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Division of Diabetes Translation





Pat Schumacher, MS, RD

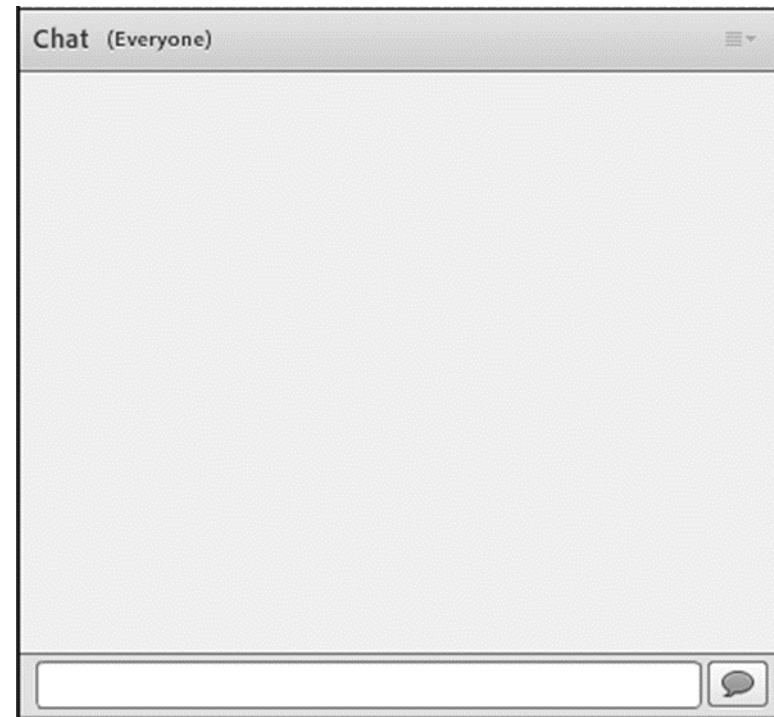
Chief, Program Implementation Branch

CDC, Division of Diabetes Translation

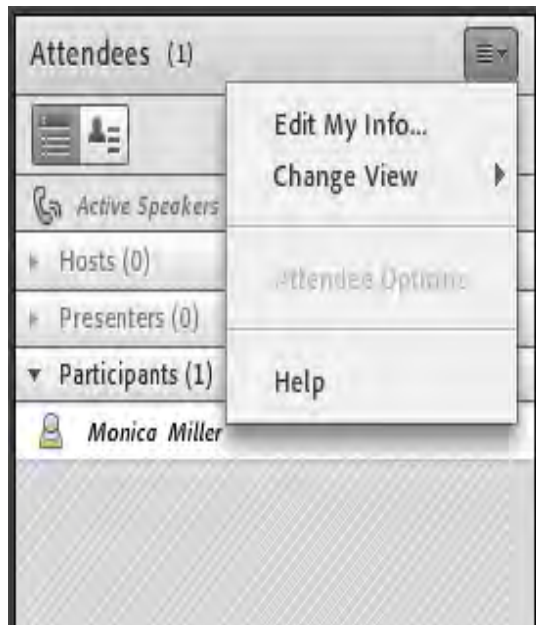
- Leads a multidisciplinary team working to eliminate diabetes
- Works with many partners including:
 - State and local health departments
 - Tribes
 - National organizations

ADOBE CHAT BOX

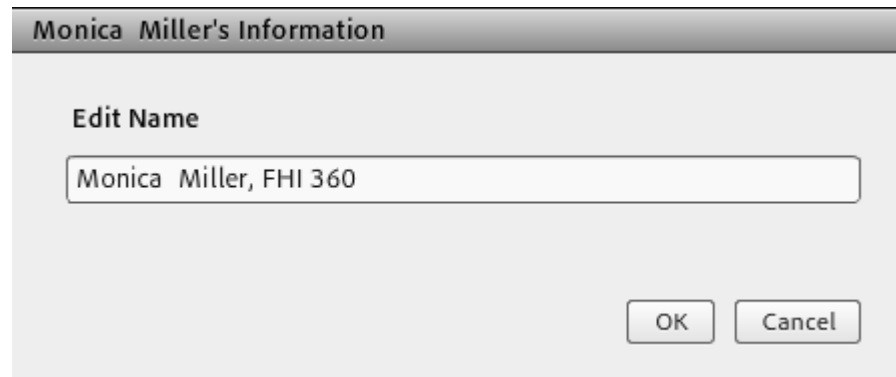
- If you have a question, please type it in the Chat Box at any time.
- We will do our best to respond to chat questions during the webinar and will follow up after the event as well.



