



AAPPO ACT on Diabetes

Helping PPOs take *ACTION*,
CHAMPION better care,
and empower patients to
TAKE charge of diabetes

November is American Diabetes Month - ACT Now!

Letter to Members from Karen Greenrose

Dear AAPPO Members:

November is American Diabetes Month! As you know, AAPPO is engaged in a year-long initiative to help members engage in improving diabetes care. Every AAPPO member can take on diabetes in some way.

- If your customers are **PAYERS** talk with them about the cost of diabetes and show them diabetes resources for employers and payers linked to AAPPO's ACT on Diabetes web site;
- If your customers are **PROVIDERS** tell them about recognition programs for high quality providers, including the NCQA Diabetes Physician Recognition Program and recognize high quality physicians in your provider directory;
- If your customers are **MEMBERS**, add the risk assessment tool or other information about diabetes to your web site or link to some of the web resources identified by AAPPO's ACT on Diabetes Program.

In November we encourage all our members to ACT on Diabetes. Take these three steps!

1. Find out what you can do! Ask your customers what your organization can do to provide additional value to them as they manage the personal and financial costs of diabetes.
2. Get involved! Launch an initiative, conduct a worksite screening for your employees or a major customer, sign up for a diabetes walk in your community, hold a physician education session or any other activity to address diabetes care.
3. Talk about it! Use the AAPPO Diabetes Media Toolkit to let your community know about the impact of diabetes and how your organization has shown leadership to take it on!

AAPPO is constantly striving to add value to our member services. We hope you will take advantage of this value added service to augment your own value to your customers. November is American Diabetes Month – take this opportunity to show your customers that you take this costly health problem seriously – and are ACTing on diabetes!

Please visit our AAPPO ACT on Diabetes web site at http://www.aappo.org/AAPPO_ACT/AOD_01.cfm or contact our lead staff on the initiative, Lgreenberg@healthprojectconsulting.com

Sincerely,

Karen Greenrose
President



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AAPPO ACT on Diabetes Member Media Tool Kit

Information About the Toolkit

AAPPO is bringing you this media toolkit to help member PPOs ACT on Diabetes! In this kit you will find the following information to guide your media outreach:

1. Media Outreach Tips
2. Media Dos And Don'ts
3. Tips On Submitting Letters To The Editor And Op-Eds
4. Template Press Release
5. Sample Letter To The Editor

Use the "What PPOs Can Do About Diabetes" material to develop your initiative. That folder includes:

1. How PPOs Can ACT On Diabetes
2. Helpful Diabetes Web Sites
3. Diabetes Fact Sheet
4. Talking Points On ACT On Diabetes Campaign And AAPPO

A media outreach initiative could include any or all of the following:

- A press release announcing your initiative
- A letter to the editor
- Outreach to a reporter to "place a story or respond to an inquiry about a press release
- Paid media such as advertising

We encourage you to take on a diabetes improvement initiative this November to benefit your customers, your members, or the community. Please keep us posted about your activities, and contact Liza Greenberg, RN, MPH, AAPPO Senior Consultant for Member Initiatives lgreenberg@healthprojectconsulting.com if you have questions.



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Media Outreach Tips

Reading the local newspaper or watching the evening news are great ways to identify potential media opportunities to help promote your company's activities for American Diabetes Month and the AAPPO ACT on Diabetes Initiative. When you read relevant news article or watch an interesting feature on the news, consider contacting the reporter to introduce them to the industry's efforts. Below is some guidance on how to reach out proactively to the media.

