

**NOT  
ME**

Presentation to

**NEW YORK STATE HEALTH  
FOUNDATION 10/23/2012**

**DIABETES PREVENTION AND CONTROL ALLIANCE**

# National Diabetes Prevention Program CDC: Recognition/Quality, Program Curriculum, National Coordination & Training, Advocacy

## WHAT IS NEEDED?

## WHAT IS PROVIDED?

## WHO PROVIDES?

Funding for National DPP program startup, training, infrastructure	Suitable business platforms & technology Hiring of coaches and coordinators Startup funding and training	UnitedHealth Group/Diabetes Prevention and Control Alliance (DPCA), YUSA, YMCAs, NYSHF, CDC
Reimbursements for at-risk participants with prediabetes	Payers: Private/Commercial Medicare/Medicaid Self-pay	UnitedHealthcare Medica MVP Other insurers Self-funded employers Individuals
Administrative services for payers	Manage eligibility, provider referral portal, marketing, engagement, outreach to at risk, quality/performance management, reporting/tracking	DPCA Disease Management Vendors Third-Party Administrators Others?
National DPP providers	Training Lifestyle Coaches Program Coordination/Delivery	YMCAs, Community Health Centers, other organizations that have applied for CDC recognition.
Administrative services for National DPP providers	Web-based scheduling/tracking Workflow tools/technology NDPP class records Database management Claims reimbursement Advice Performance tracking/management	YUSA DPCA Others

## ■ Who we are...

- Diabetes Prevention & Control Alliance
- Scaling Diabetes Prevention Program on behalf of our payer customers

## ■ What we've built...

- Network of Adjunct Providers
- Operations & Technology to Scale
- Consumer Brand & Engagement
- Performance-Based Reimbursement Model

## ■ What we've learned...

- Engagement is really hard but solvable
- Attendance – if they show up they stay
- Outcomes – it works at scale, same or better results

# DPCA Operations & Technology

Health Information Technology & Scalable Business Practices



*Advanced analytics / Large scale management work flow / Call center and participant engagement tracking / Connections among providers of care across different care settings / Outcomes tracking and administration of complex, incentive based payment structures*



## Plan Sponsor Services:

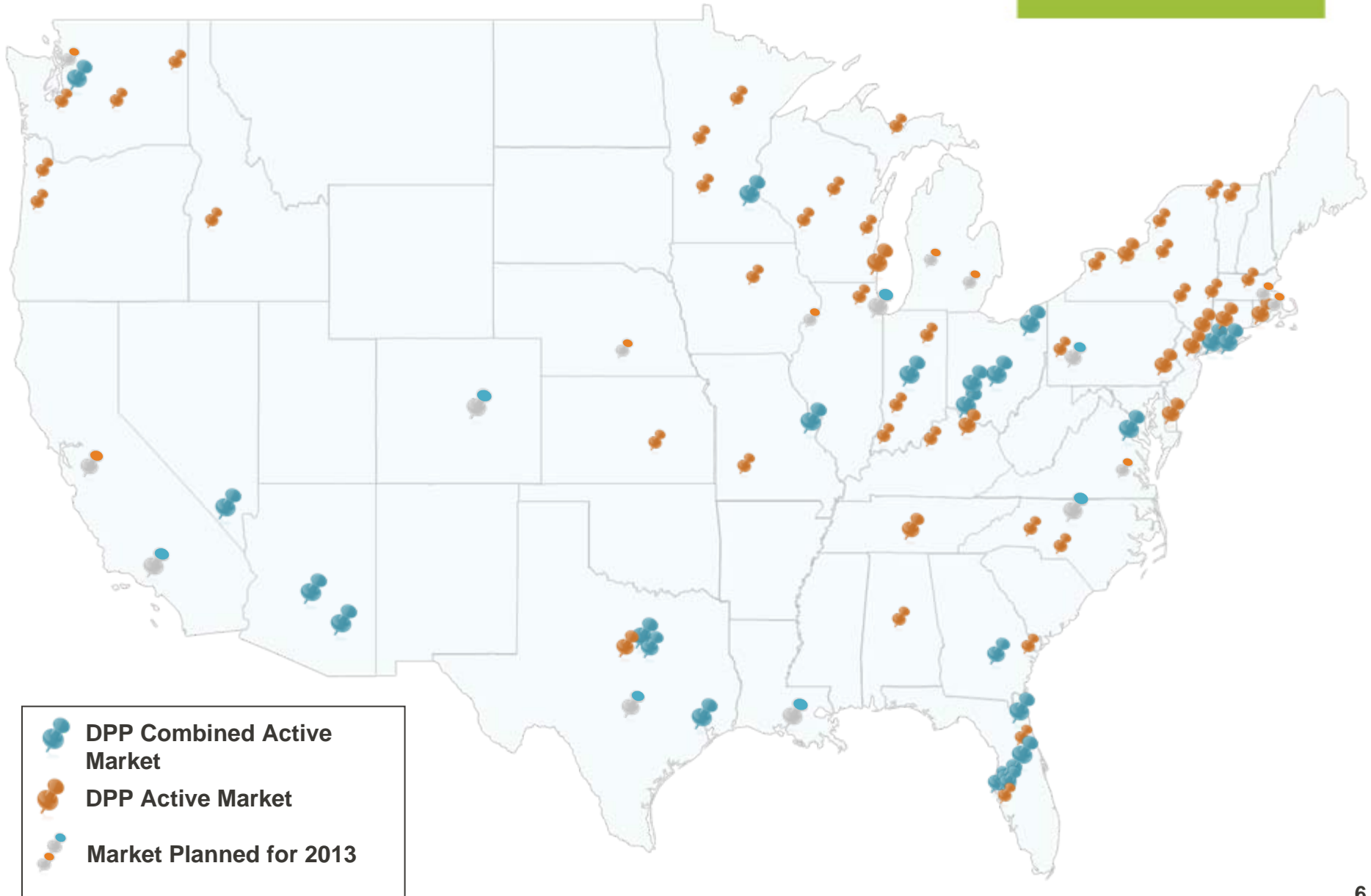
- Eligibility Management
- Risk Scoring/Data Mining
- Outreach/Engagement
- On-line Enrollment
- Screening/Testing
- Call Center Member Support
- Reporting and Measurement
- Claim based reimbursement

