, Move More, Prevent Diabetes online program from 9/1/20 – 12/31/21.
- ✓ Offer up to 30 weekly online sessions for Eat Smart, Move More, Prevent Diabetes session zero between 1/1/21 – 8/31/21.



Requested/Suggested Areas of Support

- | | |
|---|---|
| <ul style="list-style-type: none"> • Support with identifying and/or connecting the NCSU team with potential employers in NC | <ul style="list-style-type: none"> • Quion has made initial contact with the employers and will connect NCSU. The employers include two groups: those that cover the National DPP LCP and those that do not |
| <ul style="list-style-type: none"> • Support with marketing session zeros | <ul style="list-style-type: none"> • Action Item: NCDPH to assist with social media marketing for session zeros. Social media marketing will run January – May 2021 • BCBS may be able to support with marketing efforts and funds |

Blue Cross and Blue Shield North Carolina (BCBSNC)

POC(s)

Bruce Foraker | Bruce.Foraker@bcbsnc.com
Jodi Ray | Jodi.Ray@bcbsnc.com

Outreach Conversation Date

8/27/2020



Agreed Upon Commitments

- ✓ Continue to promote Diabetes Free NC National DPP programs
- ✓ Make the National DPP available to ASO groups and Blue Cross NC employees and implement an marketing campaign to promote the program by Q_2021 (date pending)
- ✓ Disseminate promotional materials to 100% of at risk fully insured members by the *Q_ of 2021* to increase awareness of CDC-recognized Eat Smart Move More Prevent Diabetes National DPP lifestyle change program.
- ✓ Share promotional designs or support marketing efforts to support increasing awareness of NCSU's 26 BCBS NC funded sites and the Eat Smart, Move More, Prevent Diabetes online program
- ✓ Drive awareness around the Eat Smart, Move More, Prevent Diabetes program to the entire Blue Cross NC provider network
- ✓ Develop employer materials for fully-insured groups



Pending Commitments

- Partner with at least (#) local physician networks to agree to send co-branded letters to patients encouraging them to enroll in the National DPP



Requested/Suggested Areas of Support

- Willing to support NCSU and potentially Minority DPP with marketing materials and potentially funds
 - Growth Team is in the process of setting up a meeting with BCBS NC and Minority DPP

North Carolina Academy of Family Physicians (NCAFP)

POC(s)

Greg Griggs | ggriggs@ncafp.com

Outreach Conversation Date

9/11/2020



Agreed Upon Commitments

- ✓ Increase provider referrals to the Diabetes Free NC Navigator by disseminating referral information through NCAFP e-newsletter and print magazine on a bi-monthly basis from January – December 2021.
- ✓ Promote the Diabetes Free NC Navigator at an NCAFP educational event in 2021



Requested/Suggested Areas of Support

- **Action Item:** Share existing marketing and promotional materials about the DiabetesFreeNC Navigator to include in NCAFP's e-newsletter and print magazine
- Explore if Growth Team members can help draft Diabetes Free NC promotional fliers that NCAFP can include in their e-newsletter and print magazine

North Carolina Community Health Center Association (NCCHCA)

POC(s)	Libby Lawson Lawsonl@ncchca.org Carey O'Reilly oreillyc@ncchca.org Chris Shank shankc@ncchca.org	Outreach Conversation Date	8/26/2020
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Agreed Upon Commitments

- Disseminate training and resource materials to the 40+ associated Community Health Centers (CHCs) to increase awareness of screening and referral sources such as NCCARES360 and the DiabetesFreeNC website.
- Disseminate information to CHC providers about DiabetesFreeNC via the following <http://ourcommunityhealthinitiative.org/diabetesfreenc/>
- Promote the NC prediabetes consumer videos to community health centers to include on their websites or on their information screens in the waiting rooms.
- Support affiliated CHC's to refer at least 300 individuals into the National DPP by the end of 2021.
- Promote the recruitment of 2,500 CHC patients to attend a session zero conducted by ESMMPD. Once the session zeros are conducted, DiabetesFreeNC and ESMMPD will convert at least 5% to enrollment by the end of 2021. ESMMPD will provide NCCHCA promotional materials for the session zero for the CHCs to use.
- NCCHCA will offer a training/resource sharing geared towards CHWs about the importance and impact of the DPP program.

