

# Medicare Diabetes Prevention Program (MDPP)

## Beneficiary Recruitment: Strategies to Increase Medicare Beneficiary Enrollment in Your Program

### MDPP Supplier Learning Series

The Medicare Diabetes Prevention Program (MDPP) Supplier Learning Series is an ongoing opportunity for MDPP Suppliers to learn from each other and subject matter experts (SMEs) on relevant MDPP topics. MDPP suppliers can hear from panels of peers and SMEs to gain real-life strategies for troubleshooting MDPP challenges. MDPP suppliers are also able to share best practices, resources, suggestions, and offer relevant experiences and perspectives. The MDPP Supplier Learning Series' first call was held on October 20, 2020, and featured strategies to increase recruitment and referral to MDPP suppliers. This resource captures best practices for recruitment shared during that call.



### PRESENTERS

- Sareena Oncea, Providence Health & Services, Oregon
- Megan Maurer, YMCA of Harrisburg
- Kat Luebke, YMCA of Delaware
- Siga Vasaitis, American Medical Association(AMA)

### Targeted Outreach Campaign

A targeted outreach campaign can help you identify and recruit eligible participants. A campaign like this involves identifying potential participants, contacting them

directly, and following up to ensure that those interested in the MDPP enroll in the program. Targeted outreach campaigns can be an effective way to recruit because they allow you to start to build a relationship with potential participants, thus increasing their likelihood of enrolling. A benefit of these campaigns is that they can help suppliers reach a large number of eligible participants.

For more information on recruitment, visit the [Recruitment](#) page of the National DPP Coverage Toolkit and the [Tools](#) page of AMA's Diabetes Prevention Toolkit.

### Providence Health & Services' Targeted Outreach Campaigns

Providence Health & Services conducted two targeted outreach campaigns. For both campaigns, Providence worked with their information technology (IT) team to develop an algorithm to leverage their electronic health record (EHR) to identify eligible participants.

#### Flyer, Call, and Postcard (3-Touch) Campaign

For the first step in the 3-touch campaign, Providence mailed eligible patients a letter from their primary care provider (PCP) explaining their risk for developing type 2 diabetes and a flyer describing Providence's MDPP. In the second step, lifestyle coaches called patients who had received a letter and flyer in the mail. Although lifestyle coaches were given a script for the phone call, coaches were encouraged to find their own voice and have a conversation with the patient rather than deliver the patient a lecture. The final step was to send out a customized postcard that provided a reminder for the MDPP orientation class.

#### Letter and Flyer-Only Campaign

Providence also pursued a letter and flyer-only campaign that did not include the phone call from a lifestyle coach or follow-up postcard. Although the letter and flyer-only campaign did not present as many opportunities for outreach to eligible patients, it was easier to execute. Ultimately, the letter and flyer-only campaign took less time and required fewer resources.

The letter and flyer-only campaign proved moderately as successful as the 3-touch campaign considering the impact of the COVID-19 pandemic:

- 3-touch campaign: 13% of patients who received a letter, flyer, phone call, and postcard attended an orientation meeting and 8% enrolled in the in-person program prior to the COVID-19 pandemic.
- Letter and flyer-only campaign: 5% of patients who received only a letter and flyer attended an orientation meeting and 3% enrolled in the virtual program during the COVID-19 pandemic.

## Key Takeaways from Providence’s Targeted Outreach Campaign

- **The right data is key.** Work with your IT team to double check the data after the algorithm scans the EHR to ensure patients are eligible for the MDPP. For more on EHR algorithms and identifying eligible patients see the Referral resource.
- **Provider buy-in.** Letters sent from the patients’ PCP have significant impact. Encourage the clinic to vet and approve letters sent to eligible patients to promote provider awareness and secure provider buy-in.
- **Campaign coordinator.** Designate a coordinator to oversee the outreach campaign to keep the initiative on track.

## Outreach to Senior Centers

Senior centers present another recruitment opportunity. Lifestyle coaches or other MDPP supplier staff or volunteers can give presentations on their MDPP during health fairs held at the senior center and share information on prediabetes, conduct screenings, meet with potential participants, and answer questions.

### YMCA of Delaware Success

Between September 2018 and September 2020, the YMCA of Delaware enrolled 117 participants into their MDPP, retained 108 participants into the 9<sup>th</sup> session, and overall had an average attendance of 79.8%. The YMCA of Delaware attributes their success in part to connecting with the senior centers in their area. The Y’s lifestyle coaches attend the events at the senior centers and are able to build connections with the seniors that can lead to enrollment in the MDPP.

### Outreach to Senior Centers During COVID-19

COVID-19 has affected recruitment efforts and MDPP presentations. Consider hosting virtual meetings or even a “Virtual Health Fair” instead of in-person activities. Outreach to senior centers via webinars can still allow the MDPP supplier to present their MDPP, answer questions, and recruit eligible beneficiaries.

### Example Organizations

- A large organization that wants to enroll as an MDPP supplier and grow their program by partnering with other smaller organizations as “spokes.”
- A hospital or health system interested in providing administrative support for MDPP that does not want to enroll as an MDPP supplier.

### Next steps

There are two steps to become a MDPP supplier.

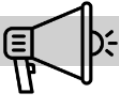
- 1) Achieve CDC Recognition
  - Apply to the CDC’s DPRP
  - Offer the program for 12 months
  - Submit evaluation data to CDC every 6 months
- 2) Apply to Become a Supplier
  - Once you get Preliminary or Full CDC recognition, then you can apply to become an MDPP Supplier. Reference the [Enrollment Checklist](#) to successfully prepare for enrollment at <https://innovation.cms.gov/Files/x/mdpp-enrollmentcl.pdf>.

