



YOUR EIGHT-STEP IMPLEMENTATION GUIDE

How to bring the National Diabetes Prevention Program to your worksite

EIGHT STEPS TO IMPLEMENT A NATIONAL DPP LIFESTYLE CHANGE PROGRAM

Congratulations! If you're reviewing this document, then you likely realize the urgency of the type 2 diabetes epidemic. You may already know that one-third or more of your employees could be at risk. Most importantly, you have an interest in making a difference.

Of course, every worthwhile initiative requires some legwork to create forward momentum. We've created this implementation guide to make your journey a little easier, identifying the crucial steps and decision points. Below is a quick summary of the eight steps. You'll find additional details for each step on the subsequent pages.

The eight steps



STEP 1

Create a snapshot of potential costs/benefits



STEP 2

Identify potential partners & resources



STEP 3

Determine your eligibility and screening strategy



STEP 4

Create a program proposal



STEP 5

Secure buy-in



STEP 6

Finalize partner contracting



STEP 7

Promote the program within your workplace



STEP 8

Measure and fine-tune



STEP 1: Create a snapshot of potential costs / benefits

TO DOs

✓ DO THE MATH.

There are two handy tools available to help you make the business case for the National Diabetes Prevention Program (DPP) lifestyle change program at your worksite.

1. First, use our “Assessing Prediabetes Risk for Employers” to determine your company’s at-risk population, based on prevalence by age. Using this sheet, you can plug in your employee counts by age, apply national averages, and create an educated estimate of the size of your at-risk population.
2. Second, check out the [AMA’s Diabetes Prevention Cost Savings Calculator](#) and the [CDC Diabetes Prevention Impact Toolkit](#).
 - Using an average DPP cost of \$450 per participant, the AMA’s Diabetes Prevention Cost Savings Calculator lets you know your projected ROI over time. For example, an employer with 250 employees could save up to \$8,759 over three years, by avoiding the additional medical costs associated with newly diagnosed type 2 diabetes.
 - The CDC Diabetes Prevention Impact Toolkit lets employers and insurers customize estimates of program costs, diabetes-related medical costs, and potential return on investment (ROI) using their own employee/member data and assumptions. The AMA’s Diabetes Prevention Cost Savings Calculator allows health systems, payers and employers to customize anticipated enrollment and completion rates, based on their experiences with other programs, and looks at the potential immediately avoidable spend for those organizations that have high employee/member turnover.

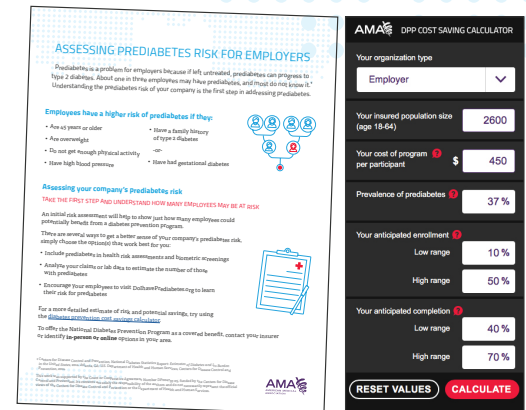
Once you have these numbers, you will be equipped to present a proposal to key stakeholders.

✓ REVIEW ANY AVAILABLE POPULATION DATA.

While employers typically do not have access to detailed, population health data, some medical providers, wellness vendors, third-party administrators, and/or carriers collect health data on your behalf. See if one of your partners has de-identified health data available that can shed further light on the percentage of your population at risk of type 2 diabetes. For example, do they know how many employees have elevated A1C tests on file? Is there data available on the propensity of other related risk factors such as high BMI, high blood pressure or hypertension? Get any supporting data available from your health providers. This step may also prove useful when you get to Step 7 (plan promotion).

✓ CONSIDER YOUR ORGANIZATION’S OVERARCHING WELLNESS GOALS.

