

Idaho Diabetes Educator Conference: Strengthening the Impact of Diabetes Education in Idaho

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St. Luke's Regional Medical Center

Sponsored by the Diabetes Prevention and Control Program and American Association of Diabetes Educators

The following information briefly reflects comments made by the conference audience in response to the following questions.

Question 1: What are the challenges facing DSME programs in Idaho?	
CHALLENGES	SOLUTIONS
1. Referrals: Physicians may stop referring patients because they prefer to “wellness” educate patients in the office possibly because they think they can get reimbursement.	<ul style="list-style-type: none"> • Sell CDE/DSME services to physician offices. • Share DSME map of <i>Diabetes Education Centers in ID</i>. • Develop physician support through office visits, lunches; inform office staff. Keep reminding physicians you are there.
2. Cost: Programs are running in the “red”.	<ul style="list-style-type: none"> • May need to provide classes at no charge to the patient. • Write grants to support classes and patients, provide scholarships <ul style="list-style-type: none"> ○ Develop a sustainability plan for this support when grants stops • Pay attention to what is going on with the ACA. <ul style="list-style-type: none"> ○ Who is going to be having changes within their clinics due to new guidelines. • Look for windows of opportunity and target marketing yourself as educators to the physicians that will be penalized if they aren't meeting new guidelines.
3. Referral Process: Process can be cumbersome when it comes to meeting requirements for reimbursement (Medicare, Medicaid, health plans). Physicians may fill out referral form incompletely.	<ul style="list-style-type: none"> • Solutions aren't perfect. Usual action is to resend form back to referring physician for signature or missing information. • May need to have someone triage the form before scheduling the patient
4. Fees: You can't charge anyone less than what Medicare reimburses	<ul style="list-style-type: none"> • None offered
5. No Show Rates: Patients, especially Medicare patients, fail to keep appointments.	<ul style="list-style-type: none"> • Reminder calls • Text reminders • If you can get them to come the first time and that they realize the value, they are more likely to return. • Increase Awareness: Launch a campaign to inform Medicare patients about DSME benefit/coverage. Engage stakeholders serving the Medicare population on how and where to disseminate the message.
Question 2. What is the perception of providers about the value of DSME?	
CHALLENGES	SOLUTIONS
1. Providers may put pressure on CDE to make DSME valuable.	<ul style="list-style-type: none"> • Talk to providers frequently (see Question 1. – solutions) • Future reimbursement changes may motivate

	providers.
2. Cost: Providers feel DSME costs too much and may not know about options to support the patient who can't afford DSME. Insurance Coverage: Lack of insurance undermines value of DSME. May change with health care reform.	<ul style="list-style-type: none"> • Talk about reduction of long-term costs. Use studies to find ideas on cost sharing <ul style="list-style-type: none"> ○ Example: Demonstrate decreased visits to ER. ○ SAMRC has grant to reduce diabetes readmissions. • Study who is attending DSME and who is most likely not to go.
3. Provider Knowledge of CDE Specialty: Limited understanding by providers of what patients need. Providers don't understand "specialty and expertise provided by CDEs/diabetes educators.	<ul style="list-style-type: none"> • Track patient comfort with managing diabetes and knowledge of self-management using pre and post tests given to patients; share information with physicians. • Write success stories; share those stories <ul style="list-style-type: none"> ○ Use newsletters to report successes ○ "Market" DSME program. • Report clinical outcomes to providers. • Create a partnership with providers: invite provider to a group class in their clinic, webinar or skype information to clinic offices.
Question 3: What is the perception of patients about the value of DSME?	
CHALLENGES	SOLUTIONS
1. DSME Value: Patients don't value DSME if the provider doesn't.	<ul style="list-style-type: none"> • Health literacy – work to strengthen the patient's understanding of DSME and their role in managing their diabetes. • Establish a relationship with providers to help them understand the value of DSME and translate that to the patient.
2. Barriers: Patients have many.	<ul style="list-style-type: none"> • Target no-show patients with snippets of information to help their interest and understanding.
3. Emotions: Patients challenged by feeling overwhelmed, depressed or helpless.	<ul style="list-style-type: none"> • Coach patient to share how DSME helped. Use the patient to "market".

For more information, please contact
Nicole Runner, CHES
Health Education Specialist, Senior
runnern@dhw.idaho.gov
208-334-0648