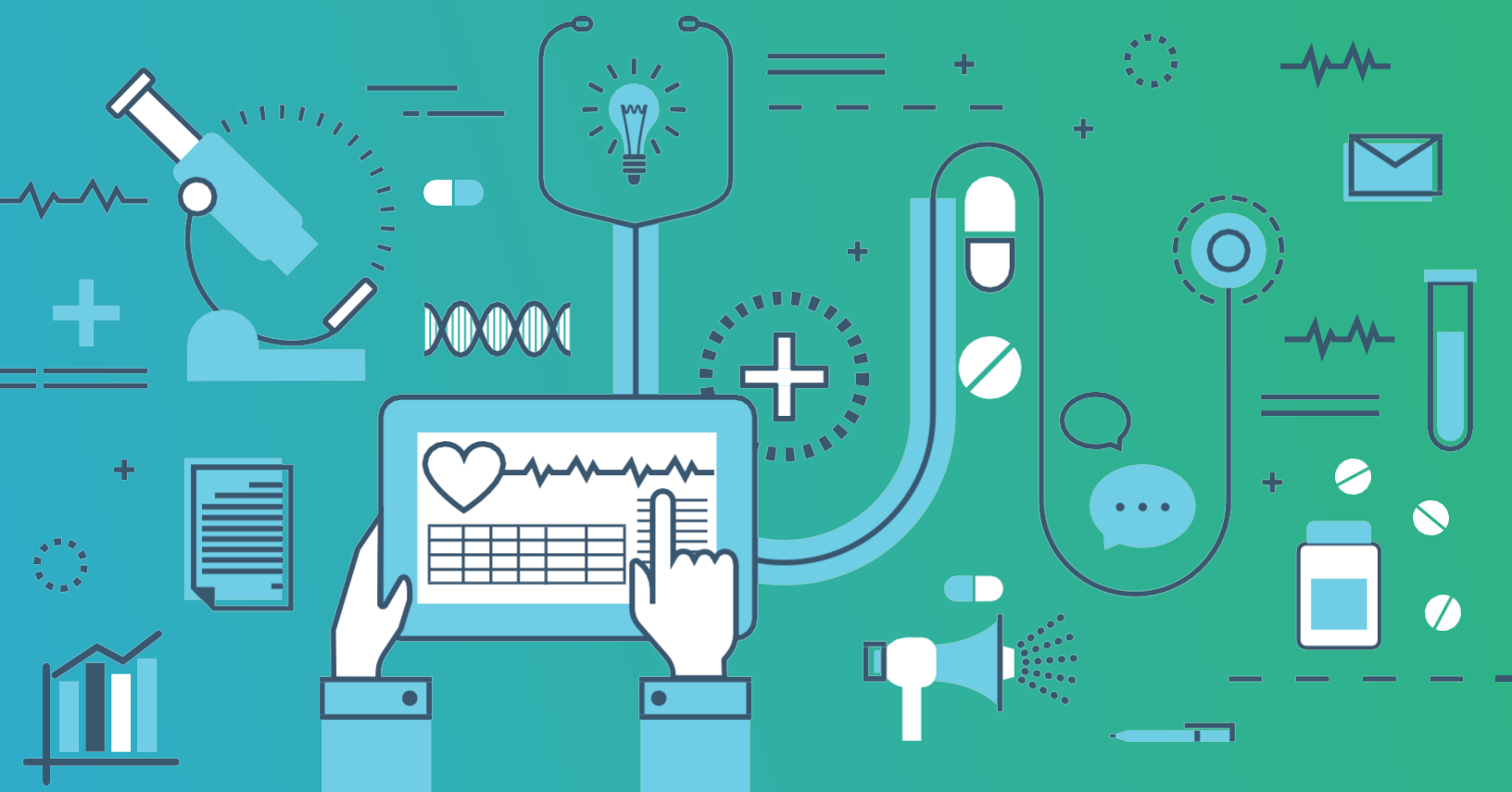


IMPLEMENTATION GUIDE FOR

Engaging Health Care Providers in Referrals to Medicare Diabetes Prevention Programs



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INTRODUCTION

Health care provider referral is an important part of enrolling and retaining people in lifestyle change programs recognized by the Centers for Disease Control and Prevention (CDC), but many are not aware of the National Diabetes Prevention Program (National DPP), and few refer their patients with prediabetes.

Organizations like yours may be offering a lifestyle change program called PreventT2 or another name, or may be offering a program geared toward patients covered by Medicare Part B called the Medicare Diabetes Prevention Program (Medicare DPP). All of these programs are part of the National DPP, led by CDC. They have been proven to help patients with prediabetes reduce the risk of type 2 diabetes with achievable and lasting lifestyle changes.

Regardless of which program your organization offers, one common challenge is that few people know about the lifestyle change programs and how effectively they can help prevent type 2 diabetes. This is true even among health care providers (HCPs).

This guide will help your organization engage HCPs in referring patients at risk for type 2 diabetes to your lifestyle change program. Two sets of customizable templates are provided in the guide: one set for organizations offering PreventT2 or similar programs, and another for organizations offering Medicare DPP. Each template is customizable to allow your organization to tailor the content.



1 IN **3**
PEOPLE HAVE
PREDIABETES



For organizations offering the Medicare DPP, a physician's diagnosis of prediabetes through blood testing is a requirement, so HCP involvement is essential to these programs.

IMPORTANCE OF HCPS IN PARTICIPANT RECRUITMENT AND PROGRAM ENROLLMENT

HCPs have significant influence over their patients when it comes to decisions about their health, however engaging HCPs in program referrals can be difficult.

HCPs have limited time with patients, often need to address multiple health issues during a patient visit, and may already receive numerous health messages to share with patients.

HCPs encompass a wide variety of provider types—from primary care physicians to physician assistants (PAs) to nurse practitioners (NPs). No matter which ones you are targeting, this guide can help you prioritize your outreach efforts and engage HCPs in a concise, efficient way that makes it easy for them to refer their qualified patients. It contains step-by-step guidance on conducting outreach to HCPs, along with easy-to-use materials for HCPs and patients.

Suggestions for Engaging HCPs in Participant Referrals

Try a two-pronged approach:

1) engaging health systems and HCPs directly through personal outreach, and 2) encouraging referrals through professional organizations and other entities with whom HCPs interact or from whom they routinely receive patient information.

Steps to Engage HCPs Individually

One of the most effective methods for encouraging HCPs to refer patients to your program is developing relationships with them, initiated with a phone call or face-to-face meeting. HCPs are diverse in terms of practice size, areas of expertise, involvement in professional associations, preferred methods of communication, and size of staff—to name a few. Each of these factors can affect the approach you should take to successfully make contact and share information with HCPs. The steps that follow will guide you in identifying and engaging HCPs in your community.

1 Research local HCPs and make a prioritized list for outreach

Make a list of HCPs you would like to engage. You may wish to use the HCP Outreach Tracker in the resources section of this guide to create your list and capture information throughout the outreach process.

Start with the providers you, members of your advisory committee, or other partners know. A referral by a colleague, friend, or staff member can go a long way in securing a meeting. It is also good to focus first on practices that are likely to have a high volume of patients who are eligible for the lifestyle change program. It may also be useful to begin with local providers.

As you develop your list of HCPs, note in your tracker the likely decision maker for each practice. Knowing who the influencers are in each practice will allow you to target your calls and visits to the individuals who are empowered to carry your messages and get office buy-in to promote your program. Also, include as much helpful background information as you can about each practice and provider to help you feel knowledgeable about the practice. Information like the type and size of the practice and association affiliations could be beneficial to note in your tracker.

While physicians may seem like the obvious providers to engage, they are often overwhelmed with health messages and responsibilities related to managing their practices and, thus, may be harder to reach. Other HCPs in a practice may spend more time with patients per visit and may be more receptive to meeting with you. Research has shown that reaching out to NPs, PAs, and nurses (when available) can help overcome barriers to engaging

If engaging HCPs to refer to the Medicare DPP, consider talking with geriatrics practitioners and other practices that treat a large number of patients with Medicare coverage. You can also refer to www.medicare.gov to locate providers that accept Medicare Part B.

HCPs in patient referrals. These HCPs tend to have many opportunities to interact with and influence patients diagnosed with prediabetes or otherwise at risk for type 2 diabetes. If you have primary care practices in your community that employ NPs and/or PAs, we recommend starting outreach with those providers to maximize impact.

It is also helpful to look beyond primary care practices. Consider contacting other relevant practitioners, such as those in gynecology.

Keep these questions in mind as you develop your list of HCPs to contact:

- What do you know about the providers in your community?
- Are there many large facilities with group practices?
- Who in each practice office decides which educational materials to provide to patients?
- Who is likely to spend the most time talking with a patient about type 2 diabetes risk and prevention?

2 Reach out to HCPs to set up brief calls or meetings

Once you have identified the HCPs with whom you would like to connect, create a call script or letter to use to contact each provider. This guide includes a phone script, letter, and email to use as a template and customize to fit your program. After you make initial contact, be sure to follow up with each provider within a week and be timely with sending any additional information they may request.

