

MCO Phone Call Script for Outreach to Medicaid Beneficiaries

The following script was adapted from a Virginia Department of Health managed care organization (MCO) and the National Diabetes Prevention Program (National DPP) lifestyle change program pilot. An MCO or other partner can use or adapt this sample call script for initial outreach to Medicaid beneficiaries identified with prediabetes or at high risk for developing type 2 diabetes to find out if they would be interested in learning more about the National DPP lifestyle change program.

The **Building Capacity for Public and Private Payer Coverage of the National DPP Lifestyle Change Program** project is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award **totaling \$4.2 million for grant year 6** with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.



Outreach to Medicaid Beneficiaries

Introduction

Hello. My name is [insert name] and I work with [insert organization]. [Confirm identity of the person you are speaking with.] I am reaching out to you today because we are offering a free program that you may find very helpful. According to our records, you may have prediabetes or be at greater risk for developing type 2 diabetes. Did you know that you can prevent or delay the onset of type 2 diabetes by making some changes to your lifestyle? For a limited time, [my organization] is offering a free lifestyle change program to prevent or delay type 2 diabetes. It is called the National DPP lifestyle change program. It's part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention. It is a proven program that can prevent or delay type 2 diabetes, lower your risk of having a heart attack or stroke, improve your overall health, and even help you feel more energetic.

I'd like to talk to you about the benefits of joining the National DPP lifestyle change program. Is now a good time to tell you more about the program?

Discussion

[If **NO**, ask to schedule time to discuss the program. If **YES**, move on to paragraph below.]

[**YES**] Great—thank you. I'd like to share a little background with you:

- The National DPP lifestyle change program is fun, engaging, and developed specifically to prevent type 2 diabetes.
- A trained Lifestyle Coach leads the program to help you change certain aspects of your lifestyle, like eating healthier, reducing stress, and getting more physical activity. The National DPP lifestyle change program also includes group support from others who share your goals and struggles.
- This lifestyle change program is not a fad diet or an exercise class. And it's not a quick fix. However, the program **has** been shown to decrease your risk of developing type 2 diabetes by more than half. Even 10 years after the program, participants were one-third less likely to develop type 2 diabetes than people who did not join the program.
- This is a year-long program, so you have time to make changes at your pace and let them really take effect for you. A year might sound like a long commitment, but learning new habits, gaining new skills, and building confidence takes time, especially to make it last. As you begin to eat better and become more active, you'll notice changes in how you feel, and maybe even in how you look.
- The National DPP lifestyle change program will be offered in your area. You can also join a group online if that is more convenient.
- We will be happy to keep your doctor informed about the program and your progress.

Are you interested in joining the program and finding a program that is convenient for you?

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Conclusion

[Listen and gauge response. If **NO**, move to closing. If **YES**, move on to sentences below.]

[YES] Wonderful! I will send your contact information to the program coordinator, who will then contact you directly. How do you prefer to be contacted?

___Phone:[verify phone number]

___Email: [verify email]

___Text [verify text number]

[Send contact information to the Medicaid National DPP Lifestyle Change Program Coordinator]

["YES BUT"/May be interested at a later time] OK, we won't contact you right now about the program, but I will send your contact information to the program coordinator who may contact you at a later date.

How do you prefer to be contacted in the future?

___Phone:[verify phone number]

___Email: [verify email]

___Text [verify text number]

[NO/CLOSING] I appreciate you taking the time to speak with me. If you have any questions or decide you are interested, you can reach me at [insert contact information or website]. Thank you and have a nice day!

[MCO representative, please track response]

Please contact us with any questions about the content on the Coverage Toolkit at coveragetoolkit@chronicdisease.org.