### Strategy Callout: Hold a Press Conference

Consider holding a press conference to introduce your MDPP. Featuring speakers from the MDPP’s partnering organizations can be an effective strategy to generate community-wide engagement.

*\*Note that the decision to partner with another organization in MDPP delivery is solely at the discretion of the organization in question and CMS has no opinion or preference regarding MDPP delivery partnership. CMS cannot and will not provide guidance on partnership models. Organizations should seek their legal council should they have any questions or concerns regarding partnership options for MDPP delivery.*





## Become an MDPP Champion

Want to support MDPP, but your organization may not be ready or eligible to enroll? There are many ways to get involved! Spreading the word about MDPP can grow awareness of prediabetes and available prevention services for at-risk Medicare populations.

### Example Organizations

- An organization that wants to support and promote MDPP but is not eligible or able to provide MDPP services or administrative support at this time.
- An individual or provider who is not a part of an organization and wants to promote or refer potential beneficiaries to MDPP.

*"The orientation meeting gets them excited about the program. Session 0 reinforces what they signed up for. It's kind of the tough love session where we go over what's expected of them and what the program goals are."*

*-Kat Luebke*

### Next steps

Consider the following steps to spread the word about MDPP by referring community members to existing suppliers or increasing awareness of the program.

- Educate at-risk patients about prediabetes and lifestyle changes to improve health.

Promote available diabetes prevention services to providers and patients.

- Screen Medicare patients for MDPP eligibility, and refer eligible patients to a MDPP supplier using [the Supplier Map](https://innovation.cms.gov/initiatives/medicare-diabetes-prevention-program/mdpp-map.html) at: <https://innovation.cms.gov/initiatives/medicare-diabetes-prevention-program/mdpp-map.html>.

### Identify a Clinical Champion

Identifying a "clinical champion" is an additional way to raise awareness and increase enrollment in your MDPP. A clinical champion is an individual, usually a practicing physician, who can become integrated with your MDPP and help with recruitment efforts. They can help identify eligible participants, make sure those potential participants are educated about the program, and provide the support that a beneficiary needs to be successful in the MDPP. After identifying a clinical champion, you can work with that individual to identify where recruitment efforts can happen.

### Orientation and Session Zero

Once MDPP suppliers have identified eligible beneficiaries, an orientation meeting and/or Session Zero can encourage interested individuals to take the next step of enrolling in the program. Some MDPP suppliers use both an orientation meeting and a Session Zero while other suppliers hold just one introductory session to accomplish all tasks. The benefits include:

- **Set expectations.** Inform participants about the program and help them understand what to expect.
- **Answer questions.** Providing time for participants to ask questions may help allay any concerns they may have with enrolling in a lifestyle change program.
- **Share success stories.** Share stories of success to help generate excitement and outline what participants can achieve through the MDPP.
- **Capture initial weight.** Use this time to capture the first weight and hit the ground running for MDPP Session 1.
- **Fill out enrollment/readiness forms.** Leveraging this time for disseminating and explaining forms can enable lifestyle coaches to help answer participants' questions and avoid delays. It also can allow you to get to know your participants' motivating factors for joining the class or individual challenges (i.e., transportation) they may face.
- **Demonstrate how an MDPP session will be conducted.** Having an orientation can help participants understand how the subsequent MDPP sessions will be organized and run.



### Strategies for starting cohorts during COVID-19

Providence Health & Services shared how they created an online orientation form for participants to fill out to secure their spot in an orientation. Then, during the orientation session, the lifestyle coach shared an intake form for participants that Providence created using Microsoft Forms. Providence found it easier and faster to receive information back from participants using online forms rather than requiring participants to send information through the mail.

For the first in-person weigh in, the Providence team scheduled 15-minute appointments at the clinic to capture in-person weight.\* Clinic staff took participants' temperature at the door with a temperature screener and all staff wore personal protective equipment (PPE) to ensure participant and staff safety.

### CMS and CDC Public Health Emergency (PHE) Guidance for the MDPP

**First weight capture:** On October 30, 2020, CMS emailed guidance to MDPP suppliers on self-reported weight measurement. During the PHE, CMS has authorized for weight measurements to be obtained through these methods:

**In-person:** when safe and all applicable laws and regulations are followed

**Via digital technology:** scales that transmit weight securely via wireless or cellular transmission

**Self-reported weight:** beneficiary must be observed by an MDPP supplier via live or submitted video, the video must clearly document the beneficiary's weight on the date associated with the billable MDPP session

**Delivery modalities:** Virtual delivery of the MDPP is only allowed during the PHE. MDPP suppliers providing the MDPP virtually during the PHE do not need to obtain a new recognition status from the CDC's Diabetes Prevention Recognition Program (DPRP) to deliver the program via virtual (distance learning or online) modalities. MDPP suppliers providing the MDPP virtually during the PHE will code participant data as virtual make up sessions. Please find additional CDC guidance [here](#).

**Final Physician Fee for Service (PFS) rule:** On December 1, 2020, CMS issued the Calendar Year (CY) 2021 Physician Fee Schedule (PFS) final rule, which revises certain MDPP policies during the remainder of the COVID-19 Public Health Emergency (PHE) and any future applicable 1135 waiver event. View the Calendar Year (CY) 2021 Physician Fee Schedule (PFS) Final Rule MDPP Fact Sheet. Full text of the Calendar Year (CY) 2021 Physician Fee Schedule (PFS) Final Rule can be found [here](#).

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