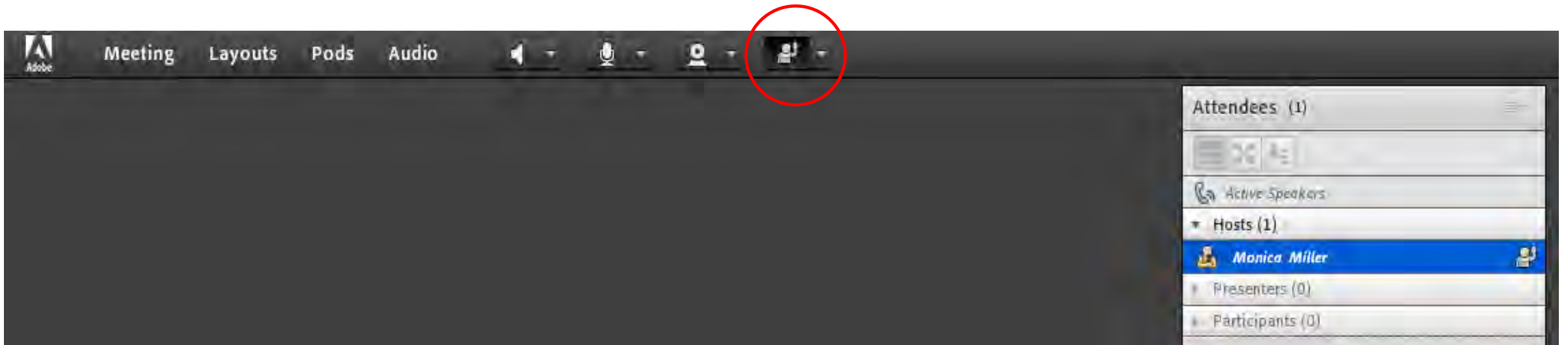
EDIT MY INFO...TO INCLUDE AFFILIATION



If you haven't included your affiliation after your name, please do so by selecting, "Edit My info..." from the top-right corner of the Attendees box.

A screenshot of a dialog box titled "Monica Miller's Information". The dialog has a section labeled "Edit Name" with a text input field containing the text "Monica Miller, FHI 360". At the bottom right of the dialog, there are two buttons: "OK" and "Cancel".

RAISE YOUR HAND



When prompted to by the presenters, you can “raise your hand” to agree by clicking the button of a person with their hand raised (circled in red above).

OBJECTIVES FOR TODAY

- Describe the purpose and contents of the Diabetes Self-Management Education and Support (DSMES) Toolkit
- Explain the benefits of becoming an accredited or recognized DSMES provider
- Locate resources in the DSMES Toolkit to support DSMES accreditation or recognition, and quality improvement
- Describe the benefits of integrating DSMES into shared medical appointments
- Identify at least three barriers to DSMES participation and tips for overcoming them
- Identify strategies to increase DSMES referrals and participation

THE DSMES TOOLKIT: YOUR ONE-STOP SHOP FOR SUCCESSFUL DIABETES SELF-MANAGEMENT EDUCATION AND SUPPORT SERVICES

Featuring Guest Panelists:

Ann Albright, PhD, RDN

Jacquelyn Houston, MPH, RN, PHCNS-BC

Alexis Williams, MPH, MS, MCHES®

Moderated by:

