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Prevention = Saved Lives & Saved



Why is this magic formula so difficult to sell?

- **Motivation:** Time, Energy, Information, Organizational Support
- **Communication:** Having a big enough WHY to justify the HOW
- **Value Proposition:** Knowing the ROI

Social Marketing Approach



Product	What are you selling or promoting?
Price	What is the price of not buying or participating?
Place	How will the product reach the customer?
Promotion	How will you share with others?

Create Your Business Plan

- What is your vision for the program?
- What will signify success for the program?
- How will you operate the program?
- Who will pay the costs associated with the program?
- What will you offer in terms of additional services?
- Will you incentivize participants in the program?
- Where and when will the program operate?
- How will you market your program?
- What marketing restrictions in your organization do you need to be aware of?
- Are there other clinical organizations and non-profits that could partner with you to market your program?
- Are there any potential threats to your program success?

WHY DIABETES PREVENTION MAKES SENSE

THE BUSINESS CASE FOR INCLUSION AS A COVERED HEALTH BENEFIT

*Product
Price
Promotion*

EXECUTIVE SUMMARY

Florida has a serious problem with diabetes. According to the Behavioral Risk Factor Surveillance System (BRFSS, 2012), there are approximately 1,090,356 adults, or 7.1% of the population, with prediabetes in Florida. This includes 9.63% of Floridians age 65+, 7.9% of Floridians age 45–64 and 4.9% of the population age 18–44. However, these figures only include those clinically diagnosed with prediabetes; many more people have this serious condition without knowing about it.

The Centers for Disease Control and Prevention (CDC) estimates one in three adults has prediabetes. Prediabetes is a condition where blood glucose (“blood sugar”) levels are elevated but not high enough for a diagnosis

**THE RETURN ON
INVESTMENT FOR A
COMPANY THAT OFFERS
ITS ELIGIBLE EMPLOYEES
A DPP PROGRAM IS
APPROXIMATELY \$55,000
OVER 10 YEARS FOR
EACH EMPLOYEE WITH
PREDIABETES WHO DOES
NOT DEVELOP DIABETES.**

of diabetes. Without intervention, prediabetes progresses to diabetes at a rate of 10% per year.

People with prediabetes can return to normal blood glucose levels with modest weight loss and lifestyle changes. Companies who offer the CDC’s National Diabetes Prevention Program (DPP) can reduce the company’s health care expenses dramatically. According to the [American Diabetes Association](#), the annual cost of an employee with diabetes is \$13,700, 2.3 times higher than an employee without diabetes.

This document explains why offering the DPP as a covered health benefit is good for your company’s bottom line while at the same time is good for improving employees’ health and workplace performance.

PROJECT OVERVIEW

Product

The CDC's DPP study showed that type 2 diabetes can often be prevented or delayed through behavioral changes. The most cost-effective prevention methods include lifestyle changes such as regular physical activity and eating a healthy diet.

**EARLY
IDENTIFICATION
OF PREDIABETES
PROVIDES OPPORTUNITIES
FOR INTERVENTION.
INTERVENTION SAVES
MONEY.**

weekly for one hour sessions for the first 16 weeks. The core program is followed by monthly maintenance sessions. The program can be offered at any location. Coaches host classes at worksites, community-based locations such as hospitals, county health departments, or YMCAs, to name a few. Accessibility and convenience are keys for participant success.

An evaluation of the DPP found that small steps produced big rewards. Moderate weight loss and increased physical activity reduced the incidence of type 2 diabetes by 58% during a three-year period. Among older participants (those age 60+), the reduction was 71%.

