



Elevator Pitch for Commercial Coverage of the National DPP Lifestyle Change Program

This document is meant for organizations that are promoting coverage of the National Diabetes Prevention Program (National DPP) lifestyle change program to commercial health plans and employers. Included are overview points of the benefits of the program that may be used to create an elevator pitch for leadership and/or partners involved in the decision to enact coverage.

- The National DPP lifestyle change program, led by the CDC, is evidence-based, or scientifically proven to prevent or delay type 2 diabetes for high-risk individuals through building and maintaining healthy habits.¹
- Several studies demonstrate the program's cost effectiveness and potential for cost savings (for example, one study found savings amounted to about \$2,600 per participant).²
- Program participants generally lose an average of 5% of their body weight through improved nutrition and increased physical activity. Completion of the program can result in a 58% reduction in the risk of developing type 2 diabetes.³
- More than 1 in 3 adults are estimated to have prediabetes (a condition where people are more likely to develop type 2 diabetes in the next 5 years), making prediabetes a critical workplace issue.⁴ <<Could include state-specific stats regarding adult diabetes / prediabetes prevalence. Could also include regional numbers if the plan/business operates in certain regions of the state.>>
- The cost to treat diabetes is high for employers. Insulin and some other medications used to treat diabetes can cost \$1,000 dollars or more per month.⁵
- Small, medium, as well as large and multi-state employers are deciding to include the National DPP lifestyle change program as a covered service in their employee benefits packages to:
 - 1) Decrease the cost of providing health care to employees over time by keeping premiums low;
 - 2) Improve the health of at-risk employees by preventing or delaying the onset of type 2 diabetes;
 - 3) Engage employees in preventive care practices, resulting in higher productivity; and
 - 4) Provide a wellness benefit for employee retention.^{6,7}
- Employers have also cited additional benefits from offering the National DPP lifestyle change program, including positive behavioral health modifications, improved employee health, a focus on population health improvement, increasing employee engagement, and increasing employee satisfaction.⁸
- A growing number of employees are demonstrating interest in chronic disease prevention programs. For example:
 - A recent survey found that 45% of high-deductible health plan (HDHP) enrollees said that having access to pre-deductible chronic disease prevention coverage influenced their health plan decision.
 - Additionally, a quarter of traditional plan enrollees said they were extremely or very likely to switch to an HDHP plan if the plan offered this type of coverage.⁹
- Health plans have found it valuable to look at the rates of prediabetes in their member population.¹⁰
 - "Without intervention, 29 percent of our members who are prediabetic today will develop type 2 diabetes in three years," said Dr. Mark Steffen, chief medical officer at Blue Cross. "Prediabetes, or an



elevated level of glucose in the blood, is a treatable condition. Avoiding the onset of type 2 diabetes means significantly lowering a person's risks of heart and kidney diseases, blindness, and other significant health problems. The stakes are very high, and we don't want cost to be a barrier to the value that DPPs provide. Extending this no-cost option to our fully insured commercial groups will foster greater access for those who can benefit the most."

For more information:

¹ [Evidence - National DPP Coverage Toolkit](#)

² [Evidence - National DPP Coverage Toolkit](#)

³ [Evidence - National DPP Coverage Toolkit](#)

⁴ [National Diabetes Prevention Program Overview - National DPP Coverage Toolkit](#)

⁵ [The Cost of Diabetes | ADA](#)

⁶ [Participating Payers and Employers - National DPP Coverage Toolkit](#)

⁷ [Coverage in Practice - National DPP Coverage Toolkit](#)

⁸ [Coverage in Practice - National DPP Coverage Toolkit](#)

⁹ [2022 Key Enrollment Trends For High Deductible Health Plans \(healthpayerintelligence.com\)](#)

¹⁰ <https://www.prnewswire.com/news-releases/blue-cross-and-blue-shield-of-minnesota-expands-no-cost-access-to-diabetes-prevention-programs-starting-in-2024-301981288.html>

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