- *Do your homework.* Before you contact a reporter, read several recent stories or look at the news station's website to watch recent clips by the reporter to get a better sense of their beat and interests. Google News is an easy, free way to search for recent stories, and Google Video can sometimes help you find TV clips. Also look at the media outlet's website for recent stories and bios of the reporters.
- *Find the best email address.* If at all possible, don't send your email to a generic email address, such as news@dailynews.com. Often times, reporters' direct email addresses are listed at the bottom of their stories, or elsewhere on the website. Also, your media department might have a subscription to various databases that allow them to find all the contact information for members of the media (Bacon's is a common tool.) You can also find the phone number for the newsroom on the organization's website. Calling the newsroom, you can ask to speak to a specific reporter or request their email address.
- *Use a credible messenger:* Consider who is the right person in your organization to engage with the media. For American diabetes Month, it might be the Corporate Medical Director, a senior nursing leader in the organization, or the CEO. This shows the media that you have expertise and that you care!
- *Delivering your message.* Reporters are often very busy and facing daily deadlines. And some of them think they are more important than anyone else. Before you email or call a reporter, be sure you have a clear, concise message to deliver and a key action you'd like them to take (i.e., make a correction to an article, consider calling you or AAPPO for future story, speak with someone on an introductory basis to better understand the industry's efforts.) Make your subject line of an email brief and specific and attention grabbing (i.e., per your story on XYZ, ABC CEO available for interviews on XYZ.) The best time to call print reporters is between 10am and 2:30pm, as most have 3pm deadlines. The first thing to ask a reporter on the phone is if they are on deadline. If they are, ask when a good time to call back would be and do that.
- *Never send attachments.* Due to virus concerns, few if any reporters will open unsolicited emails with attachments. Unless a reporter has specifically asked you to send them something, do not include attachments in your emails.
- *Be prepared to send background information.* Many reporters will ask that you email them some background information that they can review. Make sure you have something ready to send them, such as AAPPO's ACT on Diabetes one page fact sheet, and refer them to a website (AAPPO's as well as your company's) for additional information. Make your subject line something to jog their memory, such as "Per our conversation this afternoon on diabetes."



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Media Do's and Don'ts

Interacting with reporters can be beneficial to your organization as well as to the AAPPO ACT on Diabetes Initiative. We encourage you to seek out media opportunities to discuss American Diabetes Month. To ensure that you have the tools you need to control the message and deliver your key points, we have compiled a basic Do's and Don'ts list for you to refer to prior to any conversation with a reporter. If you take nothing else away from this list, always remember this: Like the Boy Scouts, be prepared.

Do's

- Know what you want to get across to the media. Prepare **THREE KEY MESSAGES** – If the interview is over the phone, it's OK to have your three key messages in front of you
- It's **YOUR** interview, so take control!
- Get your **KEY MESSAGES** out **EARLY** and **OFTEN**
- Practice **BRIDGING** to **KEY MESSAGES** -- Example: "That's a good question. Before I address it, I'd like to go back to my earlier point..." then deliver one of your key messages
- If a reporter calls you, buy **TIME** – ask what the topic is, take a message, prepare and then return the call – Example: "I'd really like to speak with you, but I was just headed into a meeting. May I call you in an hour?" Make sure you get a direct phone line. **DO** return a reporter's call and know their deadline.
- Research reporter's style and reputation (The Herald Group can help with this). You may also pre-interview the interviewer (print) or producer (broadcast) – don't be afraid to ask questions
- Ask who else the reporter is speaking to – they might not tell you, but if they do it will help you get a better understanding of the direction of the story
- Keep answers **SHORT** and to the point – not as easy for the information to be taken out of context
- Know the media's audience, and the medium – print vs. TV vs. wire services vs. online
- Know what you don't know; If you know too much, keep it simple
- If you have written background materials, offer to provide to the reporter

Don'ts

- Don't start speaking with a reporter the minute you pick up the phone (above)
- Avoid the words "no comment" and never speak off the record. Assume that everything you say could appear in the media.
- Avoid technical jargon
- Do not repeat negative language. If a reporter asks "Does your organization discriminate?" don't include the negative phrase in your answer. For example, "My organization has a world-class diversity program" is better than, "No, my organization does not discriminate and we have a world-class diversity program."
- Do not speculate or answer a hypothetical question. If you need to, use "bridging" suggested above to turn the question around and answer the question you want to answer!
- Don't reveal negative information. Keep your answer short and focus on positive responses!
- Do not lose your composure or blame anyone.
- If you don't know the answer, say so!