PARTICIPATION IN DPP

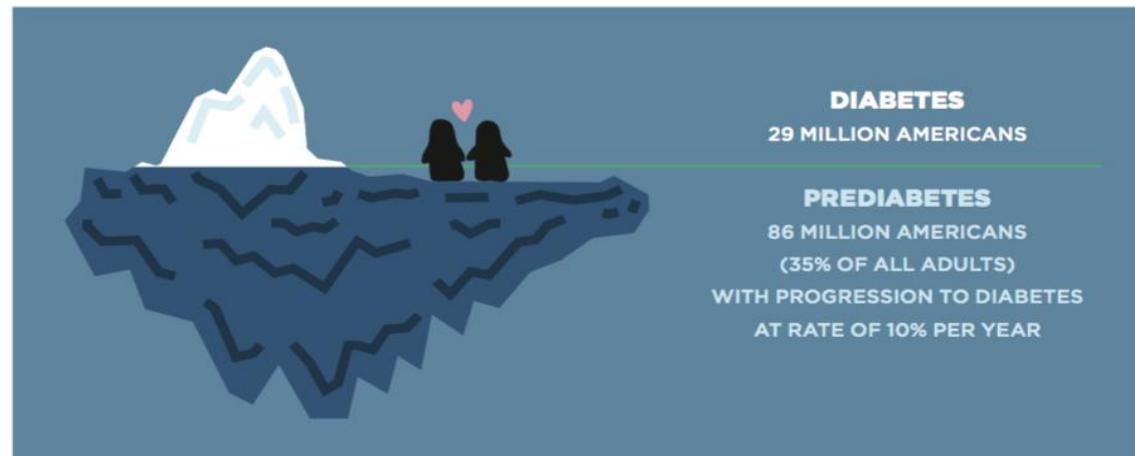
DPP participants gather in a relaxed classroom setting and work together to learn how to incorporate healthier eating and moderate physical activity into their daily lives. The program is led by a trained lifestyle coach. Over a one-year period, participants meet

GOALS AND OBJECTIVES

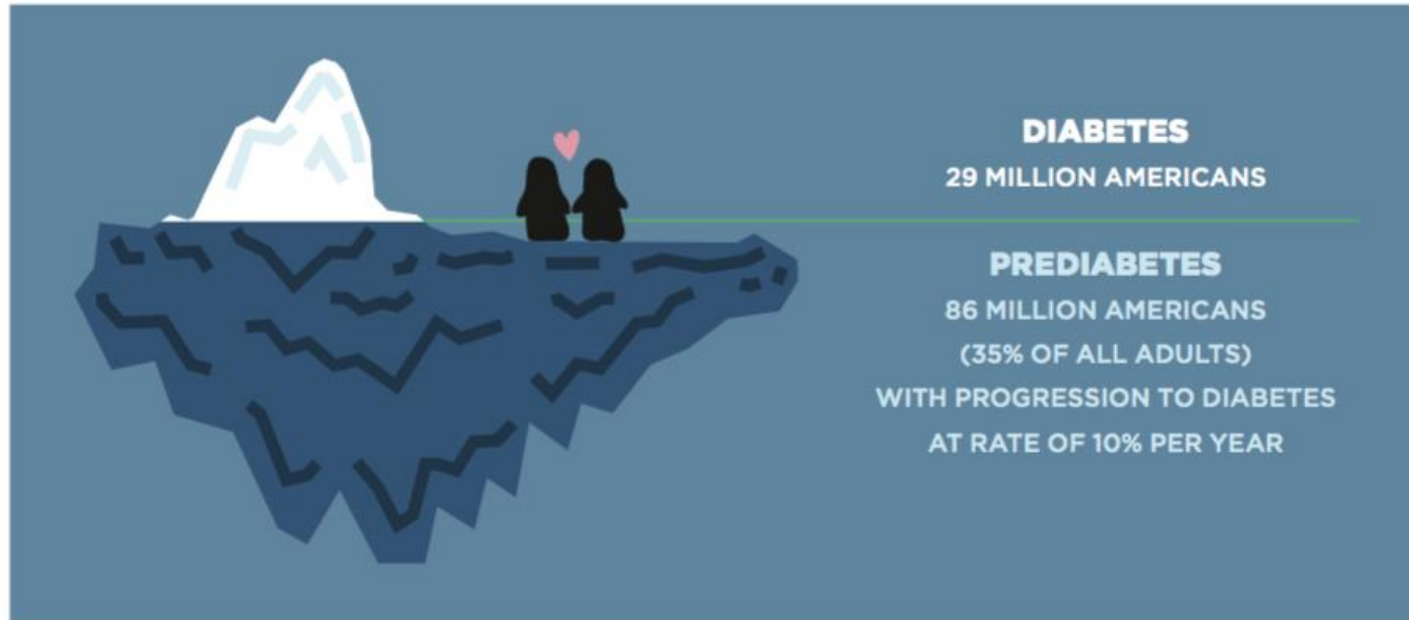
The goal of the State of Florida is to increase the number of employers who offer DPP as a covered health benefit. By offering evidence-based programs like the DPP, employers raise awareness of the risks associated with diabetes and take control of rising diabetes-related costs. Employers can offer the DPP as a covered health benefit in conjunction with building an environment of support for healthy behaviors.



