

Strategic Partnership with CDC: Prevent Diabetes STAT

- Call to action to prevent type 2 diabetes, goals include:
 - Awareness of prediabetes and the National DPP
 - Coverage for the National DPP
 - Availability of National DPP programs
 - Screen and test at risk patients and refer them to the National DPP
 - Enroll and support DPP participants
- Tools and resources to screen and refer to a National DPP

- STAT includes resources for employers and insurers to cover the program as a preventive benefit
- \$8,000 is the average medical expense an employee may face over the first three years after transitioning from prediabetes to a diagnosis of type 2 diabetes¹

Additional Key Partners in Diabetes Prevention

Through additional partnerships, AMA is working to build an 'ecosystem' that facilitates diabetes prevention in clinical and community settings

- AMA supported the Y-USA's CMMI demonstration project that resulted in Medicare DPP coverage
- With the CMMI demo, we refined our tools and resources to engage physicians and care teams in screening and referring

- With Omada and Intermountain Healthcare, AMA tested clinical processes to engage patients in a digital DPP solution

- AMA partnered with Epic and Henry Ford Health System to develop and pilot a prediabetes registry and associated clinical decision support

Direct Support to Physician Practices and Health Systems

- AMA's primary audience is physicians, physicians-in-training and care teams
- By moving clinicians through the below stages of change, we work to make screening, testing, and referring standard clinical practice

- To reach physicians and their at-risk patients, we engage with health systems and practices to plan and implement pilots or system-wide diabetes prevention initiatives
- AMA offers free consulting and implementation support regarding key implementation steps, including:
 - Selecting a DPP solution
 - Process to identify and refer patients
 - Patient communication
 - Physician and care team engagement
 - Reimbursement/cost considerations
 - Evaluation

- AMA's direct engagement with health systems and physician practices has resulted in:
 - 79 Health systems and physician practices aware of prediabetes screening and DPP, and introduced to AMA's products and services
 - 10 Planned to implement a diabetes prevention initiative by end of 2017
 - 14 Committed starting their own DPP in either 2017 or 2018

State Medical Society and Business Community Engagement

- AMA and CDC are in year 2 of partnering with state medical societies to increase awareness of prediabetes screening and the DPP in the physician and business communities
- Year 1: key engagements were in Michigan, South Carolina, and California. Engagements also included partnerships with the Detroit Regional Chamber of Commerce and South Carolina Business Association. Year 2: extended into 2017 to engage 8 additional state medical societies.
- Outcomes include:
 - >320 physicians trained on screening and referral
 - 27 articles/ads in various physician communications
 - New awareness among 36 employers, payers and healthcare stakeholders
 - 2 employers and 1 payer are implementing DPP coverage

Consumer Awareness Campaign with CDC, ADA, AdCouncil

A first-of-its-kind national prediabetes PSA campaign aimed to increase awareness of prediabetes as a condition and highlight steps people can take to prevent the onset of type 2 diabetes. Key accomplishments include:

- \$52M in total donated media to date
- >1.5M visitors to the site, and 485K completed risk tests
- Facebook ads have garnered over 100K views of the new videos