Remember: the media are not the enemy – they can also help you get the word out about the positive things your company is doing!

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Tips on Submitting Op-ed and Letters to the Editor

Media outreach doesn't just mean interviews with reporters. Often times, submitting content to a newspaper's editorial page is as effective – or even more so – than getting quoted in an article. In an op-ed or letter to the editor, you have the ability to control your message and get your points across without a reporter's filter. Below are some tips to help you determine when to write an op-ed vs. a letter to the editor, as well as ways to make sure your piece gets printed.

- *Letter to the Editor vs. Op-ed.* Letters to the editor generally respond to something previously published in the paper. They are much shorter than Op-Eds – a few paragraphs instead of several hundred words. Writers often express a personal viewpoint on a specific article and may not be writing as experts or as representatives of institutions. If what you have to say is short, or offers another view of the newspaper's coverage of an issue, you may consider submitting a letter to the editor-Ed. Letters to the editor must be submitted with your name, address and phone number.

An Op-Ed is an article expressing an opinion that often appears on the page opposite a newspaper's editorial. Op-Eds are designed to express an opinion, so you must take a position on an issue. Op-eds are longer than letters to the editor, and there is more competition for space. If you can use a professional title that suggests authority, do so. If you work for an organization, get permission to sign the op-ed as a representative of that organization.

- *Choosing a Topic for an Op-ed:* A well-written piece and a relevant background are not enough to get an op-ed published. You need to choose an angle that is current and appeals to a broad audience with an original point of view. If you have already seen your topic addressed on the editorial page, you are unlikely to get your piece placed there. A point of view contrary to prevailing public opinion or the newspaper's editorial position will also greatly improve your placement chances.
- *Follow the Rules.* Editors get hundreds if not thousands of letters to the editor and op-ed submissions each day. They quickly weed out the ones that do not meet the submission criteria the newspaper publishes on its website. If they say op-eds must be 600 words or less, make it so. If letters of the editor cannot be anonymous, include your name. Call the newspaper or check online to understand the requirements.
- *Act Quickly.* If you see a news article in the paper today that you want to respond to, write a letter to the editor and send it in within a few days. If there is a major news event or legislation being voted on in the next few days that you want to tie your op-ed to, timing is key. It can take a day or two, and likely a week or more, for editors to review and choose submissions. So get your op-ed in front of the editors ASAP.



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Tips on Submitting Op-ed and Letters to the Editor Cont'd

Op-ed Checklist

- Ensure the op-ed is timely and newsworthy
- Choose someone in your organization with clinical credibility or is a leader of the company to write the op-ed (or sign it if your PR department helps to author it)
- Provide insight and educate the reader
- Write the op-ed for a general audience
- Make sure the first paragraph highlights the issue and states your opinion
- Have a focused, clear viewpoint; don't ramble
- Use a reasonable, responsible, informative tone
- Avoid clichés or academic jargon
- Correctly spell names and use accurate statistics and facts
- Type your submission and ensure it does not exceed suggested length
- Include your name, title and phone number at the bottom of the last page
- Include a cover letter with your name, phone number, address and a brief description of your qualifications and connections to the issue
- State in your cover letter that the piece has not been submitted to any other paper.

Letter to the Editor Checklist

- Submit your letter to the editor as soon after the article you are responding to is printed.
- Choose someone in your organization with clinical credibility or is a leader of the company to write the op-ed (or sign it if your PR department helps to author it)
- Include the author's full first and last name, address, phone and/or fax numbers (day and evening) and your e-mail address at the top of the letter.
- If you are referring to a previously published letter, a news story or column, identify it by its headline and the date it was published (Re: Davenport grinds out a win, Aug. 17).
- Be concise. Just focus on one or two key points that you want to make and then get out.
- Don't personally attack the reporter or columnist. Focus on their views on the issues.
- Include personal experiences if appropriate
- Do not exceed the suggested length.