Price



Don't be afraid to help stale graphics!



RETURN ON INVESTMENT

Adding a diabetes prevention lifestyle improvement program is a cost-effective use of resources:

- The cost of preventing diabetes is much smaller than the cost of managing type 2 diabetes.
- The annual cost of an employee with diabetes is \$13,700, 2.3 times higher than an employee without diabetes. The CDC has determined that intensive lifestyle interventions to prevent type 2 diabetes are “very cost-effective” and cost saving.

PREDIABETES PROGRAM COST
\$500 PER EMPLOYEE

DIABETES COST TO EMPLOYER
\$13,700 PER EMPLOYEE

RESULTS

Recognized providers of the DPP have seen strong results both locally and nationally:

- The **YMCA** reports an average weight loss of 5-7% at the end of 2014, with a participation base of 26,805 people. After completing the core sessions of the program, 93% of participants through the YMCA report they reduced their portion sizes, 86% report they have increased physical activity, and 91% report they have improved their overall health.
- **United Healthcare**, one of the first third-party payers to include the program in their coverage for fully insured employers with 100+ employees on the plan, estimates a cost savings of \$65,000 over 10 years when

an employee prevents or delays type 2 diabetes.

- **Longitudinal** data shows that even after 10 years, those who had participated in the lifestyle change program had a 34% lower rate of type 2 diabetes, and 40% maintained their weight loss associated with the risk reduction.

ECONOMIC RISK OF NO INVESTMENT

Productivity losses related to personal and family health problems cost US employers \$1,685 per employee per year, or \$225.8 billion annually. For a company of 10,000 employees, of which 820 are estimated to have diabetes, this calculates to over \$1.38 million that the company spends annually on health care related to diabetes.

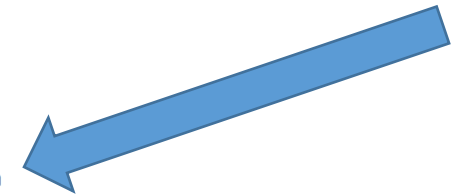
RECOMMENDATIONS

- Talk to your health plan(s) about covering DPP as a health benefit and offer it to your employees.
- If your health plan does not cover the program, use funds set aside for wellness programs to cover the DPP.
- Work with your Health Plan to identify and enroll eligible employees. The CDC has developed a simple way to screen for eligible participants: **Prediabetes Screening Test**.
- Use benefit design to reward employees for healthy lifestyle choices.

Price



Price



CONCLUSION

Companies that choose to offer the DPP as a covered health plan benefit are taking a proactive approach to decreasing future health care costs.

Understanding the dramatic impact of NOT investing in diabetes prevention may have on your organization is critical. With a conversion rate of 10% per year from prediabetes to diabetes, the situation is desperate.

Funding an intervention for 20–30% of the workforce that may have prediabetes may be overwhelming. Consider that by 2050, if prevention does not occur, you could be facing costs for intervention, management,

pharmacy, medical and acute medical expenses for 20–30% of your workforce whose disease state will have progressed to type 2 diabetes. Management of type 2 diabetes and its co-morbidities is a far more expensive venture than investing in identification and prevention early on for your employees.

The DPP is a program focused on those with the greatest risk for developing type 2 diabetes. By offering DPP to your employees, your company targets an increasing expense with an intervention that has been proven to work.

*Price
Promotion*

Advertising and Promotion



**FLORIDA
DIABETES
PREVENTION
PROGRAM**

DIABETES PREVENTION IS GOOD BUSINESS

AN EMPLOYEE WITH DIABETES
COSTS YOU ANNUALLY **\$13,243** VS. **\$2,560**
FOR AN EMPLOYEE WITHOUT DIABETES

The return on investment is **\$55K over 10 years**
when DPP-educated employees prevent their
progression to type 2 diabetes.