Don't get discouraged if your calls or letters aren't answered right away. Gatekeepers are there to protect the providers' time. Correspondence often

TAILORING INFORMATION FOR HCPS

HCPs require a set of messages and outreach approaches that highlight the severity of prediabetes, the effectiveness of the program and CDC's role in it, the simplicity of recommending their patients to the program, and their unique role in preventing disease and promoting health. The messages included in this toolkit were tested with NPs, PAs, and nurses as well as physicians. Materials were developed and refined based on message testing, discussions, and secondary research with these audiences.

gets filed or discarded, and calls get screened if they sound like a sales pitch. Be genuine and persistent. You may find it helps to engage front office staff in person to help you set up meetings and explain what you would like to discuss. As noted earlier, an introduction from a trusted source could help get you in the door, so consider any helpful connections you may have to an HCP.

3 Discuss the program with HCPs

Next, set up short, productive calls or meetings with the HCPs on your list. Be mindful of the limited time that HCPs have outside of their patient and practice duties. When asking to set up a call or meeting, shoot for 10 minutes at the HCP's convenience.

Timing is everything. Consider scheduling meetings at times that are less busy—such as in early morning before patients arrive, just after lunch, or at the end of the day. Also, be mindful of the season and the health of your community. Stopping by an HCP's office during a flu outbreak will not give you the results you seek. The best times to schedule a meeting with an HCP may be at a season's end. For example, June and July are after spring allergy season and before the fall back-to-school season. At these times, HCPs may be looking for new, updated materials and information to share with patients and colleagues, so they may be more willing to use your program materials and refer patients.

Keep these tips in mind during your initial discussion with an HCP:

- Due to HCPs' busy schedules, you may get less time with them than you had hoped, or you may meet with other staff. Be prepared to speak concisely about your lifestyle change program (refer to the talking points in this guide for assistance) and be sure to bring printed materials with you to leave behind for other HCPs.
- Put your key messages in a short cover letter, handwritten note, or even a sticky note on top of the packet of materials. Be sure to include your name and phone number. If your appointment gets cancelled, you can leave your materials and messages behind for the HCP to read later.

- Let the HCP know specifically what you are asking him or her to do such as refer their patients at risk for type 2 diabetes to your program. And, be sure to give them multiple copies of the patient referral form in the appendices with your contact information.
- Be sure to say, "Thank you." It seems so obvious, but it means so much.

If the HCP cancels your scheduled call or meeting, reschedule for a more convenient time.

4 Follow-up with HCPs and track engagements

After you meet with an HCP, track the response, next steps, and relevant notes. This will keep you and your team from making duplicate calls. Then send a quick follow-up, such as a handwritten thank-you note, to demonstrate your commitment and reinforce the HCP's action steps. If additional steps are required after your initial call, like sending materials or setting up another meeting, make sure to fulfill those requests within 24 to 48 hours.

5 Work with other organizations in your area that offer the lifestyle change program

Programs near one another may find it beneficial to work together to conduct outreach to HCPs. By doing so, you will avoid duplicating outreach to the same HCPs. You will reap benefits by pooling resources to make the outreach process cost-efficient.

Steps to Conduct Broad Outreach Through HCP Associations

In addition to one-on-one outreach, consider organizations that already communicate regularly with HCPs, whom they trust and from whom they prefer to receive information. The following steps will help you get started.

1 Identify local HCP associations

A great way to access large numbers of HCPs is to reach out to local HCP associations and offer to speak about the program or distribute information at a meeting or event. You can also ask these groups to include information about your program in their regular communications (e.g., newsletters, email blasts, or social media posts). Ask to speak with the person responsible for communication or marketing activities for the organization because they will have authority to use these types of communication vehicles or can direct you to the most appropriate person.

2 Recruit local HCPs to serve as champions

One of the strongest motivators for HCPs is the power of peer persuasion. Recruiting HCPs to be “champions” to talk about the program to their professional colleagues can be a highly effective promotional strategy. Use local HCP events and budding relationships with local professional organizations to identify potential champions and create the equivalent of a speakers’ bureau for your local program. This group could be instrumental in building a peer-to-peer voice for the program. Your local American Diabetes Association chapter may also be a good resource

for guidance; they will likely know physicians who are advocates in your community.

When you are identifying potential local HCP champions, ask yourself questions such as:

- Who is a local advocate for diabetes prevention?
- Who are compelling presenters about health or diabetes and/or prediabetes?
- Are there local academic institutions with a stake in diabetes prevention?
- Are there health care practices that are well-known or influential?

Once you have identified potential candidates—and they have agreed to

participate—you can use the HCP talking points to relay how to talk about the program and its benefits. After preparing HCPs, ask them to help identify and track speaking opportunities.

Also, once champions are identified, you can work with them to spread word to professionals about your lifestyle change program through their own social networks. Engaging with well-connected HCPs and asking them to talk informally to their colleagues about the program in their day-to-day interactions can also be highly effective. Few things are more powerful than word-of-mouth. Research has shown that HCPs use informal communication channels to exchange ideas and practices. Because NPs and PAs can easily transition across practice specialties, they often have extensive networks where they can share program messages.

EXAMPLES OF HCP ASSOCIATIONS TO ENGAGE IN YOUR AREA

- American Medical Association (AMA)
- American Nurses Association (ANA)
- American Association of Nurse Practitioners (AANP)
- American Association of Managed Care Nurses (AAMCN)
- American Academy of PAs (AAPA)
- American Academy of Family Physicians (AAFP)

Resources to Assist in Your Outreach to HCPs and Associations



Use the resources in this section to assist in your outreach to HCPs and their associations.

Some of the HCPs you engage with will be aware of the lifestyle change program, while others will have no idea it exists in their community. Use your initial communication to gauge what they know about the program. This knowledge will help inform the structure of your call or meeting. (Keep in mind that HCPs like to hear about proven programs and available options for their patients, so stressing that the lifestyle change program is an effective, evidence-based option for patients will be important.)

For Use By Both PreventT2 and Similar Program and Medicare DPP Providers

Use the template on the next page to track communication with HCPs and capture information that will help with future follow-up.



HCPS COMMUNICATION TEMPLATE

PRACTICE/ CLINIC NAME	Good Health Clinic (GHC)			
ABOUT THE PRACTICE/ CLINIC (I.E., SIZE, AFFILIATIONS, SPECIALTIES, ETC.)	Specializing in adult primary and family care, GHC offers general medical services including lab work and onsite x-ray. GHC employs a team of eight practitioners to see patients by appointment and with privileges at Good Health Hospital.			
PRACTICE/ CLINIC ADDRESS	XXX West Street Suite XXX Atlanta, GA 30303			
CONTACT PERSON	Sally Jones Office Manager sjones@ghc.com XXX-XXX-XXXX			
CONTACT DATE	Call with Sally Jones on April 1; spoke with Jane Rogers on April 2 to set up meeting at GHC on April 5			
MEETING DATE AND CONTACT	April 5 with Jane Rogers, RN, NP; discussed referral and insurance information; will reconnect end of May about working as Program Champion			
MATERIALS PROVIDED	3 program posters 20 patient handouts 10 fact sheets			
THANK YOU NOTE SENT	Thank you note sent on April 10 with reminder of meeting at end of May			
FOLLOW-UP	Send note mid-May to confirm meeting time and place			

For Use By PreventT2 or Similar Program Providers

Talking Points to Use During Initial Outreach with HCPs and Associations

The talking points that follow provide the key messages that HCPs need to understand the PreventT2 (or similar) lifestyle change program and refer patients to it. They are not meant to be used verbatim or like a script. Adapt them to your style of speaking so they are easier to recall and share. These talking points cover a variety of areas and topics related to the program (you will not need to use them all in every conversation); choose the most relevant messages as you tailor your conversations with HCPs.

ABOUT THE PROGRAM

- The [insert name of your program] is an evidence-based lifestyle change program proven to help patients with prediabetes reduce the risk of type 2 diabetes with achievable and lasting lifestyle changes. The program can improve patients' overall health by helping them lose weight, eat better, and be more active.
- The program is based on the Diabetes Prevention Program research study (2005), conducted by the National Institutes of Health (NIH) and CDC, which showed that lifestyle change was nearly twice as effective (58% vs. 31%) as taking prescription medicines in reducing the risk of type 2 diabetes among people with prediabetes.
- This research has shown that weight loss of 5–7% (10–12 lbs. for a person weighing 200 lbs.) of body weight achieved by lowering fat intake and increasing physical activity to at least 150 minutes per week reduced the risk of developing type 2 diabetes by 58% in people at high risk for the disease and up to 71% for people aged 60 and older.¹
- When patients join a program, they'll get a full year of support. The program is led by a trained lifestyle coach and uses a CDC-approved curriculum. Patients will attend weekly 1-hour core sessions for up to 6 months and then monthly sessions for the rest of the year to make new, healthy habits stick and keep them from slipping back into old habits. Some patients may qualify for an additional year of ongoing maintenance.
- Participants' progress is carefully monitored as each program is required to track and report enrollee participation, behavior, and health changes.
- With the changes patients make to their diet and physical activity, they may be able to better manage other conditions and reduce or avoid taking certain medications.

¹ Knowler, WC, Barrett-Connor, E, et al. Reduction in the incidence of type 2 diabetes with lifestyle intervention or metformin. N Engl J Med 2012;346(6):393-403.

- CDC recommends that you refer patients who are 45 years of age or older, are overweight, and have established risk factors for developing type 2 diabetes or have had a diagnosis of prediabetes or gestational diabetes.
 - » Being 45 years of age or older
 - » Being overweight
 - » Having a parent, brother, or sister with type 2 diabetes
 - » Being physically active less than 3 times a week
 - » Ever having gestational diabetes
- The program is offered in convenient locations in the community. Our program is being offered at **[insert location]**.
- **[Insert name of your program]** may be covered by insurance.
- CDC established the Diabetes Prevention Recognition Program to ensure quality control and adherence to scientific standards for each community lifestyle change program.
- You can learn more about the program by calling **[insert name and phone number]** or visiting www.cdc.gov/diabetes/prevention or **[insert local web site]**.