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Sample Press Release

If your organization does not have a public or media relations team, we have provided this sample press release for you to use to announce your company's involvement in the November American Diabetes Month and the AAPPO ACT on Diabetes campaign. This is solely a suggested format and language to help get you started, so feel free to tailor this to fit your organization's needs. And remember – the more you can localize and personalize the release, the more appealing it will be to a local reporter.

[Insert Organization Name] Launches Campaign to Better Diabetes Care in [Insert City/State]

CITY, STATE (DATE) – Diabetes has become one of the top health-care challenges facing Americans today, and [insert organization] is taking action by launching a new initiative to provide the highest quality care to those patients diagnosed with diabetes as well as encourage wellness efforts to prevent the disease. [Insert organization] kicked off its [insert name of program/initiative] today with [an event, releasing statistics, launching a new component to your company website, employee's participation in a local diabetes walk, etc.]

“More than 21 million Americans are currently diagnosed with diabetes. One in every three men and two of every five women will be diagnosed with diabetes in their lifetimes,” said [insert spokesperson name and title.] “Unless we start taking action now, these numbers are expected to rise even higher. The good news is that we know what to do to prevent diabetes, as well as to better treat it once it is diagnosed. That is why we have launched our diabetes program aimed at raising awareness of the positive impact the health care community can have on this disease through our partnerships with physicians and patients.”

[Provide details on what your organization is doing, with a focus on local community activities as those are most appealing to local reporters.]

In addition, [insert organization name] is participating in the American Association of Preferred Provider Organization's (AAPPO) national ACT on Diabetes Initiative, which providing education and tools to PPOs to help payers, physicians and other providers, and patients adopt best practices in diabetes care.

“The impact of diabetes is wider than many people know – even our statistics hide the true reach of diabetes as many deaths from heart disease, kidney failure and other issues are complications from diabetes. [Insert organization name] is committed to raising awareness of the impact of diabetes and helping people get the information and tools they need to either prevent diabetes or receive high quality care so that such life threatening complications never occur,” said [spokesperson].

For more information on [insert organization name]'s program, please visit [insert website].

For more information on AAPPO's ACT on Diabetes Campaign, please visit http://www.aappo.org/AAPPO_ACT/AOD_01.cfm.

About [ORGANIZATION]

Include boilerplate/company overview here.

###

Contact: Name of Media Contact
(555) 555-5555
name@company.com



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Sample Letter to the Editor

Below is a sample of a letter to the editor responding to an article that appeared in the newspaper. You can find an opportunity to submit a letter by identifying any diabetes related article in your target newspaper. A letter to the editor is a great way to leverage news of the day to highlight what your company is doing for American Diabetes Month or as part of the AAPPO ACT on Diabetes. This is an excellent opportunity to inform the media of what your organization is doing in your community to address the growing diabetes crisis. The keys to success for letters to the editor are to keep them short (usually only 150 words) and include local statistics or information in the piece.

(Article responding to on second page – Identify your own article in a target newspaper)

Your Full Name
Address
City, State, Zip
Phone number
Email Address

Date

To the Editor:

I applaud Dr. Chet Fox and the Erie County Medical Center for hosting a Patient Education Day (“Kidney disease in ECMC spotlight,” 10/15/07) in light of the significant lack of advocacy and efforts to prevent illnesses like diabetes and kidney disease as compared to treatment.

As a physician/manager of the diabetes program at XYZ insurance company/employee of a local diabetes organization, I have seen firsthand the impact individuals can have on preventing diabetes once they are armed with all the information. Organizations like the American Association of Preferred Provider Organizations understand the role of doctor and patient education and have launched campaigns, such as AAPPO’s ACT On Diabetes program, that provide tools and best practices for insurers, doctors and human resources officers to use to empower their patients or employees to take charge of their health to prevent diabetes.