Pat Schumacher, MS, RD

Centers for Disease Control and Prevention
Division of Diabetes Translation





Ann Albright, PhD, RDN
Director
CDC, Division of Diabetes Translation

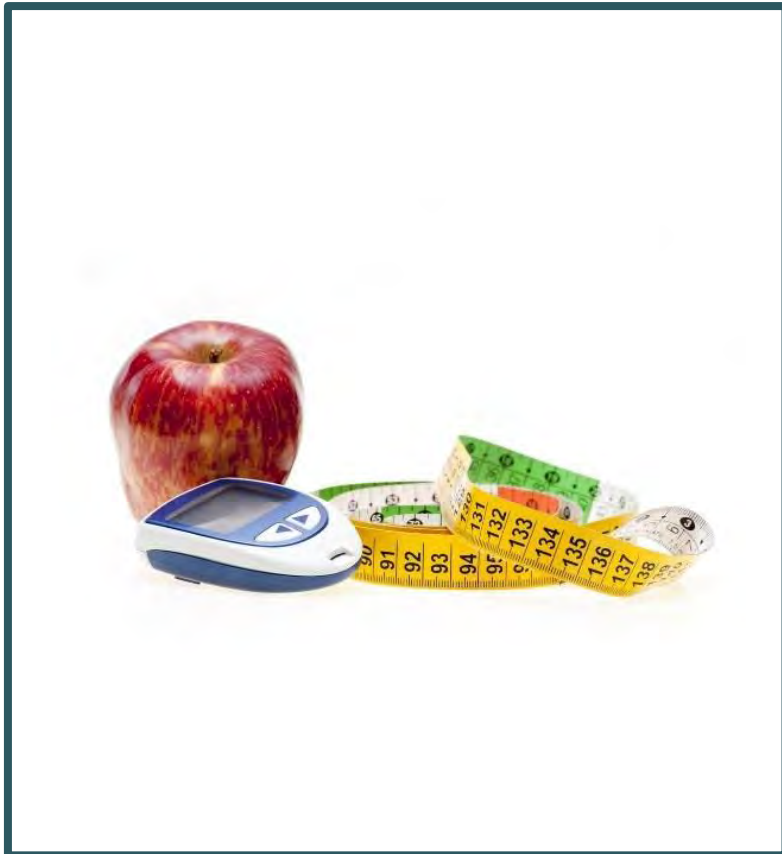
- Leads an expert team that strives to eliminate diabetes
- Previous roles include:
 - Chief of the California Diabetes Program, California Department of Health Services
 - Senior Health Policy Advisor, Office of the United States Surgeon General

DIABETES BY THE NUMBERS

- 30 million U.S. adults have diabetes.
- 1 in 4 don't know they have it.
- Diabetes is the 7th leading cause of death in the U.S.
- Diabetes is the number one cause of kidney failure, lower-limb amputations, and adult blindness.
- In the last 20 years, the number of adults with diabetes has more than tripled.
- Medical costs and lost work and wages for people with diagnosed diabetes total \$327 billion yearly.

Diabetes is common and costly,
but with better health
management, people with
diabetes can live longer and
healthier lives with reduced
risks for complications.

DIABETES SELF-MANAGEMENT EDUCATION AND SUPPORT (DSMES) DEFINED



- The ongoing process of facilitating the knowledge, skills, and abilities necessary for diabetes self-care
- Incorporates the needs, goals, and life experiences of the person with diabetes, and is guided by evidence-based standards

Source: Haas L, Maryniuk M, Beck J, et al.; 2017 Standards Revision Task Force. National Standards For Diabetes Self-Management Education and Support. *Diabetes Care*. 2017 Oct; 40(10): 1409-1419.

WHY DSMES ?

- People with diabetes (PWD) must make a multitude of daily self-care decisions and perform complex self-management activities.
- DSMES provides the foundation to help PWD navigate these daily self-care decisions/activities and has been shown to improve health outcomes.

DSMES Algorithm of Care for Type 2 Diabetes

Diabetes Self-management Education and Support for Adults With Type 2 Diabetes: Algorithm of Care

ADA *Standards of Medical Care in Diabetes* recommends all patients be assessed and referred for:



Four critical times to assess, provide, and adjust diabetes self-management education and support

1 <i>At diagnosis</i>	2 <i>Annual</i> assessment of education, nutrition, and emotional needs	3 When new <i>complicating factors</i> influence self-management	4 When <i>transitions</i> in care occur
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Source: Powers MA et al. Diabetes Self-Management Education and Support in Type 2 Diabetes: A Joint Position Statement of the American Diabetes Association, the American Association of Diabetes Educators, and the Academy of Nutrition and Dietetics. *Diabetes Care*. Volume 38, June 2015.

BENEFITS OF DSMES

- Multiple studies have demonstrated benefits and cost savings.
- Reduction in
 - A1c levels
 - Hospital and ER visits
 - Health care costs



Source: Powers MA et al. Diabetes Self-Management Education and Support in Type 2 Diabetes: A Joint Position Statement of the American Diabetes Association, the American Association of Diabetes Educators, and the Academy of Nutrition and Dietetics. *Diabetes Care*. Volume 38, June 2015.