Race and ethnicity are also a factor: African Americans, Hispanic/Latino Americans, American Indians, Alaska Natives and some Pacific Islanders, and Asian Americans are at higher risk.

THE ROLE OF HCPS

- Patients look to their primary care providers more than any other source for information on promoting health and preventing diseases, especially when they are faced with the potential for a serious chronic condition like type 2 diabetes.
- You likely see patients every day who have prediabetes or are otherwise at high risk for type 2 diabetes, and they don't know it. As a health care provider, you play a vital role in helping prevent or delay the onset of type 2 diabetes by screening them for prediabetes and referring them to participate in a lifestyle change program.
- Referring your patients with prediabetes to take part in the **[insert name of your program]** is simple, quick, and effective.
- We will provide you with tools to help you share information about the program and its benefits to your patients, including fact sheets, brochures, and a simple form to easily refer a patient to our local program.
- The ICD-10-CM code that can be used to indicate a diagnosis of prediabetes is R73.03, which became effective on October 1, 2018.

FACTS ABOUT PREDIABETES

- An estimated 98 million adults have prediabetes, putting them at increased risk of type 2 diabetes, heart attack, and stroke.²
- Diabetes remains a leading cause of blindness, kidney failure, and lower limb amputation, increasing these risks to 6–10 times that of people without diabetes. It also increases risks of macrovascular conditions such as heart attack and stroke by 60–80%.²
- A diagnosis of prediabetes is indicated by:
 - » An A1C value between 5.7% and 6.4%;
 - » A fasting blood glucose value between 100 and 125 mg/dL; or
 - » An oral glucose tolerance test value between 140 and 199 mg/dL.³
- As a health care provider, you see the face of prediabetes every day. Risk factors for prediabetes include:

² Centers for Disease Control and Prevention. National Diabetes Statistics Report, 2023. Atlanta, Ga., Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, 2023.

³ American Diabetes Association. Standards of Medical Care in Diabetes—2012. Diabetes Care. 2012;35 (Supp 1):S12, table 2. Accessed: http://care.diabetesjournals.org/content/35/Supplement_1/S11.full.pdf



HCP Outreach Letter Template

Use this letter template to mail or email targeted HCPs to interest them in learning more about your lifestyle change program. The letter can be customized and put on your organization's letterhead.

Dear [insert name],

We have an effective program to help you and your patients. The [insert name of your program], recognized by the Centers for Disease Control and Prevention (CDC), is scientifically proven to prevent or delay type 2 diabetes through achievable and lasting lifestyle changes and can improve patients' overall health. **We are encouraging health care providers to consider referring patients to our lifestyle change program if they are at high risk for type 2 diabetes or have been diagnosed with prediabetes.** The program may be free to many of your patients based on their insurance coverage.

The diabetes numbers are staggering, and you know them all too well:

- An estimated 98 million adults have prediabetes, putting them at risk for type 2 diabetes.
- Diabetes remains a leading cause of blindness, kidney failure, and lower limb amputation, increasing these risks to 6–10 times that of people without diabetes.
- Diabetes also increases risks of macrovascular conditions such as heart attack and stroke by 60–80%.

Research has shown that achieving weight loss of 5–7% (10–12 lbs. for a person weighing 200 lbs.) of body weight by lowering fat intake and increasing physical activity to at least 150 minutes per week reduced the risk of developing type 2 diabetes by 58% in people at high risk for the disease and up to 71% for people aged 60 and older. (To learn more about this research, visit <http://diabetes.niddk.nih.gov/dm/pubs/preventionprogram/>.)

When patients join a program, they'll get a full year of support. The program is led by a trained lifestyle coach and uses a CDC-approved curriculum. Patients will attend weekly 1-hour core sessions for up to 6 months and then monthly sessions for the rest of the year to make new, healthy habits stick and keep them from slipping back into old habits. Some patients may qualify for an additional year of ongoing maintenance.

Referring patients to the program can greatly increase their intention to participate and stick with their lifestyle changes. And it's simple for you.

Thank you in advance for your time and consideration. We will contact you again in the next few weeks to discuss this program. In the meantime, if you have any questions, please contact [insert name] at [insert phone]. For more information, please visit [insert web site].

Sincerely,

[insert name, title, and organization]



HCP Outreach Email Template

Use this email template to initiate outreach with targeted individual HCPs. Customize it as appropriate, depending on any current relationships with the provider or office staff.

Subject: Evidence-based program cuts risk of type 2 diabetes in half

Dear **[insert name]**,

An estimated 98 million Americans have prediabetes, putting them at risk for type 2 diabetes and other serious chronic conditions like heart attack and stroke. Many of them do not even know they are at risk.

My name is **[insert name]** and I work with **[insert organization]**. We offer **[insert name of your program]**, a lifestyle change program to prevent type 2 diabetes, which is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention. This evidence-based program is backed by years of research showing that program participants can cut their risk of type 2 diabetes by 58 percent, and up to 71 percent for those 60 or older—by losing weight, eating better, and being more active. It can also improve participants' overall health—including lowering their risk of stroke and heart attack.

Patients look to their primary care providers more than any other source for information on promoting health and preventing diseases like type 2 diabetes. I'd like to speak with someone in your practice to share more information about the program and how it could benefit your patients. If you would be willing to provide the name and contact information of a representative of your practice's referring health care provider, such as a physician assistant or nurse practitioner, please feel free to call me at the number below or email me at this address. I look forward to hearing from you.

Sincerely,

[insert name, title, and organization]

[insert email address and phone number]



HCP Outreach Phone Scripts

These sample call scripts will help you identify individual HCPs who would be interested in learning more about and promoting your diabetes prevention lifestyle change program and provide a guide for talking with the HCPs you identify.

CALL A: Initial call to identify the correct HCP

Hello. My name is **[insert name]** and I work with **[insert organization]**. We offer **[name of your program]**, a lifestyle change program to prevent type 2 diabetes, which is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention. This evidence-based program is backed by years of research showing that program participants can cut their risk of type 2 diabetes by 58 percent, and up to 71 percent for those 60 or older—by losing weight, eating better, and being more active. It can also improve participants' overall health—including lowering their risk of stroke and heart attack.

I'd like to chat with someone who represents your practice's referring providers, such as a physician assistant or nurse practitioner. Do you mind telling me who that is for your practice?

[If **NAME PROVIDED**, ask if there is a good time to discuss and/or arrange a call]

[If **NO NAME PROVIDED**, ask if there is a better person to call and how to reach him/her, including mailing address, email, or fax]

Thank you for your time today. Have a nice day!

CALL B: Call with identified HCP

Hello. My name is [insert name] and I work with [insert organization]. We offer [insert name of your program], a lifestyle change program to prevent type 2 diabetes, which is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention. This evidence-based program is backed by years of research showing that program participants can cut their risk of type 2 diabetes by 58 percent, and up to 71 percent for those 60 or older—by losing weight, eating better, and being more active. It can also improve participants' overall health—including lowering their risk of stroke and heart attack.

We know that patients look to their primary care providers more than any other source for information on promoting health and preventing disease; and we understand how frustrating it is for you to counsel patients but see no results. We have this scientifically proven tool in our community to help you and your patients and I would like to share that with you. Is now a good time to talk to you?

[If **NO**, ask to schedule time to discuss the program.

If **YES**, move on to paragraph below.]

[**YES**] Great—thank you. I'd like to share a little background with you:

When patients join a program, they'll get a full year of support. The program is led by a trained lifestyle coach and uses a CDC-approved curriculum. Patients will attend weekly 1-hour core sessions for up to 6 months and then monthly sessions for the rest of the year to make new, healthy habits stick and keep them from slipping back into old habits. Some patients may even qualify for an additional year of ongoing maintenance.

The program may be covered by patients' insurance providers.

Does this sound like something you might be interested in for your patients?

[Listen and gauge response.

If **NO**, move to last paragraph.

If **YES**, move on to paragraph below.]

[**YES**] Wonderful! Is there a good time for me to bring by some free materials to help with testing and referral?

Are you aware of other providers or practices that you think might be interested in this information as well? If so, would you mind sharing their contact information, so I can reach out to them?

[Resulting conversation will vary based on opportunities and response. Offer to send materials or present to HCP and/or colleagues in person.]

[**NO/CLOSING**] I appreciate you taking the time to speak with me. If you have any questions, I can be reached at [insert phone number].

Thank you and have a nice day!



HCP Association Outreach Letter Template

Use this hard-copy letter template to contact health care provider associations and organizations to interest them in learning more about the National Diabetes Prevention Program. This template can be customized and put on your organization's letterhead.

Dear **[insert name]**,

An estimated 98 million Americans have prediabetes, putting them at greater risk for developing type 2 diabetes and other serious health problems like heart disease and stroke. Your members play a vital role in identifying patients with prediabetes.

The request for your members is simple: screen patients at high risk for type 2 diabetes and refer eligible patients to our organization's lifestyle change program which is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention. We encourage you to distribute information to your members in your newsletter or other existing communications, allow us to share a brief program overview at an upcoming meeting, or consider distributing materials such as a program brochure and fact sheet (available at www.cdc.gov/diabetes/prevention) to members.