North Carolina Medical Society (NCMS)

POC(s)

Franklin Walker | FWalker@ncmedsoc.org

Outreach Conversation Date

9/2/2020



Agreed Upon Commitments

- ✓ Disseminate training materials and resources about screening and referral guidelines to all NCMS PCP members (i.e. 33% of NCMS members) by the end of 2020
- ✓ Recruit 3,000 NCMS PCP members to make the pledge by May 2021
- ✓ Increase OCHI utilization by sharing educational and promotional resources to NCMS PCP members



Requested/Suggested Areas of Support

- N/A

Minority Diabetes Prevention Program

POC(s)

Raven Edwards | Raven.Edwards@dhhs.nc.gov

Outreach Conversation Date

9/2/2020



Agreed Upon Commitments



Pending Commitments

- Partner with local pharmacies, grocery stores, or other community partners to launch in-store promotional campaign targeting older minority populations to spread awareness of the DiabetesFreeNC website
- Enroll 5,000 individuals into the National DPP by the end of 2021
 - Hesitant to commit to this high a goal number without additional support and/or funding
- Train new lifestyle coaches to increase coaching capacity by 50%



Requested/Suggested Areas of Support

- Requested assistance with more widespread recognition of Minority DPP achievements
- Wanted to know more specifically how the Growth Team could support them to achieve their goals
- The Growth Team connected Minority DPP with BCBS NC for potential support opportunities around funding, screening, marketing, and increasing statewide recognition of their evidence-based efforts

North Carolina Alliance of YMCAs

POC(s)

Sheree Vodicka | Sheree.Vodicka@YMCATriangle.org

Outreach Conversation Date

9/3/2020



Agreed Upon Commitments

- ✓ Roll out the OCHI platform to all YMCAs that deliver the National DPP LCP by June 2021



Pending Commitments

- Work with AMA, NCMS and other appropriate Join the Charge partners to prioritize 5 health care organizations to increase provider referrals to YMCA programs by ___% by the end of 2021
- Offer at least (#) _ session zeros per month and convert at least __% of individuals to enrollment in 2021
- Enroll 6,000 individuals into the National DPP by the end of 2021



Requested/Suggested Areas of Support

- Requested support with increasing provider referrals
- **Action Item:** AMA to explore engagement opportunities between local YMCAs and adjacent health care organizations to increase potential provider referral sources. AMA will attend the Health Living Leads call on 10/14/20 to address referral challenges. AMA will also loop in NCMS for support.
- **Action Item:** The Healthy Living Leads indicated that they are struggling to receive any referrals from the Diabetes Free NC Navigator. Provide technical support or guidance to increase referrals from the Navigator or help troubleshoot any challenges

LabCorp

POC(s)	MJ Lewis lewism@labcorp.com	Outreach Conversation Date	Conversation Pending
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Proposed Commitments

Commitments:	Notes
✓ Provide prediabetes screening guidelines to 80% of in network HCO's by February 2021	
✓ Increase the number of A1c blood tests ordered by in network North Carolina HCOs and providers by 60% by the end of 2020	
✓ Increase the number of A1c tests performed, either at LabCorp establishments or via at home test kits, by 50% by mid-2021 and inform the healthcare providers of all individuals who meet prediabetes criteria	
✓ Include diabetes and prediabetes resources, such as National DPP promotional material, in 100% of all A1c home test kits ordered	<ul style="list-style-type: none"> • A1c home tests will be going to patients diagnosed with type 2 diabetes as well as prediabetes so there may need to be a discussion around packaging both prediabetes and diabetes education or resources.
✓ Embed the DiabetesFreeNC referral form in 100% of all lab results to the providers of patients who meet prediabetes criteria	<ul style="list-style-type: none"> • Ongoing discussions around updating the referral form and aligning the referral process may affect this goal

NCDPH Action Item: Follow up with MJ to schedule a conversation and discuss Join the Charge commitments

North Carolina Association of Pharmacists

POC(s)

Penny Shelton | penny@ncpharmacists.org

Outreach Conversation Date

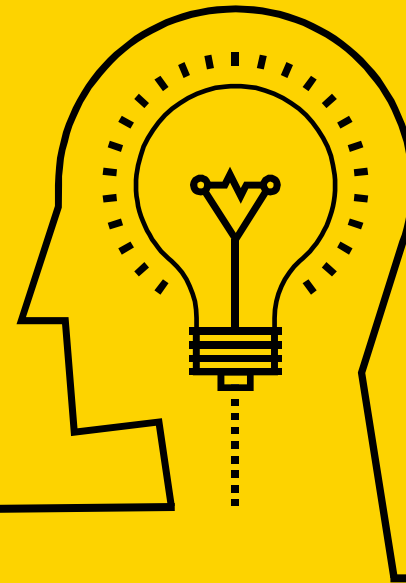
Conversation Pending

Proposed Commitments

Commitments:	Notes
✓ Recruit at least ____ students of pharmacy to do practicums/rotations at Harris Teeter locations to lead to ____ enrollments in the National DPP lifestyle change program	
✓ Disseminate CDC pharmacy materials and resources about screening and referral guidelines to at least __% of affiliated physicians and HCOs within the network by February 2021	