Does diabetes prevention align with your organization’s wellness goals? If so, add this to your business case. The National DPP lifestyle change program incorporates healthy eating, an active lifestyle, 5–7 percent weight loss, healthy weight maintenance and stress management, with the ultimate goal of preventing or delaying onset of type 2 diabetes in those at high risk.





STEP 2: Identify potential partners and resources

TO DOs

✓ TAKE INVENTORY OF YOUR ORGANIZATION'S *INTERNAL* RESOURCES.

Many companies have found that offering classes at the worksite is an essential component of program success. They've also found that the right lifestyle coach (facilitator) — someone who is relatable, enthusiastic, supportive and non-judgmental — is also key. With these ideals in mind, assess your current resources:

- Who on your team could serve as the program administrator?
- Do you have health professionals or wellness coaches on-site who can be trained as lifestyle coaches?
- Do you have health centers on site with doctors and nurses who can support the effort?
- Do you have conference rooms conveniently available for training?
- If your company has multiple campuses, will you pilot the program at all campuses or just one?

✓ IDENTIFY *EXTERNAL* PARTNERS AND RESOURCES.

- [Visit the CDC](#) to identify program options in your area.
- Who are potential partners for online training options?
- Who are potential partners for off-site training options?
- If you do not choose to offer the program yourself, are there potential partners who could bring the program to your worksite?

✓ FIND OUT IF YOUR HEALTH PLAN(S) OFFER THE NATIONAL DPP LIFESTYLE CHANGE PROGRAM AS A COVERED BENEFIT.

If the National DPP lifestyle change program is a covered benefit, find out:

- What are the program eligibility requirements?
- Are there any other qualification or disqualification criteria?
- How much of the cost will the plan cover for each participant— is it a flat fee or percentage?
- Is coverage provided up-front or on a reimbursement basis?
- If someone drops out of the program, what happens with their coverage?
- Does the carrier have any promotional materials for the program?

If the National DPP lifestyle change program is NOT a covered benefit, find out why, if they cover anything similar, and if any program modifications would help the program to qualify for coverage.



STEP 3: Determine your eligibility and screening strategy

TO DOs

✓ UNDERSTAND PROGRAM ELIGIBILITY CRITERIA.

While each employer has some discretion, CDC program guidelines say that an individual qualifies for the National DPP lifestyle change program if he or she meets these criteria:

Per CDC program guidelines, an individual qualifies for the National DPP lifestyle change program if he or she has not had a previous diagnosis of diabetes, and meets these criteria:

- | | | |
|---|----|--|
| • Is 18 years old or older | | • Is ≥ 18 years old and BMI ≥ 24 (≥ 22 Asian) |
| • Body Mass Index (BMI) of ≥ 24 (≥ 22 Asian) | or | • Previous diagnosis of gestational diabetes |
| • Blood test result in the prediabetes range | | |

Individuals may also qualify based on a high score on a prediabetes risk test.

✓ PLAN YOUR SCREENING APPROACH.

Some employers choose to require a blood test as part of their screening process, to confirm the individual is within the prediabetes range. You may also be able to use claims data to help you determine eligibility.

Again, your carrier or funding source may dictate the decision you make, as some may require bloodwork as a condition of screening.

Know up front who will be paying for the screening. Is that part of the covered benefit from your health plan? Is it part of the service provided by your vendors? Or, is this something you will need to pay for and coordinate yourself? See more on negotiating rates in Step 6 of this guide.

✓ BE READY TO RESPOND TO THOSE WHO DON'T QUALIFY.

Inevitably, there will be team members who wish to participate but don't qualify. For example, employees who already have type 2 diabetes cannot participate in this program. Check with your carriers in advance, and be ready to recommend alternative programs and health ideas. For example, does your carrier already recommend a diabetes self-management education (DSME) program for those with diabetes?



STEP 4: Create a program proposal

TO DOs

✓ SKETCH A ROUGH PLAN.