For patients with prediabetes, **[insert name of your program]** is a scientifically proven program that can reduce their risk of developing type 2 diabetes through achievable and lasting lifestyle changes, and can improve patients' overall health. Research has shown that achieving weight loss of 5-7% of body weight by lowering fat intake and increasing physical activity to at least 150 minutes per week reduced the risk of developing type 2 diabetes by 58% in people at high risk for the disease and up to 71% for people aged 60 and older. (To learn more about this research, visit <http://diabetes.niddk.nih.gov/dm/pubs/preventionprogram/>.)

When patients join the program, they'll get weekly 1-hour core sessions led by a trained lifestyle coach for up to 6 months and then monthly sessions for the rest of the year to make their new, healthy habits stick and keep them from slipping back into old habits. The program may be covered by patients' insurance providers.

The program is offered at **[insert local locations]**. Referring patients to the program can greatly increase their intention to participate and adhere to lifestyle changes.

We thank you in advance for your time and consideration and we will be contacting you in the next few weeks to discuss the initiative. If you have any questions, please contact **[insert name]** at **[insert phone]**. For more information, please visit **[insert web site]**.

Sincerely,

[insert name, title and organization]



HCP Association Outreach Email Template

Use this email template when initiating outreach to potential HCP partner organizations or associations. Customize the text depending on any existing relationships you may have with local groups.

Subject: Help your members refer patients to proven diabetes prevention programs

Dear **[insert name]**,

Members of **[insert association name]** are on the front lines of helping their patients prevent chronic diseases, like type 2 diabetes. An estimated 98 million Americans have prediabetes which increases their risk for type 2 diabetes. For patients with prediabetes, the **[insert name of your program]**, which is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention, is a scientifically proven program that can reduce their risk of developing type 2 diabetes through achievable and lasting lifestyle changes, and can improve patients' overall health.

I would like to ask your membership to join us as a partner in preventing type 2 diabetes.

The request for your members is simple: screen patients at high risk for type 2 diabetes and refer eligible patients to our lifestyle change program. As an organization, we encourage you to distribute information to your members in your newsletter or other existing communications, allow us to share a brief program overview at an upcoming meeting, or consider distributing materials such as a program brochure and fact sheet (available at www.cdc.gov/diabetes/prevention) to members.

Research has shown that achieving weight loss of 5-7% of body weight by lowering fat intake and increasing physical activity to at least 150 minutes per week can reduce the risk of developing type 2 diabetes by 58% in people at high risk for the disease and up to 71% for people aged 60 and older. (To learn more about this research, visit <http://diabetes.niddk.nih.gov/dm/pubs/preventionprogram/>.)

When patients join a program, they'll get a full year of support. The program is led by a trained lifestyle coach and uses a CDC-approved curriculum. Patients will attend weekly 1-hour core sessions for up to 6 months and then every other week or monthly sessions for the rest of the year to make new, healthy habits stick and keep them from slipping back into old habits. Some patients may also qualify for an additional year of ongoing maintenance.

The **[insert name of your program]** is offered at **[insert local locations]**.

We thank you in advance for your time and consideration and we will be contacting you in the next few weeks to discuss the initiative. If you have any questions, please contact **[insert name]** at **[insert phone]**. For more information, please visit **[insert web site]**.

Sincerely,

[insert name, title and organization]



HCP Association Outreach Phone Script

Use this sample call script to identify HCP associations and organizations that would be interested in learning more about and/or promoting your lifestyle change program to their members.

Hello [insert name],

My name is [insert name] and I work for [insert organization]. I am calling about a highly effective resource for your members. For patients with prediabetes, the [insert name of your program], part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention (CDC), is a scientifically proven program that can reduce their risk of developing type 2 diabetes through achievable and lasting lifestyle changes, and can improve patients' overall health. For patients with prediabetes, this program empowers them to take charge of their health and well-being. Is now a good time to talk to you?

[If **NO**, ask to schedule time to discuss the program.]

[If **YES**, move on to paragraph below.]

[YES] I would like to extend an opportunity to partner with us to help solve a growing problem for your members—increasing numbers of patients with prediabetes.

An estimated 98 million Americans have prediabetes and these millions of people are 5 to 15 times more likely to develop type 2 diabetes and are at higher risk for developing other serious health problems like heart disease and stroke.

Your members play a vital role in identifying prediabetes. We know patients look to their primary care providers more than any other source for information on promoting health and preventing disease. We also know your members rely on you to help them identify the best educational information and local resources.

Would you be interested in joining us in this effort?

[Listen and gauge response.]

If **NO**, move to last paragraph.

If **YES**, move on to paragraph below.]

[YES] Thank you for your interest! The opportunities to share this information with your members are numerous, and we are excited about the possibility of working with you! There are a few ways in which **[insert association name]** can help support the initiative. Would you be open to the following?

Insert the specific “ask” for the individual organization or association from the sample list below. There could also be additional opportunities based on the conversation:

- *Posting program information on organization or association website*
- *Distributing materials at upcoming conference or meeting*
- *Promoting the program in your newsletter or other existing communication*
- *Hosting a webinar for members about the program*
- *Inviting a local champion to speak at a membership meeting*

[Resulting conversation will vary based on opportunities and response]

[NO/CLOSING] I appreciate you taking the time to speak with me about how your members can help prevent type 2 diabetes among millions of Americans with prediabetes. If you have any questions, I can be reached at **[insert phone number]**.

Thank you for your time and have a nice day!



Sample Article for Professional Association E-Newsletter

Share this brief article with professional associations and organizations for publication in member newsletters, industry publications, or other communication outlets.

CDC-Recognized Lifestyle Change Programs Help Patients Prevent Type 2 Diabetes

The Centers for Disease Control and Prevention (CDC) estimates as many as 1 in 3 people could have type 2 diabetes by 2050. In **[insert community name]** alone, **[X in XXX - insert local data from CDC's Diabetes Interactive Atlases: <http://www.cdc.gov/diabetes/atlas/index.html>]** are affected by this disease. Week after week, **[insert health care provider type]** care for patients with type 2 diabetes and the potentially debilitating complications it can cause.

Today, **[insert health care provider types]** treating patients in **[insert community]** are playing a crucial role in preventing or delaying new cases of type 2 diabetes by recommending their patients to the **[insert name of your program]**, part of the National Diabetes Prevention Program led by CDC. This lifestyle change program is scientifically proven to reduce the risk type 2 diabetes through achievable and lasting lifestyle changes, and can improve patients' overall health.

Prediabetes affects an estimated 98 million Americans. Patients with prediabetes are 5 to 15 times more likely to develop type 2 diabetes. These patients are also at risk for developing other serious health problems like heart disease and stroke.

The first step in preventing or delaying type 2 diabetes and related health problems is to test for prediabetes. The condition is most accurately detected through blood-based testing, including fasting blood glucose tests, oral glucose tolerance tests, or A1C tests. That's where **[insert health care provider types]** come in. Providers are encouraged to order blood tests for patients with these risk factors for prediabetes and type 2 diabetes:

- 45 years of age or older
- Overweight or diagnosed with obesity
- Have a family history of type 2 diabetes
- Have a history of gestational diabetes
- Physically active less than 3 times a week

Patients diagnosed with prediabetes should be referred to a lifestyle change program to prevent type 2 diabetes. Programs are conducted by lifestyle coaches who are trained on an evidence-based curriculum. The coach will engage your patients and guide them through making—and sticking with—lifestyle changes. When patients join the program, they'll get a full year of support. They'll attend weekly 1-hour core sessions for up to 6 months and then every other week or monthly sessions for the rest of the year to make their new, healthy habits stick and keep them from slipping back into old habits. Some patients may also qualify for an additional year of ongoing maintenance.

[Insert health care provider types] have long been champions of health education and disease prevention, and research overwhelmingly confirms that patients are more apt to accept advice from their health care professionals than from others. Now, in **[insert community]**, **[insert health care provider types]** are again leading the charge to create awareness and support patients as they make healthy changes for life.

A lifestyle change program may be available to your patients. For more information, call **[insert name and contact information]** or visit **[insert web site]**. Free materials and information are available to **[insert health care provider types]** to share with patients and help prevent or delay type 2 diabetes today.



Sample Brief Write-Up for Professional Association E-Newsletter

Share this brief write-up with professional association memberships via e-newsletter or e-blast communication.

CDC's Lifestyle Change Programs Help Patients Prevent Type 2 Diabetes

In **[insert community]**, **[insert health care provider types]** are again leading the charge to create awareness and support patients in making healthy changes for life by referring at-risk patients to the **[insert name of your program]**, part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention (CDC).

The program is scientifically proven to reduce the risk of type 2 diabetes through lasting, achievable lifestyle changes, and can improve patients' overall health. Patients with prediabetes are 5 to 15 times more likely to develop type 2 diabetes and are at greater risk for developing serious chronic conditions like heart disease and stroke.

To learn more about the program and how **[insert health care provider types]** are getting involved, click here **[insert link to article]**.

[If space allows, consider including an image to add visual appeal.]

For Use By Medicare DPP Providers

Talking Points to Use During Initial Outreach with HCPs and Associations

The talking points that follow provide the key messages that HCPs need to understand the Medicare DPP lifestyle change program and refer patients to it. They are not meant to be used verbatim or like a script. Adapt them to your style of speaking so they are easier to recall and share. These talking points cover a variety of areas and topics related to the program (you will not need to use them all in every conversation); choose the most relevant messages as you tailor your conversations with HCPs.