DSMES UTILIZATION

- Current utilization rates are low.
 - 6.8% of individuals with newly diagnosed type 2 diabetes with private health insurance received DSMES within 12 months of diagnosis.
 - 4% of Medicare participants received DSMES and/or medical nutrition therapy.

Source: <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6346a2.htm>

Source: Duncan, C. Birkmeyer, S. Coughlin, Q. Li, D. Sherr, S. Boren. Assessing the value of diabetes education. *Diabetes Educ*, 35 (5) (2009), pp. 752-760.

DISCUSSION QUESTION

If DSMES represents some of our best science on improving health outcomes for people with diabetes, why is it so underutilized?

PROGRAMMATIC BARRIERS TO DSMES

- Limited clinical professionals in the area
- Difficulty attaining or maintaining adequate volume (e.g., rural populations)
- Program participants with limited financial resources
- Limited reimbursement/low reimbursement rates
- Administrative or resource challenges associated with starting and maintaining a DSMES service recognized by the American Diabetes Association (ADA) or accredited by the American Association of Diabetes Educators (AADE)
- Limited resources for administrative and marketing activities
- Lack of support for DSMES among health care administrators
- Unknowns associated with the impact of health care policy
- Lack of reimbursement for community health workers assisting with DSMES

Source: <https://www.cdc.gov/diabetes/dsmes-toolkit/referrals-participation/overcoming-barriers.html>

HEALTH CARE PROVIDER BARRIERS TO DSMES

- Lack of knowledge about DSMES
- Lack of awareness about local DSMES services
- Lack of availability of local DSMES services
- Lack of a perceived need to refer to DSMES services (e.g., diabetes education offered in a provider's practice)
- Confusion about referrals
- Daunting referral form and paperwork
- Lack of provider reimbursement for counseling and interventions
- Lack of provider understanding of reimbursement procedures
- Concerns about insurance issues or cost to the person with diabetes
- Previous negative experiences with referring to DSMES services
- Lack of relationships between hospitals and community DSMES services

Source: <https://www.cdc.gov/diabetes/dsmes-toolkit/referrals-participation/overcoming-barriers.html>.

INDIVIDUAL BARRIERS TO DSMES

- Lack of knowledge about DSMES services
- Lack of knowledge about the benefits of DSMES services
- Lack of access to DSMES services, especially in rural areas
- Inconvenient DSMES service times or locations (e.g., lack of evening or weekend classes)
- Unwillingness to participate in group classes
- Lack of linguistically or culturally tailored services, curricula, and/or staff
- Lack of insurance or prohibitive cost and/or copayment
- Lack of family support
- Competing demands for time and attention
- Lack of transportation or child care

OVERCOMING BARRIERS TO DSMES ACCESS AND UTILIZATION

- Collective effort needed across sectors to:
 - Improve awareness of DSMES importance and effectiveness
 - Educate health care providers on how/when to refer
 - Automate referrals in the electronic health record (EHR) where possible
 - Expand reimbursement/improve reimbursement rates
 - Improve patient access and efficacy
 - Program locations/availability/timing of classes
 - Patient cost/co-pays
 - Cultural/language adaptations

CDC DSMES EFFORTS

Increase access to, participation in, and health benefit coverage for DSMES—with emphasis on ADA-recognized and AADE-accredited programs that meet national quality standards.



DSMES PROJECTS AT CDC

- **DSMES Branding**
 - Collaboration with ADA and AADE to develop a compelling and consistent brand for DSMES
 - Enable organizations to market their programs more effectively and increase enrollment in DSMES
- **DSMES Coverage**
 - Website profiling health insurance coverage laws, by state, for DSME/T (Training)
 - <http://lawatlas.org/datasets/diabetes-self-management-education-laws>
- **State Health Department Support**
 - Fund work with cross-sectoral partners to increase access to, use of, and health benefit coverage for DSMES
- **New DSMES toolkit**

NEW DSMES TOOLKIT FOR PROFESSIONALS

- Diabetes Educators (RDNs, RNs, PharmDs, CDEs)
- State/local public health and other stakeholders working to increase access to DSMES
- Health care providers seeking to refer patients with diabetes to DSMES services
- www.dsmes.org