We can all make a difference in curbing diabetes – and the health issues it can cause, such as kidney failure – through providing much needed education and taking action to increase awareness and give people the right tools to keep themselves healthy.

Sincerely,

Joe Smith
Title/employer (if appropriate)
City, State



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How PPOs Can ACT on Diabetes

PPOs, regardless of their business model, can reach patients, payers and providers through a variety of options. AAPPO encourages members to get involved with American Diabetes Month. Many of the suggestions listed below could also be leveraged to over your company positive media exposure. Work with your media relations department to identify a reporter or two with whom your company has a good relationship and offer them an inside look at how your PPO is working in the community – and nationally – to help ACT on Diabetes.

- Collaborate with other local organizations for an ongoing community-based education, information or quality improvement campaign.

Read more about AAPPO Member First Choice Health Network and its collaboration with Puget Sound Health Alliance: <http://www.pugetsoundhealthalliance.org/about/mission.html>

- Enhance your company's web site with diabetes information web links for consumers. Many sites are available that offer information for patients on living with diabetes, such as <http://www.diabetes.org/about-diabetes.jsp>.
- Contact your local American Diabetes Association Chapter or local health department to identify local diabetes fundraising activities. Ideas include the Juvenile Diabetes Research Foundation's Spin to Win or the American Diabetes Association's Step Out to Fight Diabetes. Enter a team from your organization or consider being a sponsor. Such events always draw local media attention and are a good way to promote your organization's efforts.
- Educate payers on the impact diabetes has on the productivity and medical costs for their company. The www.DiabetesAtWork.gov web site is an excellent place to start for information on the business case for diabetes control.
- Institute a policy of flagging high quality diabetes care providers in your PPO physician directory. When you are ready, consider selective contracting with high quality providers to offer your customer a high value tiered network.

The National Committee for Quality Assurance's (NCQA) Diabetes Physician Recognition Program (<http://web.ncqa.org/tabid/139/Default.aspx>) and AAPPO member Aetna's DocFind program (<http://www.aetna.com/docfind/quality.html#dia>) are good examples.

- Work with payers to create benefits that include incentives for patients to seek care and take care of themselves as necessary. Multiple studies have found that incentive-based programs are highly effective. The University of Michigan has a very helpful primer on developing value-based insurance initiatives (<http://www.sph.umich.edu/vbidcenter/index.htm>) as well as its very informative Diabetes Initiative (<http://www.hr.umich.edu/mhealthy/improve/diabetes.html>).
- Augment your website with helpful consumer tools, such as health risk assessments and patient education to improve patient care. AAPPO member Wellpoint's Health Risk Assessment is a good example: http://www.bluecrossca.com/wps/portal/chpfooter?content_path=shared/noapplication/pressroomwlp/nosecondary/notertiary/pw_a088922.htm&rootLevel
- Consider offering diabetes disease management directly or in partnership with a trusted vendor. For more information about collaborating with a disease management organization, please visit <http://www.dmaa.org/>.



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Helpful Diabetes Websites

AAPPO's ACT on Diabetes Initiative: http://www.aappo.org/AAPPO_ACT/AOD_01.cfm

This educational website provides tips and tools for PPOs to use in developing strategies for increasing awareness among providers and consumers to improve the quality of diabetes care and prevent diabetes.

American Diabetes Association – Resources for Professionals:

<http://www.diabetes.org/for-health-professionals-and-scientists/resources.jsp>

This section of the ADA web site contains resources for all health care professionals who work with patients with diabetes. Educational tools for providers and patients alike, and links to diabetes education resources can be found here. These resources include ready-made slide presentations, tool kits filled with both provider and patient materials, and enduring materials that include many multimedia self-learning opportunities.