Before you present your proposal to key stakeholders, you should be prepared to answer their potential questions. By answering the following questions, your program will start to take shape.

- Will you establish your own CDC-recognized program or contract with an external partner that offers a CDC-recognized program?
- Are you starting with a smaller-scale pilot, or rolling out to your entire workplace?
- Where will classes be held? Onsite, offsite or virtual? Multiple workplace campuses?
- Who is available to teach classes?
- Will there be employee costs or incentives?
- How will you track attendance?
- What are your program goals? How will you measure results?
- Will the program be a covered benefit under your health plans? (See Step 2.)

✓ CONSIDER YOUR TIMELINE.

If you are staffing your program with internal resources, you'll need to allow more development time prior to program launch. Your lifestyle coaches will need to be trained, so your timeline will be dependent on available training. Conversely, if you are outsourcing all facilitation, you can get started as soon as the selected vendors are available to support you.

✓ OUTLINE SOME POTENTIAL GOALS.

Your goals will be largely dependent on the unique characteristics of your organization.

For example, some employers have found that roughly 30 percent of their populations are eligible for the program, and roughly 5 percent of those who are eligible complete the program within one year and 20 percent complete the program within a two-year period.

To extrapolate on this example, if your organization has 7,500 employees, 2,250 might be eligible for the National DPP lifestyle change program, and 20 percent (450) of those could reasonably be expected to complete the program within a two-year timeframe.

Example rollout:

This is an incremental process, so the employer in our example may set a goal to have 20 people enrolled within 60 days of program launch, 113 people enrolled within one year, and 450 people enrolled within two years. It takes a while to get the word out, and to build a culture around type 2 diabetes prevention, so it's unrealistic to expect that all 450 people will enroll in your first phase.

✓ THINK ABOUT PHASING AND SCALABILITY OF YOUR PROGRAM.

Your scalability will depend on whether you're offering the program in-house, or if you're outsourcing. Your outsourced trainers may be able to accommodate a larger volume of participants. Talk to the CDC-recognized organization you're partnering with to better understand the program's capacity.

You want program delivery to go as smoothly as possible, so it's important to start small. If one facilitator can accommodate 15 people, and you have 600 people sign up in the first phase, you may have an issue.

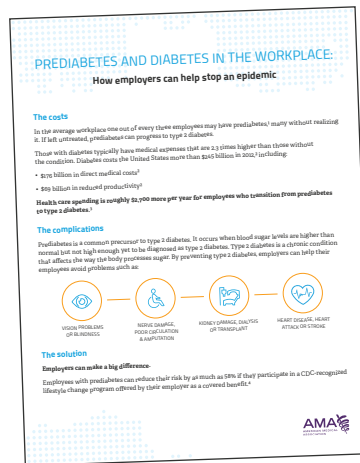
The strength and skills of the lifestyle coach are paramount to your program's success, so you also want to allow time to get feedback from participants and to monitor your pilot program so you can correct any deficiencies before a larger scale rollout.

 **STEP 5: Secure buy-in**

TO DOs

✓ **SECURE APPROVAL.**

Now that you've completed steps 1 through 4, you're ready to secure leadership buy-in and funding. Use our customizable PowerPoint to build your presentation. You may also find the National DPP fact sheet and infographic to be helpful handouts.



✓ **REVIEW AND DOCUMENT PROGRAM GOALS.**

This is a good time to revisit and document the goals of your program and how those goals fit within your overall corporate wellness initiatives. You'll soon be making countless decisions. When in doubt, use your goals to guide decision-making.



STEP 6: Finalize partner contracting

TO DOs

✓ CONTACT EXTERNAL PARTNERS.

Once you have buy-in from your senior leaders, you can circle back to the resources and partners you identified in Step 2 to begin the contracting process, and start hammering out the details of exactly how your lifestyle change program will work.

✓ NEGOTIATE PRICING.