ABOUT THE PROGRAM

- The Medicare Diabetes Prevention Program or Medicare DPP is an evidence-based lifestyle change program proven to help patients with prediabetes reduce the risk of type 2 diabetes with achievable and lasting lifestyle changes. The program is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention. It can improve patients' overall health by helping them lose weight, eat better, and be more active.
- The program is based on the Diabetes Prevention Program research study (2005), conducted by NIH and CDC, which showed that lifestyle change was nearly twice as effective (58% vs. 31%) as taking prescription medicines in reducing the risk of type 2 diabetes among people with prediabetes.
- This research has shown that weight loss of 5–7% (10–14 lbs. for a person weighing 200 lbs.) of body weight achieved by lowering fat intake and increasing physical activity to at least 150 minutes per week reduced the risk of developing type 2 diabetes by up to 71% for people aged 60 and older.⁴
- When patients join a program, they'll get a full year of support and may qualify for an additional year of ongoing maintenance. The program is led by a trained lifestyle coach and uses a CDC-approved curriculum. Patients will attend weekly 1-hour core sessions for up to 6 months and then monthly sessions for the rest of the year to make new, healthy habits stick and keep them from slipping back into old habits.
- Participants' progress is carefully monitored as each program is required to track and report enrollee participation, behavior, and health changes.
- Prescription drugs can be expensive for your older patients. With the changes they'll make to their diet and physical activity through the

⁴ Knowler, WC, Barrett-Connor, E, et al. Reduction in the incidence of type 2 diabetes with lifestyle intervention or metformin. N Engl J Med 2012;346(6):393-403.

Medicare DPP, they may be able to manage their other conditions and reduce or avoid taking certain medications, potentially saving them money.

- To qualify for Medicare DPP, participants must have had a blood test within the past year demonstrating prediabetes and be enrolled in Medicare Part B.
- The program is offered in convenient locations in the community. Our program is being offered at **[insert location]**.
- Medicare DPP is free for eligible participants aged 65 and older who have Medicare Part B. Screen at-risk patients for prediabetes to see if they qualify.
- CDC established the Diabetes Prevention Recognition Program to ensure quality control and adherence to scientific standards for each community lifestyle program.
- You can learn more about the program by calling **[insert name and phone number]** or visiting www.cdc.gov/diabetes/prevention or **[insert local web site]**.

FACTS ABOUT PREDIABETES

- Nearly half of U.S. adults aged 65 or older have prediabetes. Without weight loss or moderate physical activity, many of them will develop type 2 diabetes.
- Diabetes remains a leading cause of blindness, kidney failure, and lower limb amputation, increasing these risks to 6–10 times that of people without diabetes. It also increases risks of macrovascular conditions such as heart attack and stroke by 60–80%.⁵
- To enroll in a Medicare DPP, patients must have:
 - » Medicare Part B coverage through Original Medicare (Fee-for-Service) or a Medicare Advantage (MA) plan

- » A body mass index (BMI) of at least 25 (23 if self-identified as Asian or Asian American)
 - » No history of type 1 or type 2 diabetes, with the exception of gestational diabetes
 - » Results from one of three blood tests conducted within one year before the first core session of the program:
 - Hemoglobin A1C test with a value of 5.7–6.4%
 - Fasting plasma glucose test with a value of 110–125 mg/dl
 - Oral glucose tolerance test with a value of 140–199 mg/dl
 - » No end-stage renal disease
 - » Not received Medicare DPP services previously
- As a health care provider, you see the face of prediabetes every day. Risk factors for prediabetes include:
 - » Being 45 years of age or older
 - » Being overweight
 - » Having a parent, brother, or sister with type 2 diabetes
 - » Being physically active less than 3 times a week
 - » Ever having gestational diabetes

Race and ethnicity are also a factor: African Americans, Hispanic/Latino Americans, American Indians, Alaska Natives and some Pacific Islanders, and Asian Americans are at higher risk.

THE ROLE OF HCPS

- Patients look to their primary care providers more than any other source for information on promoting health and preventing diseases, especially when they are faced with the potential for a serious chronic condition like type 2 diabetes.

⁵ Americans, Hispanic/Latino Americans, American Indians, Alaska Natives and some Pacific Islanders, and Asian Americans

- You likely see patients every day who have prediabetes or are otherwise at high risk for type 2 diabetes, and they don't know it. As a health care provider, you can play a vital role in helping prevent or delay the onset of type 2 diabetes by screening them for prediabetes and referring them to a lifestyle change program.
- Referring your patients with prediabetes to take part in the lifestyle change program is simple, quick, and effective.
- We will provide you with tools to help you share information about the program and its benefits with your patients, including fact sheets, brochures, and a simple form to easily refer a patient to our local program.
- The ICD-10-CM code that can be used to indicate a diagnosis of prediabetes is R73.03, which became effective on October 1, 2018.



HCP Outreach Letter Template

Use this letter template to mail or email targeted HCPs to interest them in learning more about your lifestyle change program. The letter can be customized and put on your organization's letterhead.

Dear [insert name],

The numbers are staggering, and you know them all too well:

- Nearly half of U.S. adults aged 65 or older have prediabetes; many of them do not know it. Without weight loss or moderate physical activity, many of them will develop type 2 diabetes.
- Diabetes remains a leading cause of blindness, kidney failure, and lower limb amputation, increasing these risks to 6–10 times that of people without diabetes.
- It also increases risks of macrovascular conditions such as heart attack and stroke by 60–80%.

We have an effective program to help you and your patients. The Medicare Diabetes Prevention Program, recognized by the Centers for Disease Control and Prevention (CDC), is scientifically proven to prevent or delay type 2 diabetes through achievable and lasting lifestyle changes and can improve patients' overall health. The program is free for patients covered by Medicare Part B.

We are encouraging health care providers to consider referring patients to our Medicare DPP program if they have been diagnosed with prediabetes and are enrolled in Medicare Part B. Research has shown that achieving weight loss of 5–7% (10–14 lbs. for a person weighing 200 lbs.) of body weight by lowering fat intake and increasing physical activity to at least 150 minutes per week can reduce the risk of developing type 2 diabetes by up to 71% for people aged 60 and older. (To learn more about this research, visit <http://diabetes.niddk.nih.gov/dm/pubs/preventionprogram/>.)

When patients join a program, they'll get a full year of support and may qualify for an additional year of ongoing maintenance. Medicare DPP is led by a trained lifestyle coach and uses a CDC-approved curriculum. Patients will attend weekly 1-hour core sessions for up to 6 months and then monthly sessions for the rest of the year to make new, healthy habits stick and keep them from slipping back into old habits.

Recommending patients to the program can greatly increase their intention to participate and stick with their lifestyle changes. And it's simple for you.

Thank you in advance for your time and consideration. We will contact you again in the next few weeks to discuss this program. In the meantime, if you have any questions, please contact [insert name] at [insert phone]. For more information, please visit [insert web site].

Sincerely,

[insert name, title and organization]



HCP Outreach Email Template

Use this email template to initiate outreach with targeted individual HCPs. Customize it as appropriate, depending on any current relationships with the provider or office staff.

Subject: Free evidence-based program can cut risk of type 2 diabetes by up to 71 percent

Dear **[insert name]**,

Nearly half of U.S. adults aged 65 or older have prediabetes, putting them at risk for type 2 diabetes and other serious chronic conditions like heart attack and stroke. Many of them do not even know they are at risk.

My name is **[insert name]** and I work with **[insert organization]**. We offer the Medicare Diabetes Prevention Program, a lifestyle change program to prevent type 2 diabetes, which is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention. The program is free for patients enrolled in Medicare Part B. This evidence-based program is backed by years of research showing that program participants 60 and older can cut their risk of type 2 diabetes by up to 71 percent—by losing weight, eating better, and being more active. It can also improve participants' overall health—including lowering their risk of stroke and heart attack.

Patients look to their primary care providers more than any other source for information on promoting health and preventing diseases like type 2 diabetes. If possible, I'd like to speak with someone in your practice to share more information about the program and how it could benefit your patients. If you would be willing to provide the name and contact information of a representative of your practice's referring health care provider, such as a physician assistant or nurse practitioner, please feel free to call me at the number below or email me at this address. I look forward to hearing from you.

Sincerely,

[insert name, title, and organization]

[insert email address and phone number]



HCP Outreach Phone Scripts

These sample call scripts will help you identify individual HCPs who would be interested in learning more about and promoting the diabetes prevention lifestyle change program and provide a guide for talking with the HCPs you identify.

CALL A: Initial call to identify the correct HCP

Hello, [insert name].

My name is [insert name] and I work with [insert organization]. We offer the Medicare Diabetes Prevention Program, a lifestyle change program to prevent type 2 diabetes, which is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention and free for patients enrolled in Medicare Part B. This evidence-based program is backed by years of research showing that program participants 60 and older can cut their risk of type 2 diabetes by up to 71 percent—by losing weight, eating better, and being more active. It can also improve participants' overall health—including lowering their risk of stroke and heart attack.

I'd like to chat with someone who represents your practice's referring providers, such as a physician assistant or nurse practitioner. Do you mind telling me who that is for your practice?

[If **NAME PROVIDED**, ask if there is a good time to discuss and/or arrange a call]

[If **NO NAME PROVIDED**, ask if there is a better person to call and how to reach him/her, including mailing address, email, or fax]

Thank you for your time today. Have a nice day!

