

# UHA Roadmap:

A Roadmap for Organizations Interested in a National Diabetes Prevention Program (National DPP) Umbrella Hub Arrangement (UHA)



NATIONAL ASSOCIATION OF  
CHRONIC DISEASE DIRECTORS  
Promoting Health. Preventing Disease.

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PARTNERS

## 1 Learn UHA Basics

- Explore and understand benefits and structure of the UHA
- Review available UHA resources (Note: delivery/non-delivery organization guidance)

## 2 Plan, Assess, and Engage Partners

- Conduct landscape/needs assessments
- Educate leadership on benefits of the UHA
- Identify and engage partners and ensure mission alignment

## 3 Develop Business Plan

- Review UHA Application
- Develop value proposition
- Consider details of UHA business plan (staffing, billing, and costs)
- Identify referral sources and technology platform needs

## 4 Implement Business Plan

- Contract with technology vendor or utilize internal platform
- Execute contracts with subsidiary organizations
- Submit UHA Application
- Adapt partner-supported education, marketing, and communication resources

## 5 Engage and Contract with Payers

- Enroll as Medicare Diabetes Prevention Program supplier
- Enroll as Medicaid provider (if applicable)
- Contract with other payers and employers
- Work with payers to recruit participants

## 6 Scale, Sustain, and Evaluate

- Evaluate UHA outcomes
- Revisit sustainability plan
- Increase number of partners
- Consider incorporating additional programs to the UHA

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| <p><b>LEARN UHA BASICS</b></p> <p><b>1</b></p>                  | <ul style="list-style-type: none"> <li>• <a href="#">Explore</a> and <a href="#">understand</a> the benefit of <a href="#">operationalizing a UHA</a> to expand the National DPP lifestyle change program.</li> <li>• Learn the structure of the UHA and review available <a href="#">UHA resources</a>.</li> <li>• Review the <a href="#">CDC UHA Guidance</a> (Note: delivery and non-delivery organization guidance).</li> </ul> <p>Visit <a href="#">UHA Overview</a> page for more information.</p>   |
| <p><b>PLAN, ASSESS, AND ENGAGE PARTNERS</b></p> <p><b>2</b></p> | <ul style="list-style-type: none"> <li>• Conduct an assessment of the region the UHA will serve, including a <a href="#">landscape analysis</a>, to understand the needs of the region and resources available to develop a UHA.</li> <li>• Begin initial planning of UHA operationalization (see Step 3).</li> <li>• Educate leadership and partners on the benefit of forming or joining a UHA.</li> <li>• Identify and engage core partners (i.e., <a href="#">UHO</a>, <a href="#">subsidiary organizations</a>, or state conveners).</li> <li>• Ensure mission alignment between partners.</li> <li>• Understand <a href="#">partners' needs</a> and <a href="#">develop work plan</a>.</li> </ul> <p>Visit <a href="#">UHA Overview</a> page for more information.</p>   |
| <p><b>DEVELOP BUSINESS PLAN</b></p> <p><b>3</b></p>             | <ul style="list-style-type: none"> <li>• Review the <a href="#">CDC UHA Application</a>.</li> <li>• Develop the business plan, <a href="#">value proposition</a>, and sustainability plan.</li> <li>• <a href="#">Consider</a> how answers to the following questions impact UHA operationalization. <ul style="list-style-type: none"> <li>○ What are the startup and ongoing <a href="#">costs</a> of operationalizing a UHA?</li> <li>○ What staff will need to be involved in UHA operationalization?</li> <li>○ How many subsidiary organizations will the UHA recruit?</li> <li>○ What payer pathways will the UHA pursue (e.g., Medicare, Medicaid, commercial payers, managed care organizations (MCOs), and/or employers)?</li> <li>○ How much revenue is projected from payers? Note: <a href="#">The MDPP Revenue Projection Tool</a> can be used to help determine revenue from Medicare participants.</li> <li>○ What support and services will the UHO provide to subsidiary organizations (e.g., billing and claims, referrals, Lifestyle Coach training, etc.)?</li> <li>○ How will the UHO bill, receive, and process payments and/or referrals? Are billing systems available in-house or will services be provided by a <a href="#">vendor</a>?</li> </ul> </li> </ul> <p>Visit <a href="#">UHA Business Model</a> page for more information.</p> |
| <p><b>IMPLEMENT BUSINESS PLAN</b></p> <p><b>4</b></p>           | <ul style="list-style-type: none"> <li>• Contract with a technology vendor or utilize an internal platform.</li> <li>• Implement a strategy for obtaining <a href="#">referrals</a>.</li> <li>• Negotiate and execute contracts between the UHO and subsidiary organizations. <ul style="list-style-type: none"> <li>○ Contracts may include data use agreements (DUAs) and <a href="#">business associate agreements</a> (BAAs).</li> </ul> </li> <li>• Submit the <a href="#">CDC UHA Application</a>.</li> <li>• Adapt <a href="#">marketing</a> and guidance documents, such as <a href="#">one-pagers</a>, <a href="#">slide decks</a>, and elevator pitches.</li> </ul> <p>Visit <a href="#">UHA Business Model</a> page for more information.</p>   |
| <p><b>ENGAGE AND CONTRACT WITH PAYERS</b></p> <p><b>5</b></p>   | <ul style="list-style-type: none"> <li>• <a href="#">Review</a> the Medicare Diabetes Prevention Program (MDPP) <a href="#">Supplier Enrollment Guide</a> and other MDPP <a href="#">implementation resources</a>.</li> <li>• Submit the MDPP supplier application for each state the UHA will cover.</li> <li>• If the National DPP lifestyle change program is a covered benefit in the state, enroll the UHA (or subsidiary organization(s) as required) as a Medicaid provider.</li> <li>• If the National DPP lifestyle change program is an MCO sponsored program, engage and establish <a href="#">contracts</a> between the UHA and MCO.</li> <li>• Review additional resources on engaging <a href="#">commercial payers and employers</a>.</li> <li>• Develop <a href="#">communication materials</a> to demonstrate the value proposition and return on investment (ROI) of the UHA.</li> <li>• Encourage all payer partners to support efforts to <a href="#">identify</a> and <a href="#">outreach</a> to participants.</li> </ul> <p>Visit <a href="#">UHA Reimbursement</a> page for more information.</p>  |
| <p><b>SCALE, SUSTAIN, AND EVALUATE</b></p> <p><b>6</b></p>      | <ul style="list-style-type: none"> <li>• Evaluate UHA utilization, participant retention, network adequacy, and outcomes.</li> <li>• Revisit sustainability plan.</li> <li>• Increase number of payers, participants, subsidiaries, and other partners as needed to develop a sustainable UHA.</li> <li>• Consider incorporating additional <a href="#">evidence-based programs</a> or programs to address <a href="#">health-related social needs (HRSN)</a> as an additional service offering of the UHA.</li> <li>• Identify ways to scale the UHA and encourage partners to implement effective <a href="#">participant retention strategies</a>.</li> </ul> <p>Visit <a href="#">UHA Sustainability</a> page for more information.</p>  |