NCDPH Action Item: Follow up with Penny when she returns from medical leave to schedule a conversation and discuss Join the Charge commitments

Join the Charge Convening



Example Agenda

Welcome
NC DPH 10 minutes

CDC, AMA, and NCDPH Leadership Address
Leadership 15 minutes

Partner Introductions
5 min/partner to share goals and action plans 40 minutes

Partner Engagement and Next Steps
NC DPH 20 minutes

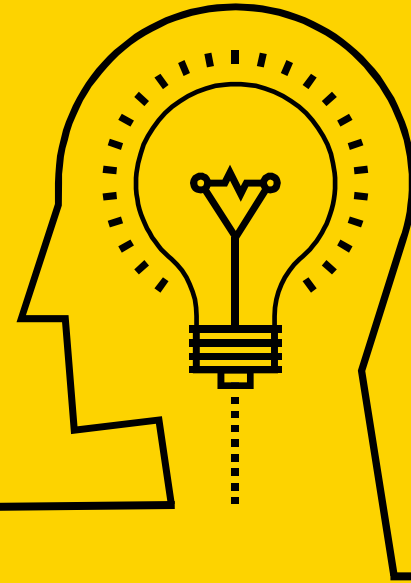
Closing Statement
NC DPH 5 minutes

Join the Charge Partner Convening

October or November 2020

The convening will be an important way for the partners to see how their efforts are contributing to the larger picture. CDC, AMA, and NCDPH leadership can thank them for their contributions and efforts.

Appendix



Join The Charge Executive Summary

Partner with the North Carolina Division of Public Health

JOIN THE CHARGE to Prevent Type 2 Diabetes

We need your help to reach our national goal of 2M people enrolled in the National DPP by the end of 2021.

North Carolina's 45K Goal: To reach the national goal of 2M, we aim to enroll 45K new participants in North Carolina. Based on historical program data, we know that enrollments typically come from the following three categories.

Leveraging Partner Organizations: North Carolina Division of Public Health identified key partners to help achieve North Carolina's enrollment goal. The Growth Team engaged each partner to invite them to "Join the Charge" and identify goals they could take on to help increase enrollment into the National DPP. The following steps were taken:

- 1 Identify Key Partners
- 2 Draft & Refine Commitments
- 3 Conduct Partner Calls & Follow Ups
- 4 Convene Partners & Celebrate Wins

Partner Organizations

Legend: ✔ Joined the Charge 📁 Discussion Ongoing 🚫 Pending Response

- ✔ Blue Cross Blue Shield North Carolina
- ✔ North Carolina Academy of Family Physicians
- ✔ North Carolina Medical Society
- ✔ North Carolina State University
- ✔ North Carolina Community Health Center Association
- 📁 North Carolina Alliance of YMCAs
- 📁 Minority Diabetes Prevention Program
- 🚫 LabCorp
- 🚫 North Carolina Association of Pharmacists

Partner with the North Carolina Division of Public Health

JOIN THE CHARGE to Prevent Type 2 Diabetes

We need your help to reach our national goal of 2M people enrolled in the National DPP by the end of 2021.

Awareness

- ✔ **BlueCross BlueShield of North Carolina (BCBS NC)** | Promote Diabetes Free NC National DPP programs
- ✔ **BCBS NC** | Make the National DPP available to ASO groups and Blue Cross NC employees and implement an marketing campaign to promote the program by Q__ 2021 (timeline pending)
- ✔ **BCBS NC** | Disseminate promotional materials to 100% of at risk fully insured members by Q__ of 2021 to increase awareness of CDC-recognized National DPP lifestyle change programs (timeline pending)
- ✔ **BCBS NC** | Share promotional designs or support marketing efforts to support increasing awareness of NCSU's 26 BCBS NC funded sites and the Eat Smart, Move More, Prevent Diabetes online program
- ✔ **BCBS NC** | Drive awareness around the Eat Smart, Move More, Prevent Diabetes program to the entire Blue Cross NC provider network
- ✔ **BCBS NC** | Develop employer materials for fully-insured groups
- ✔ **North Carolina State University (NCSU)** | Prioritize 5 employers to demonstrate the Eat Smart, Move More, Prevent Diabetes online program and support marketing the National DPP LCP to their employees.
- ✔ **NCSU** | Offer up to 30 weekly online sessions for Eat Smart, Move More, Prevent Diabetes session zero between 1/1/21 - 8/31/21
- ✔ **North Carolina Community Health Center Association (NCCCHA)** | Promote the NC prediabetes consumer videos to community health centers to include on their websites or on their information screens in the waiting rooms.
- 📁 Partner with local pharmacies, grocery stores, or other community partners to launch in-store promotional campaign targeting older minority populations to spread awareness of the DiabetesFreeNC website