Diabetes at Work: <http://www.diabetesatwork.org/diabetesatwork/>

This federally sponsored web site provides data, tools and suggestions for making the business case for diabetes control, and working with employers to develop a diabetes program. Diabetesatwork.org can help businesses and managed care companies to assess the impact of diabetes in the workplace, and provide intuitive information to help employees manage their diabetes and take steps toward reducing risks for related complications, such as heart disease.

National Diabetes Education Program: <http://ndep.nih.gov/>

NDEP offers a wide range of resources around three major public education campaigns. NDEP is a partnership of the National Institutes of Health, the Centers for Disease Control and Prevention, and more than 200 public and private organizations. These campaigns provide the foundation for conducting outreach activities in communities across the country. Each campaign provides a wealth of tools—brochures, tip sheets, provider kits, public service advertising, and more—that you can use to reach out to people with diabetes, people at risk, or health care.

National Institute of Health: <http://www.nlm.nih.gov/medlineplus/diabetes.html>

The NIH website has a wealth of information on diabetes including an interactive tutorial in English and Spanish and a concise overview of the differences between Type 1 and Type 2 diabetes. NIH also provides overviews on ongoing clinical trials and research, a glossary of terms and the latest news articles on diabetes.

FDA Diabetes Page: <http://www.fda.gov/diabetes/>

As the regulator of many medical products, the FDA website includes information about many products that help check and control your blood sugar, information about new diabetes findings, new product approvals, upcoming panel meetings, and other current information about diabetes care.

Juvenile Diabetes Research Foundation: <http://www.jdrf.org/>

The JDRF website offers an Online Diabetes Support Team (ODST) which is made up of JDRF volunteers who have “been there” and are available to offer you immediate, one-on-one support if a loved one have been diagnosed with juvenile diabetes.

State Diabetes Prevention and Control Programs: <http://www.cdc.gov/diabetes/states/index.htm>

This web site provides links to CDC-funded state programs to prevent and control diabetes. Many state programs are connected to community efforts, and may offer collaboration opportunities for PPOs.



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Diabetes Fact Sheet

20.8 million people, or 7.0 percent, of the population have diabetes.

Without an increase in awareness of the factors that lead to diabetes, it is expected that the number of diabetes sufferers by 2025 rise by 50% in North America.

Diabetes is likely to be underreported as a cause of death. Studies have found that only about 35 percent to 40 percent of decedents with diabetes had it listed anywhere on the death certificate and only about 10 percent to 15 percent had it listed as the underlying cause of death.

There is a lack of awareness of the fact that diabetes is a major cause of other serious health issues, such as heart disease, stroke, blindness, kidney disease and severe nerve damage. The goal of AAPPO's ACT on Diabetes Campaign is to bring this issue to the forefront and spread the word among healthcare professionals and the general public about the urgent need to prevent and control diabetes.

Studies have shown that people with prediabetes who lose weight and increase their physical activity can prevent or delay diabetes and even return their blood glucose levels to normal.

Through the ACT on Diabetes Initiative, AAPPO is identifying best practices for insurance providers to offer more wellness programs for enrollees to help maintain a healthy lifestyle and prevent diabetes.

Many people with type 2 diabetes can control their blood glucose by following a healthy meal plan and exercise program, losing excess weight, and taking oral medication.

PPOs understand that controlling diabetes not only saves lives, but saves money for patients, physicians, employers and insurers. Many PPOs have or are in the process of implementing specific diabetes care programs for enrollees to help take control of the disease.

Adults with diabetes have heart disease death rates about 2 to 4 times higher than adults without diabetes, and the risk for stroke is 2 to 4 times higher among diabetics.

PPOs are increasingly offering programs to monitor and control health issues that can cause serious complications in diabetics. For example, regular monitoring of blood pressure can reduce heart disease and strokes among diabetics by 33 to 50 percent.

Diabetes is the leading cause of new cases of blindness among adults aged 20-74 years.