The program “payer” will negotiate vendor pricing. The payer may be the employer, or it may be your health insurance carrier if the National DPP lifestyle change program is a covered benefit.

There are many ways to negotiate pricing. Make sure to insist on volume discounts and to consider a “pay-for-performance model.” Generally, there are three payment models:

1. Flat fee: In this case, you negotiate a flat fee per participant.
2. Pay only on result: In this scenario, you pay nothing up front. You pay based on the achievement of goals, such as the number of people who completed four classes, 12 or more classes, or achieved five percent weight loss.
3. Partial flat fee (blended model): In this case, you pay a partial flat fee up front, and then pay the balance owed based on a performance-related condition.

Also, consider the maintenance phase of your program. Ask vendors how they will support your employees after program completion. See Step 8 for more on maintenance.



STEP 7: Promote your program

TO DOs

✓ NAME / BRAND YOUR PROGRAM.

Some employers just stick with the basic name “Diabetes Prevention Program.” Other employers have found that including “diabetes” in the program title can suppress employee interest— some people simply don’t believe they are at risk of type 2 diabetes and therefore do not participate. Those employers choose titles that are more oriented to learning and adopting “healthy lifestyles.”

✓ DETERMINE WHICH POPULATION YOU WILL TARGET.

Some employers promote the National DPP lifestyle change program to their entire at-risk population. Others may choose to pilot the program within a certain geographic location.

In Step 2, we instructed you to find out if any employee risk information is available through your health insurance providers or partners. In some instances, employers have asked their partners to identify high risk members of their population — such as those with elevated A1C levels or those with high BMI, high blood pressure or hypertension — and to mail or email those people the program details to check if they are eligible to participate. Of course, the carrier or health care provider must compile the data and send the mailing on your behalf due to privacy concerns. If this data and promotional service is available through your partners, it can help you be very targeted in your promotional approach.

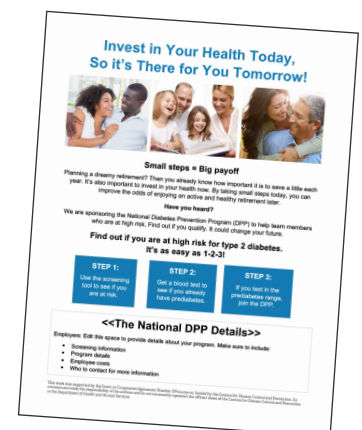
✓ FIND OUT IF THERE ARE EXISTING RESOURCES YOU CAN LEVERAGE.

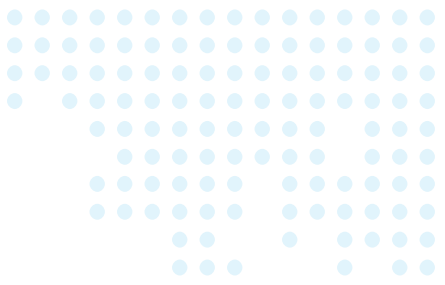
In some cases, CDC-recognized organizations in your local area may already have promotional materials prepared. If that’s the case, it could save money and time. The CDC also has many promotional materials including flyers, brochures PSAs and other resources available for download on their [website](#).

✓ IDENTIFY COMMUNICATION TOOLS TO BE USED.

Communication ideas include:

- Adding a diabetes prevention section to your employee news portal.
- Creating a healthy tip of the week, with a call to action to get screened.
- Posting signs throughout your office and break rooms.
- Hosting a screening event with free lunch or chair massage for anyone who gets screened.
- Creating flyers or brochures for leaders to hand out to their teams. See an example of one option you can customize below.
- Creating a “Frequently asked questions” sheet for leaders to review with team members in staff meetings.