The graphic is a vertical promotional poster for the DSMES Toolkit. At the top, it features three overlapping arrow-shaped boxes pointing right: a green one with 'INCREASE ACCESS TO', an orange one with '& UTILIZATION OF', and a purple one with 'DSMES SERVICES'. To the right of these arrows is the DSMES Toolkit logo, which includes a globe icon and the text 'DSMES TOOLKIT'. Below the logo, it says 'New!' and 'The Comprehensive Resource for Achieving Success in DIABETES SELF-MANAGEMENT EDUCATION AND SUPPORT'. The middle section has a purple background with white text: 'IMPACT AVAILABILITY OF QUALITY DSMES SERVICES TO ADDRESS REFERRALS, ACCESS, AND PARTICIPATION'. Below this, a white box with a purple border contains the heading 'USE THE DSMES TOOLKIT TO DISCOVER' followed by a bulleted list of five items. At the bottom left, there is a purple arrow pointing right with the website 'www.dsmes.org'. At the bottom right, there is a circular seal that says 'BROUGHT TO YOU BY THE CDC' and the DSMES Toolkit logo with the tagline 'The Comprehensive DSMES Resource'.

**INCREASE ACCESS TO
& UTILIZATION OF
DSMES SERVICES**

DSMES TOOLKIT
New!
The Comprehensive Resource for Achieving Success in
DIABETES
SELF-MANAGEMENT
EDUCATION AND SUPPORT

**IMPACT AVAILABILITY OF QUALITY DSMES SERVICES
TO ADDRESS REFERRALS, ACCESS, AND PARTICIPATION**

USE THE DSMES TOOLKIT TO DISCOVER

- Evidence supporting DSMES, including the clinical and economic benefits, from both the American Association of Diabetes Educators (AADE) and American Diabetes Association (ADA)
- The process needed for establishing a DSMES service that meets minimum standards and is eligible for reimbursement
- Resources needed to facilitate becoming a recognized or accredited DSMES provider
- Common barriers to DSMES use and referral, as well as tips for overcoming these barriers
- Tools to educate public health care providers and professionals about DSMES and its importance
- Resources to help increase DSMES service referrals, delivery, reimbursement, and sustainability

www.dsmes.org

DSMES TOOLKIT
The Comprehensive DSMES Resource

**BROUGHT TO YOU BY THE
CDC**

We can turn the tide on the epidemic of diabetes in
the United States.

It is time to put science into action.

The DSMES Toolkit is your first stop for finding tools
and resources to make a difference in the lives of
people with diabetes.

Jacquelyn Houston, MPH, RN, PHCNS-BC Project Officer, Division of Diabetes Translation



- More than 20 years of diabetes prevention and management experience
- Serves as a subject matter expert on DSMES for the Division of Diabetes Translation
- Provides consultation and technical assistance to internal and external partners on DSMES



Alexis Williams, MPH, MCHES®
Public Health Advisor
CDC, National Diabetes Education Program

- Develops and delivers training and technical assistance for Division of Diabetes Translation programs and resources
- Helps strengthen diabetes management and type 2 diabetes prevention programs
- Holds a BA in Sociology and a Masters of Public Health in Behavioral Science and Health Education



DSMES

TOOLKIT

A COMPREHENSIVE RESOURCE
FOR ACHIEVING
SUCCESS IN DIABETES
SELF-MANAGEMENT
EDUCATION AND SUPPORT

BACKGROUND: THE TOOLKIT

- The goal of the Toolkit is to increase access to quality DSMES programs that meet the National Standards for Diabetes Self-Management Education and Support.
- This will be accomplished through:
 - Identifying tools and resources to educate public health and health care providers/professionals about DSMES and its importance.
 - Compiling resources for DSMES service referrals, delivery, sustainability, and reimbursement.
 - Articulating and promoting the financial business case for DSMES to payers and employers.

PURPOSE OF THE TOOLKIT

- Communicate the evidence supporting DSMES, including the clinical and economic benefits.
- Help individuals understand the process for establishing DSMES services that meet minimum standards and are eligible for reimbursement.
- Provide resources and tools to facilitate becoming a recognized or accredited DSMES service.
- Describe common barriers to DSMES usage and referral, and provide tips for overcoming these barriers.
- Provide resources and tools to facilitate sustainability of DSMES services.