Detecting and treating eye disease among diabetics with laser therapy can reduce the development of severe vision loss by an estimated 50 to 60 percent. Armed with this data, PPOs are working closely with providers to offer additional vision services for diabetics.

More than 60% of nontraumatic lower-limb amputations occur in people with diabetes.

Offering comprehensive foot care programs can reduce amputations rates among diabetics by 45 to 85 percent. AAPPO's ACT on Diabetes Campaign helps put this information in the hands of PPO providers as proof that preventive measures can vastly improve the long term health of diabetics.



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Talking Points

These talking points are designed to ensure that all members of the AAPPO ACT on Diabetes initiative are “singing from the same songbook” when they speak with media representatives. You may have your own personal or localized anecdote or statistic to share with the media – and by all means, do so! These talking points provide you the general facts about diabetes and the AAPPO ACT on Diabetes Initiative.

ACT Campaign

Diabetes is an urgent health problem affecting 7 percent of Americans – almost 21 million people.

- Diabetes takes an enormous toll on the health of individuals, often leading to more serious health issues such as heart disease, blindness, amputations and strokes.
- Pre-diabetes can often be reversed by weight loss and exercise. Consumers need to know what they can do to prevent the onset of diabetes and manage it effectively if they are diagnosed.
- The cost of diabetes treatment continues to rise. Individuals with diabetes face increased doctor visits, medical procedures and costly prescription drugs. Employers also face costs in the form of lost productivity, and as more people need more medical care, insurance costs rise.
- It is in everyone’s best interest to improve quality of care provided to those with diabetes as well as those working to prevent the disease.

AAPPO has launched its ACT on Diabetes Initiative to help PPOs proactively address the need for better diabetes care and prevention.

- With more than 158 million people enrolled in a PPO, the industry has a strong platform on which to reach a wide audience. Therefore, AAPPO is asking each of its members to take action to address diabetes.
- The ACT on Diabetes Initiative will help PPOs take Action, Champion better care, and empower patients to Take Charge of diabetes.
- AAPPO is providing education and tools to PPOs to help payers, physicians and other providers, and patients adopt best practices in diabetes care.
- AAPPO will put the right tools and information about what works to improve diabetes care and the health of those diagnosed with the disease into the hands of PPO leaders.
- The campaign aims to help PPOs develop the best and most effective programs to improve the health of people with diabetes and, as a result, reduce associated health-care costs.



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Talking Points Cont'd

The ACT on Diabetes Initiative is an ongoing, year long campaign consisting of a variety of outreach components.

- AAPPO is hosting a series of conference calls for AAPPO members focused on diabetes care and prevention best practices.
- Conference call topics include the impact of diabetes on employers, using the internet to reach and change patients and best practices in care management. Educational calls are moderated by Dexter Shurney, M.D., MPH, MBA and chief medical officer for Healthways – a leading provider of nationally recognized diabetes disease management programs.
- AAPPO will provide members with a diabetes tool kit containing information and resources that can be adopted by PPOs to improve diabetes quality of care.
- The toolkit will include model diabetes quality improvement strategies for PPOs, links to web sites that can help consumers, and information on talking with employers on health care benefit design strategies that improve access to diabetes services.
- More information can be found on the ACT on Diabetes section of the AAPPO website, www.aappo.org.

General AAPPO

- The American Association of Preferred Provider Organizations (AAPPO) is the leading national association of preferred provider organizations (PPOs).
- AAPPO advances the awareness of the benefits — greater access, choice and flexibility — that PPOs bring to American health care.
- Greater choice, access and flexibility — PPO hallmarks continue to drive the popularity of PPOs in today's market as more Americans seek to take a more active role in their health care.
- PPOs are the most popular healthcare option for Americans. Currently, more than 158 million individuals are enrolled in a PPO program, which means 64 percent of Americans with healthcare coverage receive their healthcare services through a PPO delivery system.
- PPOs deliver exactly what consumers have been asking for regarding their health care — choice, flexibility and a balance between the delivery of appropriate care and cost control.