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- Including check stuffers to go inside employee checks or paystubs.
 - Sending an e-newsletter or email announcements.
 - Hosting a health fair with a screening booth.
 - Piggy-backing on related events such as American Diabetes Association Diabetes Alert Day in March or American Diabetes Month in November.
 - Hosting a healthy lifestyle series of events, which include activities such as a daily team walk, healthy catered snacks, brownbag lunch events with guest speakers, morning yoga, and more. (Of course, you'll use all your health-oriented events as a platform to promote the National DPP lifestyle change program to those employees at risk.)
 - Leveraging the testimonials of some of your program's early adopters. Create videos or have them speak at wellness meetings.
 - Posting statistics and calls to action through your social media channels.
 - Making personal phone calls to follow up with employees who are eligible and/or showed interest. This must be done by a health partner due to privacy issues.

✓ **CREATE A COMMUNICATION ROLLOUT TIMELINE.**

Communication is THE MOST IMPORTANT STEP. Ineffective communication is the reason many plans fail. Get permission to use your marketing communication team to ensure your rollout is done properly.

Remember that it takes a lot of repetition and follow up for your message to be heard. We recommend year-round communication. Plan for 10 to 12 touchpoints within a year. Communication should begin roughly three weeks in advance of your screening event. If possible, personally secure the involvement of some key leaders so they can serve as champions for the program.



STEP 8: Measure and fine-tune

TO DOs

✓ TRACK RESULTS.

Cost avoidance is the most significant ROI factor for this program. By helping your team members avoid type 2 diabetes, your company avoids the increased cost of treating and managing this costly chronic health condition.

With this in mind, we recommend you focus on metrics that you can easily measure, such as:

- Response rates for each promotional effort
- Key milestones: the number of people who start the program, who complete four sessions, who complete at least nine sessions, and who achieve at least a five percent weight loss
- Attendance rates
- Progress toward the goals you established for your program
- Weight loss— what percentage of your sample lost at least five percent of their weight and kept it off over time?
- A1C changes— how do post-program A1C levels compare to pre-program A1C levels? How many participants are no longer in the prediabetes range?

It's also a good idea to focus on the qualitative side of the equation. For example, did the program help create good will, foster a positive culture of wellness, or help retain your talent through a caring, supportive community?

✓ OUTLINE SOME LONG-TERM GOALS.

Of course, you want immediate results, but you also want lasting results. Consider offering after program support to those who have completed the National DPP lifestyle change program. This can be as simple as starting a Facebook group with a coach responsible for posting weekly food and exercise tips. Or, you can facilitate monthly meetings or a daily exercise group. Now that your high risk employees have lost weight and decreased blood glucose levels, help them sustain a healthier lifestyle over time.

If you have chosen to work with an external CDC-recognized organization as a partner, this group may offer options for supporting participants long-term. Make sure to inquire about what they offer and how much after-program support activities cost during the contracting phase of your effort, as discussed in Step 6 of this guide.

NATIONAL DPP LIFESTYLE CHANGE PROGRAM IMPLEMENTATION:

Your eight-step roadmap



STEP 1

SNAPSHOT OF POTENTIAL COSTS / BENEFITS

- Calculate potential risk
- Look at population data
- Assess alignment with wellness goals



STEP 2

POTENTIAL PARTNERS AND RESOURCES

- Assess internal resources
- Find potential partners
- Explore ways to include as a covered benefit



STEP 3

ELIGIBILITY AND SCREENING STRATEGY

- Determine program eligibility
- Formulate screening plan
- Offer other options to those who don't qualify



STEP 4

PROGRAM PROPOSAL

- Outline goals
- Sketch program plan
- Plan phases and timing



STEP 5

BUY-IN

- Engage stakeholders
- Review and document program goals



STEP 6

PARTNER CONTRACTING

- Select payment model
- Negotiate pricing
- Execute contracts



STEP 7

PROGRAM PROMOTION

- Brand your program
- Formulate marketing plan
- Plan communication



STEP 8

MEASURE AND FINE-TUNE

- Track results
- Refine as needed
- Plan after-program support