PURPOSE OF THE TOOLKIT

- Provide resources and tools for members of the diabetes and public health/health care community describing:
 - DSMES background, terminology, and benefits
 - National Standards for DSMES
 - Accreditation and recognition processes
 - Ways to increase referrals and overcome barriers to access
 - Service staffing and delivery models
 - Resources for building the business case for DSMES
 - Marketing and promotion
 - Reimbursement and sustainability

TOOLKIT AUDIENCES

- State health departments and their partners
- Diabetes educators
- DSMES services
- Diabetes councils/coalitions
- Health care providers
- Community organizations

STAKEHOLDER INPUT

- Content was informed by an external advisory committee (ADA, AADE, and other health care and public health professionals)
- The toolkit was tested with key stakeholders and revised based on feedback:
 - 6 State Health Departments (California, Kentucky, Michigan, North Carolina, North Dakota, and Tennessee)
 - Local Health Department
 - Federally Qualified Health Center
 - Pharmacy
 - CDC: Pharmacist-CDE, Diabetes Educator, Project Officer, Endocrinologist

Note: tested with a mix of ADA-recognized/AADE-accredited services

DIABETES
101

**TEST YOUR
DSMES
KNOWLEDGE**

**GENERAL
KNOWLEDGE**



DSMES

TOOLKIT

A Comprehensive Resource for Achieving
Success in Diabetes Self-Management
Education and Support

Background, Terminology and Benefits

Learn about the need for, terms used and benefits of diabetes self-management education and support.

Service Staffing and Delivery Models

Learn about traditional and non-traditional ways to implement DSMES services.

The National Standards for DSMES

Find out how the standards define quality, evidence-based DSMES services that meet or exceed the Medicare diabetes self-management training regulations.

Reimbursement and Sustainability

Find resources on billing, coding and reimbursement for DSMES services

Accreditation and Recognition Process

Learn about the processes necessary to gain accreditation or recognition for DSMES services.

Marketing and Promotion

Learn how to develop marketing and promotion plans for DSMES services.

Increasing Referrals and Overcoming Barriers

Find tools and resources to address common issues for DSMES services.

Building the Business Case for DSMES

Find resources to create a business plan for sustainable DSMES services.



TEST YOUR DSMES KNOWLEDGE

BACKGROUND,
TERMINOLOGY, AND
BENEFITS



**TEST YOUR
DSMES
KNOWLEDGE**

**NATIONAL
STANDARDS FOR
DSMES**

BACKGROUND, TERMINOLOGY, AND BENEFITS SECTION

Background, Terminology and Benefits

Learn about the need for, terms used and benefits of diabetes self-management education and support.

- Overview of diabetes burden
- Overview of benefits of DSMES
- Terms and acronyms used
- How DSMES supports behavior change

NATIONAL STANDARDS FOR DSMES SECTION

The National Standards for DSMES

Find out how the standards define quality, evidence-based DSMES services that meet or exceed the Medicare diabetes self-management training regulations.

- Tools and resources to support implementation of each standard
- AADE and ADA interpretations of each standard



**Accreditation
& Recognition**

TEST YOUR DSMES KNOWLEDGE

ACCREDITATION AND
RECOGNITION
PROCESS

ACCREDITATION AND RECOGNITION PROCESS SECTION

Accreditation and Recognition Process

Learn about the processes necessary to gain accreditation or recognition for DSMES services.

