



Diabetes Prevention: Research to Reality

Introducing Diabetes Prevention and Control Alliance



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A Solution-Driven Partnership to Stop the Diabetes Epidemic



UnitedHealth Group

“UnitedHealth Group is committed to ensuring that expanded access to quality care for millions of Americans is achieved and sustained over time.”

President and CEO Stephen J. Hemsley

UnitedHealth Group promotes solutions-based proposals for how to achieve a more efficient and accessible health care system:

- Promoting policies that address the underlying cost drivers in order to put our health care system on a path towards sustainability.
- Fostering innovative solutions that produce high-quality at a lower cost.
- Ensuring that all Americans have access to quality, affordable health care coverage.
- Supporting and developing proven best practices to modernize the health care system.
- Optimizing operating models.

New Health Service Models

Introducing our industry to the new way of doing



UnitedHealth Group

With DPCA we launched a first-to-market adjunct network that addresses an epidemic and health care cost driver with a powerful business model that delivers:

- A. Member identification**
- B. Trained, locally available trusted providers**
- C. Evidence based programs with strong clinical outcomes and financial returns**
- D. Financial and reimbursement models**
- E. Partner Identification**
- F. Consumer engagement**



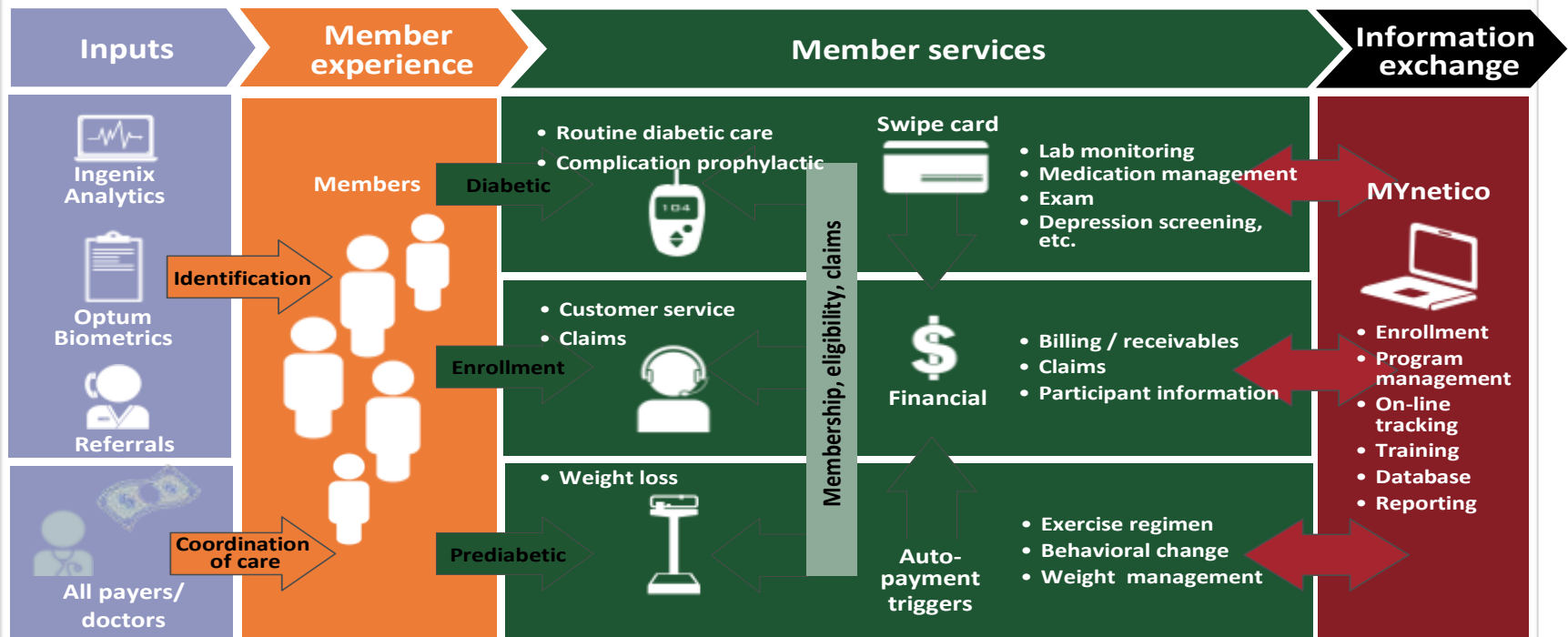
- A. Member identification – (Ingenix analytics and PCP)**
- B. Trained, locally available trusted providers – (the Y and others)**
- C. Evidence based program (the Diabetes Prevention Program Research Study and DEPLOY)**
 - A. Identified academic partner (in US – Indiana University)**
 - B. Defining study design including referral and communications plan**
- D. Defining financial and reimbursement models**
 - A. Marrying program to insurance incentives that encourage participation**
 - B. Outcomes-based reimbursement models- via MYnetico**
- E. Partners Identification (B2B)**
 - A. (CDC, the Y, Novo Nordisk and others)**
 - B. B2B**
- F. Consumer engagement – Keep Hurdle**
 - A. Defining specific organizational marketing alliances to promote the program and offer non insurance incentives that are appealing**
 - B. Specifically evaluating opportunities to partner with commercial brand partner and to offer rewards and to encourage participation**
 - C. Local Partners**



Diabetes Prevention and Control Alliance (DPCA)

- **UnitedHealth Group Assets**
 - **Scalability - optimized operating model**
 - **Advanced analytics**
 - **Technology - MYnetico**
 - **Enrollment source, eligibility management, payment adjudication, data collection and reporting**
 - **Standardization of national DPP**
 - **Institutional Steerage**
 - **Reimbursement**

DPCA Program Model Overview





Evidence-Based Approach

- Prevention and control programs are evidence-based interventions that have been tested and proven.

National Scale

- Successful programs to be scaled nationally leveraging UnitedHealth Group's national footprint and broad assets in: 1) Information - to guide and lead, 2) Technology - to enable, simplify and modernize; and 3) Expertise in clinical access and management - to consistently deliver higher quality, lower cost and consumer affordability in health care.

Real-Time Reimbursement

- U.S. that insurers and employers offer real-time reimbursement to community-based health care providers based on participation and successful clinical outcomes.
- MYnetico processes claims



No Cost to Participate

- People enrolled in the program have program covered as part of preventive care benefit - *no out-of-pocket costs.*

Provider Incentives

- Y lifestyle coaches rewarded for achieving positive outcomes in addition to being paid for each patient's participation.

Sharing with Competitors

- UnitedHealth Group is so committed to tipping the scales against the nation's diabetes crisis that it is offering the program to other insurance companies and plan sponsors.

Execution

- “We can not fail” *CDC Director, Division of Diabetes Translation,
Ann Albright*



We first:

Buy in from Providers

Cost effective solution for PCP's prediabetes and routine diabetes – complication prophylaxis

Solidified partnerships to execute

CDC, the Y, Walgreens, Novo Nordisk and others

Created and invested in infrastructure to scale

Leveraged our population data, information on clinical performance, technology platforms and ability to structure provider and consumer incentives

Expand to new communities

- Introducing to Medicare and Medicaid markets
- Several non-UHC commercial markets

Consumer enrollment

- Testing various marketing models and incentives

Participation

Ongoing evaluation

- IUPUI, Dr Ron Ackerman

Ongoing Publication