## Adjunct Provider Services:

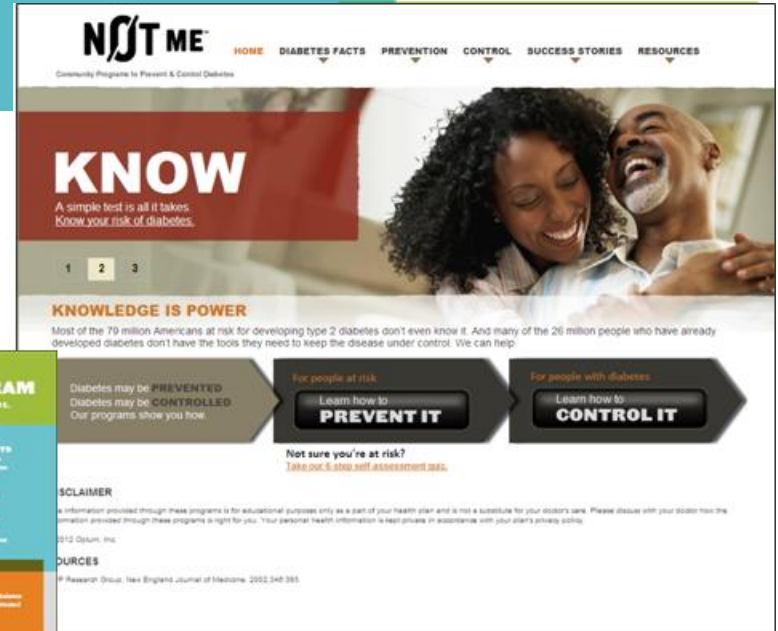
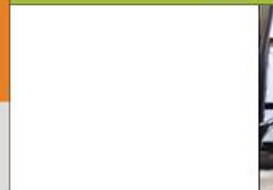
- Billing/Claims
- Scheduling
- Intervention Workflow/Class Tracking
- PCP Provider Portal – Referrals
- Reporting & Measurement
- Call Center – Tech Support
- Data Security

# CURRENT & SCHEDULED DPCA MARKETS

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# DPCA Consumer Brand



- Bold and engaging with a strong call-to-action
- Mindset transition from “It **can’t** happen to me” to “I **won’t let it** happen to me”
- Relevant across full concern / hope / pride spectrum; meets people where they are