Offer the Diabetes Prevention Program
as a covered health benefit:
www.FLdiabetesprevention.com

Research Proves DPP Works!
DPP has been shown
to greatly reduce
the risk for your
employees, by
up to 71%!

**BEAT
PREDIABETES**

Business leaders and employers responded to information about ROI. You must understand your audience and tailor your messages to their needs.



**86 MILLION PEOPLE HAVE
PREDIABETES AND MOST ARE
UNAWARE IT CAN BE PREVENTED**

Research Proves DPP Works!

Reduces risk by 58%

Reduces risk by 71% for patients over 60

40% maintain weight loss for 10 years

To find local programs in your area:

www.FLdiabetesprevention.com

**BEAT
PREDIABETES:
SCREEN
and REFER
to DPP**



SCREEN & BEAT PREDIABETES

N A M E O F P A T I E N T

RISK FACTORS FOR TYPE 2 DIABETES

- ☐ 45 years of age or older
- ☐ Family history of type 2 diabetes
- ☐ Overweight
- ☐ Not physically active
- ☐ Gestational diabetes (women only)

NEXT STEPS

- ☐ Screen patient for prediabetes
(A1C 5.7-6.4/FPG 100-125)
- ☐ Review results with patient
- ☐ If needed, refer patient to a Florida Diabetes
Prevention Program (FLdiabetesprevention.com)
- ☐ Follow up contact (phone/email/letter) with
patient to encourage program participation

www.FLdiabetesprevention.com

www.cdc.gov/diabetes/prevention • www.preventdiabetesstat.org

Health professionals needed a different message. We needed them to engage in a specific behavior – Screen and Refer.

New Product

We know the **WHY**....but the **HOW** is sometimes challenging.



The graphic features a light blue background. In the top left corner is the Florida Diabetes Prevention Program logo, which includes the text "FLORIDA" in green, "DIABETES PREVENTION PROGRAM" in blue, and horizontal lines. To the right of the logo, the words "BEST PRACTICES" are written in large, bold, blue capital letters. Below this text is an illustration of two green street signs on a single post. The top sign is tilted and reads "MARKETING AVE", and the bottom sign is horizontal and reads "STRATEGY ST". At the bottom of the graphic, there is a paragraph of text.

There are a few key things that indicate programmatic success. Much is related to marketing and strategy. This guide will help you create strategies that set your program up for great success.

Step #1 Master Messaging

THERE IS NO NEED TO REINVENT THE WHEEL.

Any successful program must have strong core messaging. The DPP has solid research and information that serve as the backbone of the program.

The DPP in Florida has developed numerous messaging tools to assist program managers, employers, clinicians, lifestyle coaches and others involved in the DPP effort. At <http://FLdiabetesprevention.com> you will find advertising templates for print and online mediums, sample press releases, social media ideas, letter templates, and much more. Lean on these resources to save time and cost in DPP marketing. Keep the following points in mind as you think about DPP messaging development.

Step #2 Market the Program

**COMMUNITY PARTNERSHIPS
ARE INCREDIBLY VALUABLE
IN MARKETING YOUR PROGRAM
TO POTENTIAL PARTICIPANTS.
THE STRATEGY OF WIN-WIN
WILL HELP YOU DEVELOP
SUSTAINABLE PARTNERSHIPS.**

MARKETING IDEAS

- Acquire donated advertising space with media partners.
- Invest in lower-cost marketing strategies: neighborhood weekly newspapers, Facebook pages, Facebook ads, Twitter posts, and Instagram engagement.
- Advertise where your target audience is living and working. Consider bus routes, free daily papers, coffee shops, libraries, and senior centers.
- Create a brief DVD video about your program. Ask providers to play the video in patient waiting rooms.
- Market to providers by mailing brochures to medical office managers and/or hand deliver brochures to medical office staff.
- Make it easy for health care providers to know where to send patients. Advertise

with your contact information or instruct providers to refer patients to call 2-1-1 (a free phone-based information and referral service).

- Develop relationships with a local newspaper reporter. Encourage a spotlight article on the program or suggest that program participants are followed to showcase the DPP.
- Present DPP at hospital grand rounds and community events.
- Make it easy for the public to contact you. Include contact and location information on all flyers and marketing materials.

