



NATIONAL ASSOCIATION OF  
**CHRONIC DISEASE DIRECTORS**  
 Promoting Health. Preventing Disease.

## NACDD’s Medicare Diabetes Prevention Program (MDPP) Enrollment Project

From November 2020 through August 2023, the National Association of Chronic Disease Director’s (NACDD) Coverage Team focused efforts to increase Medicare beneficiary enrollment into the Medicare Diabetes Prevention Program (MDPP) through NACDD’s **MDPP Enrollment Project**.

In 2020, NACDD began to stagger start work, ultimately contracting with **over 60 MDPP suppliers in 26 states** to offer funding, technical assistance (TA) and optional access to a data management and billing & claims platform. NACDD, Centers for Disease Control and Prevention (CDC), American Medical Association (AMA), Well Health, and peer mentors provided TA to awardees with goals to increase enrollment into the MDPP through efforts in health care provider referrals and beneficiary marketing.

The **purpose** of the MDPP Enrollment Project was to work with **MDPP suppliers** to:

- Increase MDPP supplier enrollment of eligible Medicare beneficiaries in the MDPP.
- Obtain and implement guidance from AMA to increase health care provider referrals and from communication experts at the CDC’s to increase marketing to Medicare beneficiaries.
- Utilize a data management and billing and claims platform, [Well Health](#), to increase capacity and decrease administrative burden for each MDPP supplier (optional for awardees)
- Share learnings and problem-solve with peer-mentors about increasing MDPP enrollment and provide opportunities to connect in a peer-to-peer small group format.
- Collect and analyze MDPP referral and MDPP enrollment data from programs
- Collect, compile and distribute best practices and build resources for organizations and SHD

### Referral and Enrollment Data

MDPP Enrollment Project awardees comprised of both community-based organizations (CBOs) and health care organizations (HCOs). Each awardee tracked the number of MDPP referrals and enrollments by referral source for 1- or 2-years during November 2020 – August 2023:

Source	# Referred	# Enrolled	Conversion Rate
<b>Self</b>	344	222	65%
<b>CBO</b>	433	254	59%
<b>Family/ Friend</b>	185	93	50%
<b>Employer</b>	29	12	41%
<b>Other</b>	113	41	36%
<b>Marketing/ Media</b>	1215	310	26%
<b>Physician</b>	4560	872	19%
<b>Insurance Company</b>	874	45	5%

### Shared Learnings Distributed:

Shared learnings from the MDPP Enrollment Project are posted on the [MDPP Implementation Resources page](#) on the National DPP Coverage Toolkit ([coveragetoolkit.org](http://coveragetoolkit.org)). Shared learnings, barriers, and solutions were also provided in real time across NACDD’s Diabetes Portfolio MDPP work streams, including direct engagement of State Health Departments, CMS and other stakeholders.

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