CALL B: Call with identified HCP

Hello [insert name],

My name is [insert name] and I work with [insert organization]. We offer the Medicare Diabetes Prevention Program, a lifestyle change program to prevent type 2 diabetes, which is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention and free for patients enrolled in Medicare Part B. This evidence-based program is backed by years of research showing that program participants 60 and older can cut their risk of type 2 diabetes by up to 71 percent—by losing weight, eating better, and being more active. It can also improve participants' overall health—including lowering their risk of stroke and heart attack.

We know that patients look to their primary care providers more than any other source for information on promoting health and preventing disease; and we understand how frustrating it is for you to counsel patients but see no results. We have this scientifically proven tool in our community to help you and your patients and I would like to share that with you. Is now a good time to talk to you?

[If **NO**, ask to schedule time to discuss the program.

If **YES**, move on to paragraph below.]

[**YES**] Great—thank you. I'd like to share a little background with you:

Research has shown that weight loss of 5–7% of body weight can be achieved by lowering fat intake and increasing physical activity to at least 150 minutes per week. This reduced the risk of developing type 2 diabetes by up to 71% in people aged 60 and older.

When patients join a program, they'll get a full year of support and may qualify for an additional year of ongoing maintenance. The program is led by a trained lifestyle coach and uses a CDC-approved curriculum. Patients will attend weekly 1-hour core sessions for up to 6 months and then monthly sessions for the rest of the year to make new, healthy habits stick and keep them from slipping back into old habits.

Does this sound like something you might be interested in for your patients?

[Listen and gauge response.

If **NO**, move to last paragraph.

If **YES**, move on to paragraph below.]

[**YES**] Wonderful! Is there a good time for me to bring by some free materials to help with testing and referral?

Are you aware of other providers or practices that you think might be interested in this information as well? If so, would you mind sharing their contact information, so I can reach out to them?

[Resulting conversation will vary based on opportunities and response. Offer to send materials or present to HCP and/or colleagues in person.]

[**NO/CLOSING**] I appreciate you taking the time to speak with me. If you have any questions, I can be reached at [insert phone number].

Thank you and have a nice day!



HCP Association Outreach Letter Template

This is a hard copy letter template to send to health care provider associations and organizations to interest them in learning more about the Medicare Diabetes Prevention Program. This template can be customized and put on your organization's letterhead.

Dear **[insert name]**,

Nearly half of U.S. adults aged 65 or older have prediabetes, putting them at greater risk for developing type 2 diabetes and other serious health problems like heart disease and stroke. Many of them do not know they have it. Your members play a vital role in identifying patients with prediabetes.

The request for your members is simple: screen patients at high risk for type 2 diabetes and refer eligible patients to our organization's lifestyle change program, the Medicare Diabetes Prevention Program, which is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention. We encourage you to distribute information to your members in your newsletter or other existing communications, allow us to share a brief program overview at an upcoming meeting, or consider distributing materials such as a program brochure and fact sheet (available at www.cdc.gov/diabetes/prevention) to members.

For patients with prediabetes, Medicare Diabetes Prevention Program is a scientifically proven program that can reduce their risk of developing type 2 diabetes through achievable and lasting lifestyle changes and can improve patients' overall health. It's free for patients enrolled in Medicare Part B. Research has shown that achieving weight loss of 5-7% of body weight by lowering fat intake and increasing physical activity to at least 150 minutes per week reduced the risk of developing type 2 diabetes by up to 71% for people aged 60 and older. (To learn more about this research, visit <http://diabetes.niddk.nih.gov/dm/pubs/preventionprogram/>.)

When patients join the program, they'll get weekly 1-hour core sessions led by a trained lifestyle coach for up to 6 months and then monthly sessions for the rest of the year to make their new, healthy habits stick and keep them from slipping back into old habits. Some patients may qualify for an additional year of ongoing maintenance.

The program is offered at **[insert local locations]**. Recommending patients to the program can greatly increase their intention to participate and adhere to lifestyle changes.

We thank you in advance for your time and consideration and we will be contacting you in the next few weeks to discuss the initiative. If you have any questions, please contact **[insert name]** at **[insert phone]**. For more information, please visit **[insert web site]**.

Sincerely,

[insert name, title and organization]



HCP Association Outreach Email Template

Use this email template when initiating outreach to potential HCP partner organizations or associations. Customize the text depending on any existing relationships you may have with local groups.

Subject: Help your members refer patients to evidence-based diabetes prevention programs

Dear **[insert name]**,

Members of **[insert association name]** are on the front lines of helping their patients prevent chronic diseases, like type 2 diabetes. Nearly half of U.S. adults aged 65 or older have prediabetes—which increases their risk for type 2 diabetes—and many do not know they have it. For patients with prediabetes, the Medicare Diabetes Prevention Program, which is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention, is a scientifically proven program that can reduce their risk of developing type 2 diabetes through achievable and lasting lifestyle changes, and can improve patients' overall health. It's free for patients enrolled in Medicare Part B.

I would like to personally ask your membership to join us as a partner in preventing type 2 diabetes.

The request for your members is simple: screen patients at high risk for type 2 diabetes and refer eligible patients to our lifestyle change program. As an organization, we encourage you to distribute information to your members in your newsletter or other existing communications, allow us to share a brief program overview at an upcoming meeting, or consider distributing materials such as a program brochure and fact sheet (available at www.cdc.gov/diabetes/prevention) to members.

Research has shown that achieving weight loss of 5-7% of body weight by lowering fat intake and increasing physical activity to at least 150 minutes per week reduced the risk of developing type 2 diabetes by up to 71% for people aged 60 and older. (To learn more about this research, visit <http://diabetes.niddk.nih.gov/dm/pubs/preventionprogram/>.)

When patients join a program, they'll get a full year of support. The program is led by a trained lifestyle coach and uses a CDC-approved curriculum. Patients will attend weekly 1-hour core sessions for up to 6 months and then monthly sessions for the rest of the year to make new, healthy habits stick and keep them from slipping back into old habits. Some patients may also qualify for an additional year of ongoing maintenance.

The program is offered at **[insert local locations]**.

We thank you in advance for your time and consideration and we will be contacting you in the next few weeks to discuss the initiative. If you have any questions, please contact **[insert name]** at **[insert phone]**. For more information, please visit **[insert web site]**.

Sincerely,

[insert name, title and organization]



HCP Association Outreach Phone Script

Use this sample call script to identify HCP associations and organizations that would be interested in learning more about and/or promoting your lifestyle change program to their members.

Hello [insert name],

My name is [insert name] and I work for [insert organization]. I am calling about a highly effective resource for your members. For patients with prediabetes, the Medicare Diabetes Prevention Program, part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention (CDC), is an evidence-based program that can reduce their risk of developing type 2 diabetes through achievable and lasting lifestyle changes, and can improve patients' overall health. For patients with prediabetes, this program empowers them to take charge of their health and well-being, and it's free for patients enrolled in Medicare Part B. Is now a good time to talk to you?

[If **NO**, ask to schedule time to discuss the program.]

[If **YES**, move on to paragraph below.]

[YES] I would like to extend an opportunity to partner with us to help solve a growing problem for your members—increasing numbers of patients with prediabetes.

Nearly half of U.S. adults aged 65 or older have prediabetes and many do not know they have it. These millions of people are 5 to 15 times more likely to develop type 2 diabetes and are at higher risk for developing other serious health problems like heart disease and stroke.

Your members play a vital role in identifying prediabetes. We know patients look to their primary care providers more than any other source for information on promoting health and preventing disease. We also know your members rely on you to help them identify the best educational information and local resources.

Would you be interested in joining us in this effort?

[Listen and gauge response.]

If **NO**, move to last paragraph.

If **YES**, move on to paragraph below.]

[YES] Thank you for your interest! The opportunities to share this information with your members are numerous, and we are excited about the possibility of working with you! There are a few ways in which **[insert association name]** can help support the initiative. Would you be open to the following?

Insert the specific “ask” for the individual organization or association from the sample list below. There could also be additional opportunities based on the conversation:

- *Posting program information on organization or association website*
- *Distributing materials at upcoming conference or meeting*
- *Promoting the program in your newsletter or other existing communication*
- *Hosting a webinar for members about the program*
- *Inviting a local champion to speak at a membership meeting*

[Resulting conversation will vary based on opportunities and response]

[NO/CLOSING]: I appreciate you taking the time to speak with me about how your members can help prevent type 2 diabetes among millions of Americans with prediabetes. If you have any questions, I can be reached at **[insert phone number]**.

Thank you for your time and have a nice day!



Sample Article for Professional Association E-Newsletter

Share this brief article with professional associations and organizations for publication in member newsletters, industry publications, or other communication outlets.

CDC's Lifestyle Change Programs Help Patients Prevent Type 2 Diabetes

About 1 in 4 adults aged 65 or older has diabetes. In **[insert community name]** alone, **[X in XXX - insert local data from CDC's Diabetes Interactive Atlases: <http://www.cdc.gov/diabetes/atlas/index.html>]** are affected by this disease. Week after week, **[insert health care provider type]** care for patients with type 2 diabetes and the potentially debilitating complications it can cause.

Today, **[insert health care provider types]** treating patients in **[insert community]** are playing a crucial role in preventing or delaying new cases of type 2 diabetes by recommending their patients to the Medicare Diabetes Prevention Program, part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention (CDC). This lifestyle change program is scientifically proven to reduce the risk type 2 diabetes through achievable and lasting lifestyle changes, and can improve patients' overall health. The program is free to patients enrolled in Medicare Part B.

Prediabetes affects nearly half of U.S. adults aged 65 or older, but many do not know they have it. Patients with prediabetes are 5 to 15 times more likely to develop type 2 diabetes. These patients are also at risk for developing other serious health problems like heart disease and stroke.