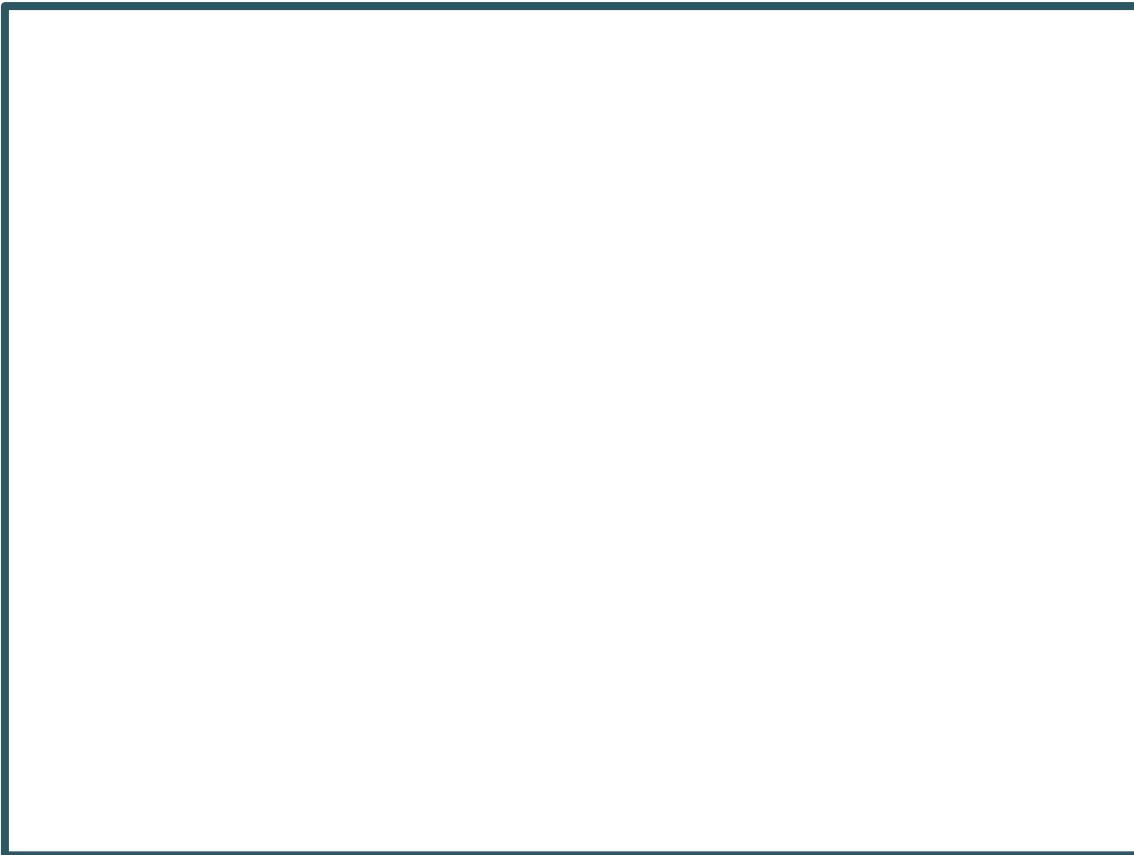
- Comparison of ADA and AADE processes
- Requirements for each standard
- AADE and ADA accreditation/recognition information



TEST YOUR DSMES SKILLS

INCREASING
REFERRALS AND
OVERCOMING
BARRIERS

INCREASING REFERRALS AND OVERCOMING BARRIERS SECTION



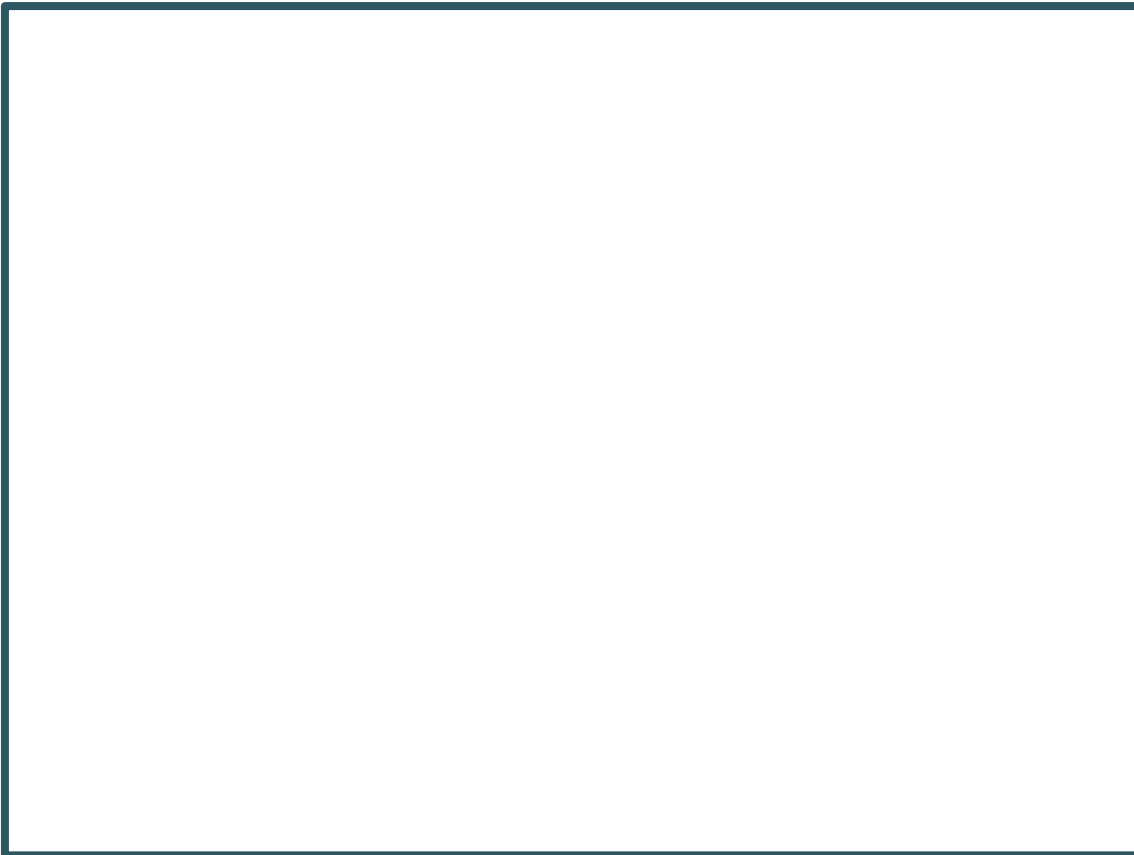
- Referral process
- Educating providers
- Establishing a referral network
- Empowering people with diabetes to participate in DSMES
- Overcoming barriers
- Importance of follow-up