Testing/Screening

- 📁 Provide prediabetes screening guidelines to 80% of in network HCOs and providers by the end of 2020
- 📁 Increase the number of A1c blood tests ordered by in network North Carolina HCOs and providers by 60% by the end of 2020

Partner with the North Carolina Division of Public Health

JOIN THE CHARGE to Prevent Type 2 Diabetes

We need your help to reach our national goal of 2M people enrolled in the National DPP by the end of 2021.

Testing/Screening

- 📁 Increase the number of A1c tests performed, by 50% by the end of 2020 and inform the healthcare providers of all individuals who meet prediabetes criteria
- 📁 Include diabetes and prediabetes resources, such as National DPP promotional material, in 100% of all A1c home test kits ordered
- 📁 Embed the DiabetesFreeNC referral form in 100% of all lab results to the providers of patients who meet prediabetes criteria
- 📁 Provide prediabetes screening guidelines to 80% of in network HCOs and providers by February 2021
- 📁 Increase the number of A1c tests performed, either at LabCorp establishments or via at home test kits, by 50% by mid-2021 and inform the healthcare providers of all individuals who meet prediabetes criteria

Capacity Building

- ✔ **NCCCHA** | Offer a training/resource sharing geared towards CHWs about the importance and impact of the DPP program.
- 📁 Train new lifestyle coaches to increase coaching capacity by 50% through 2021

Referrals

- ✔ **North Carolina Association of Family Physicians (NCAFP)** | Increase provider referrals to the Diabetes Free NC Navigator by disseminating referral information through NCAFP e-newsletter and print magazine on a bi-monthly basis from January - December 2021
- ✔ **NCAFP** | Spread awareness of the Diabetes Free NC Navigator at an NCAFP educational event in 2021 to boost provider referrals to the National DPP
- ✔ **North Carolina Medical Society (NCMS)** | Disseminate training materials and resources about screening and referral guidelines to all NCMS PCP members (i.e., 33% of NCMS members) by the end of 2020
- ✔ **NCMS** | Recruit 3,000 NCMS PCP members to make the pledge by May 2021

Partner with the North Carolina Division of Public Health

JOIN THE CHARGE to Prevent Type 2 Diabetes

We need your help to reach our national goal of 2M people enrolled in the National DPP by the end of 2021.

Referrals

- ✔ **NCMS** | Increase OCHI utilization by sharing educational and promotional resources to NCMS PCP members
- ✔ **NCCCHA** | Disseminate training and resource materials associated Community Health Centers (CHCs) and clinics to increase awareness of screening and referral sources such as NCCARES360 and the DiabetesFreeNC website
- ✔ **NCCCHA** | Disseminate information to CHC providers about DiabetesFreeNC via the following <http://ourcommunityhealthinitiative.org/diabetesfreenc/>
- ✔ **NCCCHA** | Support affiliated CHC's to refer at least 300 individuals into the National DPP by the end of 2021.
- 📁 Disseminate CDC pharmacy materials and resources about screening and referral guidelines to at least __% of member providers and HCOs within by __ 2021
- 📁 Roll out the OCHI platform to all YMCA's that deliver the National DPP LCP by June 2021
- 📁 Increase provider referrals to National DPP programs by 30% by mid-2021

Enrollment

- ✔ **NCMS** | Enroll 750 new participants with the 26 BCBSNC funded on-site DPP providers from 9/1/20 - 12/31/21
- ✔ **NCMS** | Enroll 1,000 new participants into the Eat Smart, Move More, Prevent Diabetes online program from 9/1/20 - 12/31/21
- ✔ **NCCCHA** | Promote the recruitment of 2,500 CHC patients to attend a session zero conducted by ESMMPD. Once the session zeros are conducted, DiabetesFreeNC and ESMMPD will convert at least 5% to enrollment by the end of 2021. ESMMPD will provide NCCCHA promotional materials for the session zero for the CHCs to use.
- 📁 Enroll 5,000-6,000 individuals to the National DPP by the end of 2021
- 📁 Recruit at least _(#)_ students of pharmacy and medicine to do practicums/rotations at screening events to lead to _(#)_ enrollments in the National DPP lifestyle change program