The first step in preventing or delaying type 2 diabetes and related health problems is to test for prediabetes. The condition is most accurately detected through blood-based testing, including fasting blood glucose tests, oral glucose tolerance tests, or A1C tests. That's where **[insert health care provider types]** come in. Providers are encouraged to order blood tests for patients with these risk factors for prediabetes and type 2 diabetes:

- 45 years of age or older
- Overweight or diagnosed with obesity
- Have a family history of type 2 diabetes
- Have a history of gestational diabetes
- Physically active less than 3 times a week

Patients diagnosed with prediabetes should be referred to a lifestyle change program to prevent type 2 diabetes. Programs are conducted by lifestyle coaches who are trained on an evidence-based curriculum. The coach will engage your patients and guide them through making—and sticking with—lifestyle changes. When patients join the program, they'll get a full year of support. They'll attend weekly 1-hour core sessions for up to 6 months and then monthly sessions for the rest of the year to make their new, healthy habits stick and keep them from slipping back into old habits. Some patients may qualify for an additional year of ongoing maintenance.

[Insert health care provider types] have long been champions of health education and disease prevention, and research overwhelmingly confirms that patients are more apt to accept advice from their health care professionals than from others. Now, in **[insert community]**, **[insert health care provider types]** are again leading the charge to create awareness and support patients as they make healthy changes for life.

A lifestyle change program may be available to your patients. For more information, call **[insert name and contact information]** or visit **[insert web site]**. Free materials and information are available to **[insert health care provider types]** to share with patients and help prevent or delay type 2 diabetes today.



Sample Brief Write-Up for Professional Association E-Newsletter

Share this brief write-up with professional association memberships via e-newsletter or e-blast communication.

CDC's Lifestyle Change Programs Help Patients Prevent Type 2 Diabetes

In **[insert community]**, **[insert health care provider types]** are again leading the charge to create awareness and support patients in making healthy changes for life by recommending patients with prediabetes to the Medicare Diabetes Prevention Program, part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention (CDC).

Patients with prediabetes are 5 to 15 times more likely to develop type 2 diabetes and are at greater risk for developing serious chronic conditions like heart disease and stroke. The program is scientifically proven to reduce the risk of type 2 diabetes through achievable and lasting lifestyle changes, and can improve patients' overall health. It's free for patients enrolled in Medicare Part B.

To learn more about the program and how **[insert health care provider types]** are getting involved, click here **[insert link to article]**.

[If space allows, consider including an image to add visual appeal.]

Materials to Provide to HCPs and Associations

Use the resources in this section to assist in your outreach to HCPs and their associations. Some of the HCPs you engage with will be aware of the lifestyle change program, while others will have no idea it exists in their community. Use your initial communication to gauge what they know about the program. This knowledge will help inform the structure of your call or meeting. (Keep in mind that HCPs like to hear about proven programs and available options for their patients, so stressing that the lifestyle change program is an effective, evidence-based option for patients will be important.)

In the appendices of this guide, you will find resources that can help you in educating HCPs about the program, which you can tailor with your program information and distribute in person or via email. These materials include:

- **Appendix A:** Letter Introducing HCP Materials for PreventT2/Similar Program Providers
- **Appendix B:** Letter Introducing HCP Materials for Medicare DPP Providers
- **Appendix C:** Fact Sheet on PreventT2
- **Appendix D:** Fact Sheet on Medicare DPP
- **Appendix E:** Talking Points for HCPs to Use in Discussing Medicare DPP with Their Patients
- **Appendix F:** Patient Handout on How to Sign Up for Medicare DPP
- **Appendix G:** Patient Referral Form for PreventT2/Similar Program Providers
- **Appendix H:** Patient Referral Form for Medicare DPP Providers

CDC has also developed several online materials to help educate HCPs and their patients about the program. Feel free to use these materials to help promote the program through your web site or other places online.

- **Could You Have Prediabetes? Online Test:** This simple screening quiz—available in English and Spanish—assesses if a person is at risk for having prediabetes. View the test and learn how to share it on your web site at www.cdc.gov/prediabetes/takethetest/.
- An animated video that shows what a lifestyle change program is and what is included in a typical session. View and download the video at www.cdc.gov/diabetes/prevention.
- Online overview of the lifestyle change program and accompanying flipbook and reference card for HCP use during patient encounters at www.cdc.gov/diabetes/prevention. HCPs can walk through the whole flipbook with patients or go directly to the page with the most relevant topic for them. The accompanying reference card directs patients to an online version of this resource, with an indication of where to look for the most relevant content.
- Infographic-style prediabetes poster with information about prediabetes and ways to prevent the onset of type 2 diabetes for display in waiting rooms and patient exam rooms. You can access the poster at www.cdc.gov/diabetes/prevention.
- Testimonials from other HCPs who have referred patients to CDC-recognized lifestyle change programs: View and download testimonials at <https://www.cdc.gov/diabetes/prevention/lifestyle-program/deliverers/testimonials.html>.

APPENDICES

APPENDIX A

Letter Introducing HCP Materials for PreventT2/Similar Program Providers

Dear [insert name],

Thank you for your support of [insert name of your program]—part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention. [Insert health care provider type] are crucial to the prevention of chronic illnesses like type 2 diabetes, and [insert organization name] is excited to share the enclosed materials to help you refer eligible patients to participate in the lifestyle change program:

[Insert materials for HCPs such as:]

- **Talking points** to help you answer common patient questions about the lifestyle change program.
- **Fact sheet** with basic details about the program and its benefits, along with contact information for our organization.
- **Program overview flipbook and reference card.** HCPs can walk through the whole flipbook with patients or go directly to the page with the most relevant topic for them. The accompanying reference card directs patients to an online version of this resource, with an indication of where to look for the most relevant content.

If you have any questions about these materials, please contact me. You can find additional information about the National Diabetes Prevention Program at www.cdc.gov/diabetes/prevention. Thank you again for your support of this program and for sharing the benefits with your patients and colleagues.

Sincerely,

[insert name, title and organization]

[insert email address and phone number]

APPENDIX B

Letter Introducing HCP Materials for Medicare DPP Providers

Dear [insert name],

Thank you for your support of the Medicare Diabetes Prevention Program (Medicare DPP)—part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention. [Insert health care provider type] are crucial to the prevention of chronic illnesses like type 2 diabetes, and [insert organization name] is excited to share the enclosed materials to help you recommend eligible patients to participate in the lifestyle change program:

[Insert materials for HCPs such as:]

- **Talking points** to help you answer common patient questions about the lifestyle change program.
- **Fact sheet** with basic details about the program and its benefits, along with contact information for our organization.
- **Program overview flipbook and reference card.** HCPs can walk through the whole flipbook with patients or go directly to the page with the most relevant topic for them. The accompanying reference card directs patients to an online version of this resource, with an indication of where to look for the most relevant content.
- **Patient handout** on how to sign up for Medicare DPP

If you have any questions about these materials, please contact me. You can find additional information about the Medicare DPP at [go.cms.gov/mdpp](https://www.go.cms.gov/mdpp). Thank you again for your support of this program and for sharing the benefits with your patients and colleagues.

Sincerely,

[insert name, title and organization]

[insert email address and phone number]

APPENDIX C

Fact Sheet on PreventT2

You Can Prevent Type 2 Diabetes *with the PreventT2 Program*



The PreventT2 Program Reduces Your Risk of Type 2 Diabetes

If you have prediabetes or other risk factors for type 2 diabetes, now is the time to take charge of your health and make a change. The PreventT2 lifestyle change program can help!

PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It features an approach that is proven to prevent or delay type 2 diabetes.

The program teaches you techniques to improve food choices and increase physical activity to at least 150 minutes a week to help you lose 5 to 7 percent of your body weight — that is 10 to 14 pounds for a person weighing 200 pounds. If you have prediabetes, these lifestyle changes can cut your risk of developing type 2 diabetes in half (or by even more if you're 60 or older).

Prediabetes Can Lead to Type 2 Diabetes

One out of three American adults has prediabetes, and most of them do not know it.

Having prediabetes means your blood glucose (sugar) level is higher than normal, but not high enough yet to be diagnosed as diabetes. But don't let the "pre" in prediabetes fool you into thinking it's not a problem. This condition raises your risk of type 2 diabetes, heart disease, and stroke. Without weight loss or moderate physical activity, many people with prediabetes develop type 2 diabetes within several years.

Type 2 diabetes is a serious condition that can lead to health issues such as heart attack; stroke; blindness; kidney failure; or loss of toes, feet, or legs. The lifestyle changes you make in the PreventT2 program will help you prevent or delay type 2 diabetes and its complications.



1 out of 3 American adults has prediabetes



If you have prediabetes, you are at higher risk of type 2 diabetes, heart attack, and stroke.

YOU MAY HAVE PREDIABETES AND BE AT RISK FOR TYPE 2 DIABETES IF YOU:

- Are 45 years or older
- Are overweight
- Have a parent, brother, or sister with type 2 diabetes
- Are physically active fewer than 3 times per week
- Ever had diabetes while pregnant (gestational diabetes) or gave birth to a baby who weighed more than 9 pounds

African Americans, Hispanic/Latino Americans, American Indians, Alaska Natives, Pacific Islanders, and some Asian Americans are at higher risk.