Find sample posters, print ads, online ads, social media messaging ideas, press releases, and more at <http://FLdiabetesprevention.com>.

Step #3 Recruit Participants

- Reaching people can be challenging
- Tap into community champions and natural connectors
- Screen for readiness to change
- Host “session zero” events to educate and increase interest

Step #4 Master the Art of Delivery

WHEN DELIVERING THE DPP PROGRAM TO POTENTIAL PARTICIPANTS, IT IS IMPORTANT TO **BE CLEAR ABOUT DETAILS, OPERATION, AND EXPECTATIONS.**

PARTICIPANTS REJECT PROGRAMS THAT FEEL INAUTHENTIC. MAKE SURE TO **COMMUNICATE THE HONEST INTENT** OF THE PROGRAM.

Step #5 Understand Results and Celebrate

EVALUATION

Evaluation is a powerful element of any successful program. You must know what matters to your participants, how well you are connecting with the people you are serving, and if you are understanding the audience's wants and needs. Simple evaluation will tell you how to grow your program and will guide you to success in the future.

- Ask participants about the program length, content, location, the lifestyle coaches, etc.
- Ask participants where they learned about the program and what motivated them to participate.
- Ask other coaches to observe you as a lifestyle coach and offer constructive feedback.
- Self-evaluate yourself as a lifestyle coach make note of what tactics worked or didn't work well after each session.

- Record success stories. They are your best selling points!
- Set up an efficient data collection system. You want to know your degree of success with the program goals and success markers.
- Partner with an established program for mentorship, especially if your program is new.
- Consider applying for the CDC DPP Recognition Program.

CELEBRATION

It is always important to celebrate success. You should be constantly thinking of ways to celebrate with your participants, and to share your collective success with your employer, local newspapers, media outlets, and the community.

All materials are available at: www.Fldiabetesprevention.com

PREDIABETES AND TYPE 2 DIABETES AFFECT YOUR WORKFORCE

Learn why prediabetes and type 2 diabetes are a concern for employers and insurers. Offering CDC-recognized diabetes prevention lifestyle change programs has financial benefits, as well as health benefits.

READ MORE



PROVEN COMMUNITY-BASED LIFESTYLE CHANGE PROGRAM

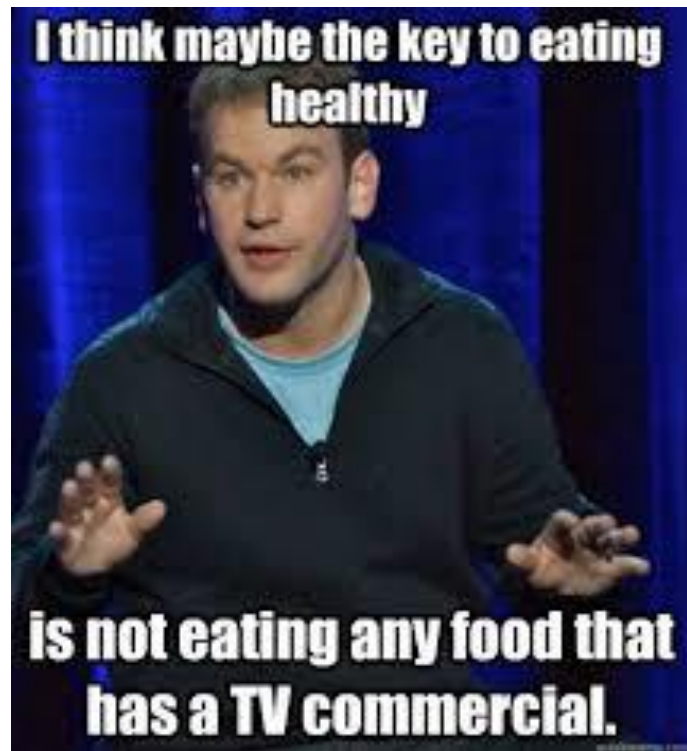
The CDC-recognized lifestyle change program is a proven way to prevent or delay type 2 diabetes. Empower your patients to participate in the DPP in Florida.

READ MORE





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ENJOY LUNCH!