TEST YOUR DSMES KNOWLEDGE

SERVICE STAFFING
AND DELIVERY
MODELS

SERVICE STAFFING AND DELIVERY MODELS SECTION



- DSMES settings
- Multidisciplinary teams



TEST YOUR DSMES KNOWLEDGE

REIMBURSEMENT
AND SUSTAINABILITY

REIMBURSEMENT AND SUSTAINABILITY SECTION

- Identifying benefit policies and coverage guidelines
- Medicare reimbursement guidelines for Diabetes Self-Management Training (DSMT)
- Federally qualified health centers
- Medical nutrition therapy
- Planning for sustainability

- 
- ✓ MARKETING
 - ✓ ADVERTISING
 - ✓ COMMUNICATION
 - ✓ PUBLIC RELATIONS
 - ✓ NETWORKING

TEST YOUR DSMES KNOWLEDGE

MARKETING AND
PROMOTION

MARKETING AND PROMOTION SECTION

Marketing and Promotion

Learn how to develop marketing and promotion plans for DSMES services.

- Resources for marketing and promotion



TESTING YOUR DSMES KNOWLEDGE

BUILDING THE
BUSINESS CASE FOR
DSMES

BUILDING THE BUSINESS CASE FOR DSMES SECTION

Building the Business Case for DSMES

Find resources to create a business plan for sustainable DSMES services.

- Making the case to employers and insurers
- Value of DSMES
- Value of diabetes educators
- Return on investment
- Linking to quality measures
- Creating a business plan

- Save time finding information and resources on DSMES.
- Bookmark the toolkit today.
- Share it with your colleagues.

The DSMES Toolkit is Your First Stop for all things DSMES!





QUESTIONS?

COMMENTS?

EMAIL: DDT_DIABETESWEBINAR@CDC.GOV

CLAIM YOUR CONTINUING EDUCATION CREDIT TODAY

- This activity has been approved for continuing education. More information can be found here: https://www.cdc.gov/diabetes/ndep/pdfs/NDEP_Accreditation_Statement.pdf
- If you don't have an account in CDC's Training and Continuing Education Online (TCEO) system, you will need to start by creating one. Go to <https://tceols.cdc.gov/> to set up an account.
 - Once you have an account, you can use it for all of your future CDC continuing education activities.
- In order to receive continuing education (CE) for **SC2607-062019** - National Diabetes Education Program Webinar Series - DSMES Toolkit: Your First Stop for Achieving Successful Diabetes Self-Management Education and Support Services - June 20, 2018 (Webcast), please visit **TCEO** (<https://www.cdc.gov/getCE>) and follow these **9 Simple Steps** (<https://tceols.cdc.gov/Home/Steps>) before **July 22, 2019**.
- If you already have an account, click the link you receive after the webinar to access this webinar in TCEO.
- Complete the post-test and evaluation. You have 60 days to claim credit for today's webinar.
- If you have questions about today's webinar, please contact DDT_DiabetesWebinar@cdc.gov. The webinar evaluation is anonymous and we can't respond to questions included on the evaluation.

Continuing education is available for CNE, CHEC, CPH, and IACET.
If your profession isn't listed, please check with your accrediting organization about accepting IACET units or credit from one of the other organizations listed.

THANK YOU

For more information please contact the Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