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ORGANIZATION LOGO

APPENDIX D

Fact Sheet on Medicare DPP

YOU CAN PREVENT TYPE 2 DIABETES WITH THE **Medicare Diabetes Prevention Program** (Medicare DPP)



Nearly half of U.S. adults aged 65 or older have prediabetes (sometimes called high blood sugar).

If you have prediabetes, you are at higher risk for type 2 diabetes, heart attack, and stroke.



YOU MAY HAVE PREDIABETES AND BE AT RISK FOR TYPE 2 DIABETES IF YOU HAVE THE FOLLOWING RISK FACTORS:



Are 45 years or older



Are overweight



Have a parent, brother, or sister with type 2 diabetes



Are physically active fewer than 3 times per week



Ever had diabetes while pregnant (gestational diabetes) or gave birth to a baby who weighed more than 9 pounds

African Americans, Hispanic/Latino Americans, American Indians, Alaska Natives, Pacific Islanders, and some Asian Americans are at higher risk.

Medicare DPP is a Free Program to Reduce Your Risk of Type 2 Diabetes

If you have prediabetes, **now** is the time to take charge of your health and make a change. Taking part in a structured lifestyle change program like the Medicare Diabetes Prevention Program (Medicare DPP) can help. And with Medicare Part B, it's free!

Medicare DPP is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It features an approach that is proven to prevent or delay type 2 diabetes.

The program teaches you techniques to improve food choices and increase physical activity to at least 150 minutes a week to help you lose 5 to 7 percent of your body weight. (That is 10 to 14 pounds for a person weighing 200 pounds.) Years of research has shown that for people 60 years or older, these lifestyle changes can cut the risk of developing type 2 diabetes by more than 70 percent.

Prediabetes Can Lead to Type 2 Diabetes

Having prediabetes means your blood glucose (sugar) level is higher than normal, but not high enough yet to be diagnosed as diabetes. But don't let the "pre" in prediabetes fool you into thinking it's not a problem. This condition raises your risk of type 2 diabetes, heart disease, and stroke. Without weight loss or moderate physical activity, many people with prediabetes develop type 2 diabetes within several years.

Type 2 diabetes is a serious condition that can lead to other health issues such as heart attack; stroke; blindness; kidney failure; or loss of toes, feet, or legs. The lifestyle changes you make in the Medicare DPP will help you prevent or delay type 2 diabetes and its complications.

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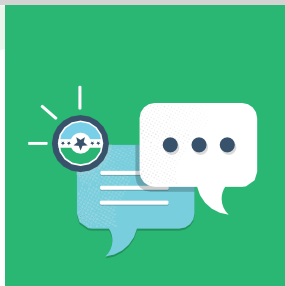
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NATIONAL
**DIABETES
PREVENTION**
PROGRAM

APPENDIX E

Talking Points for HCPs to Use in Discussing Medicare DPP with Their Patients



HOW TO Talk to Your Patients About the Medicare DPP

Your patients will have many questions about the Medicare Diabetes Prevention Program (Medicare DPP). The following talking points will help you answer those questions and help your patients decide if the program is right for them.

Program Overview

- The Medicare DPP is a proven lifestyle change program recognized by the Centers for Disease Control and Prevention (CDC).
- Backed by years of research, lifestyle change programs like Medicare DPP have been shown to lower the risk of diabetes by more than 70% for participants 60 years and older.*
- The program is facilitated by trained lifestyle coaches, many of whom are dietitians, fitness coaches, or diabetes educators.
- It also provides a support group of people with similar goals and challenges who will help you overcome obstacles and celebrate successes.

Benefits

- By taking part in a structured lifestyle change program and losing 5% to 7% of your body weight, you can cut your risk of type 2 diabetes by more than half.
- Participants have reported feeling better, having more self-confidence, and having more energy to do what they love.
- With the changes you make to your diet and physical activity through the Medicare DPP, you may be able to manage other conditions like high blood pressure and high cholesterol with fewer medications.

Program Logistics

- When you join Medicare DPP, you'll get a year-long program led by a trained lifestyle coach.
- The program provides weekly 1-hour core sessions for up to 6 months and then monthly sessions for the rest of the year to help your new, healthy habits stick and keep you from slipping back into old habits.
- From healthy shopping techniques to stress management tips, you will learn new ways to stay healthy and sustain those changes over time.

Cost and Coverage

Cost is an important factor for patients who are Medicare eligible. Ask your administrative staff to help patients find organizations that offer the Medicare DPP.

- There are no out-of-pocket costs for eligible Medicare DPP participants.
- Our office staff will help you locate a Medicare-approved program. **or**
- *[Provide patients the Medicare DPP sign-up handout.]* Follow these three easy steps to sign up for a program that works for you.

For More Information

- Please contact **[insert local program information including contact name, phone number and website.]**
- You can find additional program information about Medicare DPP at go.cms.gov/mdpp.

*Based on a 5-year study conducted by the Department of Health and Human Services, National Institutes of Health, and National Institute for Diabetes and Digestive and Kidney Diseases. Research found that in 3,234 participants who were overweight and had prediabetes, lifestyle changes worked particularly well for participants aged 60 and older.

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NATIONAL
DIABETES
PREVENTION
PROGRAM


APPENDIX F


Patient Handout on How to Sign Up for Medicare DPP


front

3 STEPS TO
Join the Medicare Diabetes Prevention Program



1  **Talk to your health care provider** about prediabetes and how the Medicare Diabetes Prevention Program (Medicare DPP) can help you prevent type 2 diabetes.

2  **Call or visit us online** for more information!
[Organization name]
[Name of contact person]
[Phone number of contact person]
[Organization's website]

3  **Sign up** for the Medicare DPP and start making healthy changes. **This program is free** for those who are eligible under Medicare Part B!


back

Am I Eligible for the Medicare DPP?

To enroll in the Medicare Diabetes Prevention Program (paid for by Medicare Part B), you must have:

- ✓ Medicare Part B coverage through Original Medicare (Fee-for-Service) or a Medicare Advantage (MA) plan
- ✓ A [body mass index](#) (BMI) of at least 25 (23 if you're Asian or Asian American)
- ✓ No history of type 1 or type 2 diabetes, with the exception of gestational diabetes
- ✓ Results from one of three blood tests conducted within one year before the first core session of the program:
 - Hemoglobin A1c test with a value of 5.7–6.4%
 - Fasting plasma glucose test with a value of 110–125 mg/dL
 - Oral glucose tolerance test with
- ✓ No end-stage renal disease
- ✓ Not received Medicare DPP services previously

NATIONAL DIABETES PREVENTION PROGRAM



THE MEDICARE DIABETES PREVENTION PROGRAM IS PART OF THE NATIONAL DIABETES PREVENTION PROGRAM LED BY THE CENTER FOR DIABETIC CONTROL AND PREVENTION (CDC)

APPENDIX G

Patient Referral Form for PreventT2/ Similar Program Providers

Customize this referral form as necessary and provide to HCPs to set up a referral system.

This is a referral for an adult patient to participate in the **[insert name of your program]**.

Make a copy and provide the completed form to the patient, who may contact his/her local program for more information and to enroll. Providers can also send the referral form directly to the organization offering the program using the contact information below.

(First Name)

(MI)

(Last Name)

(Telephone Number)

is recommended for enrollment in the **[insert name of your program]** based on the following eligibility criteria:

- 18 years or older
- BMI \geq 25 kg/m² (\geq 23 if Asian or Asian American)
- No previous diagnosis of type 1 or type 2 diabetes
- Diagnosis of prediabetes in the past year or GDM based on (check one or more):
 - A1C: 5.7%–6.4%
 - Fasting plasma glucose: 100–125 mg/dL
 - 2-hour plasma glucose (after a 75 gm glucose load): 140–199 mg/dL
 - Previous diagnosis of GDM (may be self-reported)

Health Care Provider Information

SIGNATURE _____ DATE: _____

NAME: _____

ADDRESS: _____

PHONE: _____

[Insert name of your program] is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It is a proven program to prevent or delay type 2 diabetes in high-risk patients.

For more information, contact: **[insert program details and contact information including phone number, email address and fax number.]**

APPENDIX H

Patient Referral Form for Medicare DPP Providers

Customize this referral form as necessary and provide to HCPs to set up a referral system.

This is a referral for an adult patient to participate in the Medicare Diabetes Prevention Program.

Make a copy and provide the completed form to the patient, who may contact his/her local program for more information and to enroll. Providers can also send the referral form directly to the organization offering the program using the contact information below.

(First Name)

(MI)

(Last Name)

(Telephone Number)

is recommended for enrollment in the Medicare Diabetes Prevention Program based on the following eligibility criteria:

- Medicare Part B coverage through Original Medicare (Fee-for-Service) or a Medicare Advantage (MA) plan
- A body mass index (BMI) of at least 25 (23 if Asian or Asian American)
- No history of type 1 or type 2 diabetes, with the exception of gestational diabetes
- Results from one of three blood tests (must be conducted within one year before the first core session of the program):
 - » Hemoglobin A1c test with a value of 5.7–6.4%
 - » Fasting plasma glucose test with a value of 110–125 mg/dL
 - » Oral glucose tolerance test with a value of 140–199 mg/dL
- No end-stage renal disease
- Not received Medicare DPP services previously

Health Care Provider Information

SIGNATURE: _____ DATE: _____

NAME: _____

ADDRESS: _____

PHONE: _____

The Medicare Diabetes Prevention Program is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It is a proven program to prevent or delay type 2 diabetes in high-risk patients.

For more information, contact: **[insert program details and contact information including phone number, email address and fax number.]**

www.cdc.gov/diabetes/prevention