National Council on Aging

Achieving Medicare Reimbursement to Sustain CDSME Programs: A Road Worth Traveling

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Partners in Care Foundation

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Medicare Reimbursement Learning Collaborative

Ten community-based organizations work together over a 12-month period toward achieving Medicare reimbursement for their CDSME programs and accreditation for their diabetes programs (for those focused on diabetes self-management education and support services).

Integrated, sustainable service systems for CDSME programs

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About the Learning Collaborative

- Intensive, targeted technical assistance over 12 months
- A rich, dynamic, and interactive learning environment
- Learning is a shared responsibility
- Learning is tested and applied in real-world settings

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Focused on Medicare Part B Benefits

- **Chronic Care Management (CCM)** - Care coordination and care management for individuals with multiple (two or more) chronic conditions
- **Diabetes Self-Management Training (DSMT)** - Outpatient diabetes education and training services
- **Health and Behavior Assessment and Intervention (HBAI)** - Services to address psychosocial barriers that affect management of one or more physical health conditions

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Chronic Care Management: One CBO's Journey

Yuliya Gaydayenko, MA, LMSW
Senior Director of Older Adult Services
Jewish Family Service of Metropolitan Detroit

CBO: Jewish Family Service of Metropolitan Detroit

- Budget: Over $11 mln
- Staffing:
  - 120 staff
  - 2 locations
- 3 Main Areas of Services:
  - Older adults
  - Outreach/education
  - Mental health counseling
- Community Partnerships: A major strategy

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For 90 years

Sustaining Core Services and Innovation

- Current funding
- Incorporating evidence-based and research-based interventions (CDSME, Mind University, AIMS, BRI Consultations, SHARE)
- Specialized population services
- Sustainability

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Chronic Care Management

- Population: Underserved communities
- Goal: The project will deliver an integrated service addressing health management and social determinants of health with improved population health outcomes and increased patient satisfaction at no additional cost to physician while creating a sustainable model of care
- Service Model:
  - Partnership with a primary care provider
  - Adding HBAI and DSMT billable interventions
  - Clinical support

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Moving Forward: Network Development

- Senior Regional Collaborative: A partnership of 30 member agencies
- Capacity Building
- Applying to participate in the NCOA's National Learning Collaborative for Network Development
- Identifying additional local partners and champions
- Designing a new strategic plan
- Engaging local funders

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Resources

- Southeast Michigan Senior Regional Collaborative
  http://www.semisrc.org

Jewish Family Service of Metropolitan Detroit
  http://www.jfsdetroit.org

- Yuliya Gaydayenko
  ygaydayenko@jfsdetroit.org

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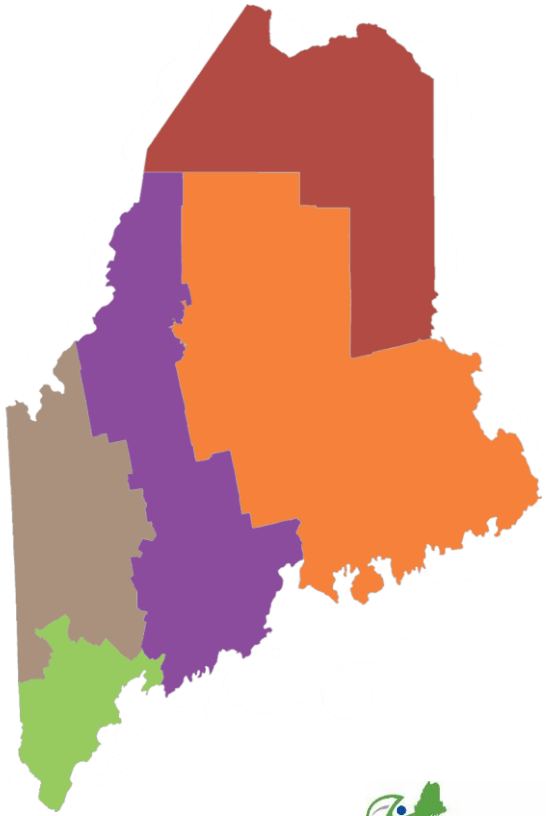
Achieving Medicare Reimbursement to Sustain CDSME Programs: A Road Worth Traveling HBAI

Kristin Overton, MBA, Spectrum Generations

About Us

- Spectrum Generations
  - Area Agency on Aging
- 2016 CDSME Grant Awardee
  - 2016 Falls Prevention partner
- Revised Goals
  - Create a network of providers
  - Develop financial sustainability



Healthy Living for ME

Developing Our Business Model

- Operational Concept Developed
  - Systems use document
  - Operational concept paper
  - Marketing & advertising plan
- Break-Even Analysis
  - 96 classes per year
- Joint-Venture Begun
  - Spectrum Generations & SeniorsPlus
- Investing in Infrastructure
  - www.healthylivingforme.org

Healthy Living for ME

Building Referrals and Marketing Our Services

- Creating a Value Proposition
  - Understanding 4 Different Target Markets:
    - Leaders
    - Participants
    - Potential Delivery Partners
    - Funders
- Marketing and Advertising Plan
  - Multi-Prong Strategy:
    - Social Media
    - Online
    - Print
    - Advocacy

Healthy Living for ME

Clinical Wrap-Around

- Medicare Advantage v. Original Medicare
  - LCSW v. psychologist or nurse practitioner
- Per Diem Staff
  - Preparing for staff
- Building Relationships
  - Physicians – Chronic care management focused
  - Health plans – Start with who you know

Healthy Living for ME

What's Next: Growing and Expanding Our Services

- Gradual Process
  - Expecting first billable class in 12 months
- Original Medicare for HBAI (2019-2020)
  - Medicare provider enrollment
  - 3rd party billing agent
  - Medicare consultant
- DSMT (2020-2021)
  - Registered Dietician on staff as Assistant Nutrition Director

Healthy Living for ME

Achieving Medicare Reimbursement to Sustain CDSME Programs: A Road Worth Traveling DSMT

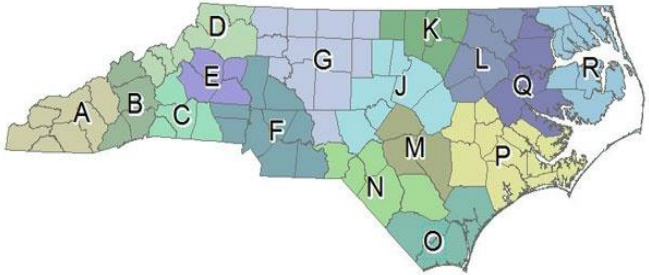
Annette Demeny, DTR

CENTRALINA AREA AGENCY ON AGING

Centralina AAA

About Us

- There are 16 Area Agencies on Aging in North Carolina
- Centralina AAA is the 2nd largest AAA in NC
- Serves the nine county region surrounding Charlotte
- Demographic area is both urban and rural
- Offer a variety of services from planning services, training and education and direct services



The AAA Approach

- Business Acumen
  - Framework, Strategy & Implementation
  - Know True Cost of Delivery
- Understanding Population & Need
  - Utilizing Existing Programs
- Partnership
- Sustainability & Growth

Marketing & Referral

Understanding Marketing Ecosystem

- ✓ Recruitment of Leaders
- ✓ Recruitment of Stakeholders
- ✓ Recruitment of Class Participants

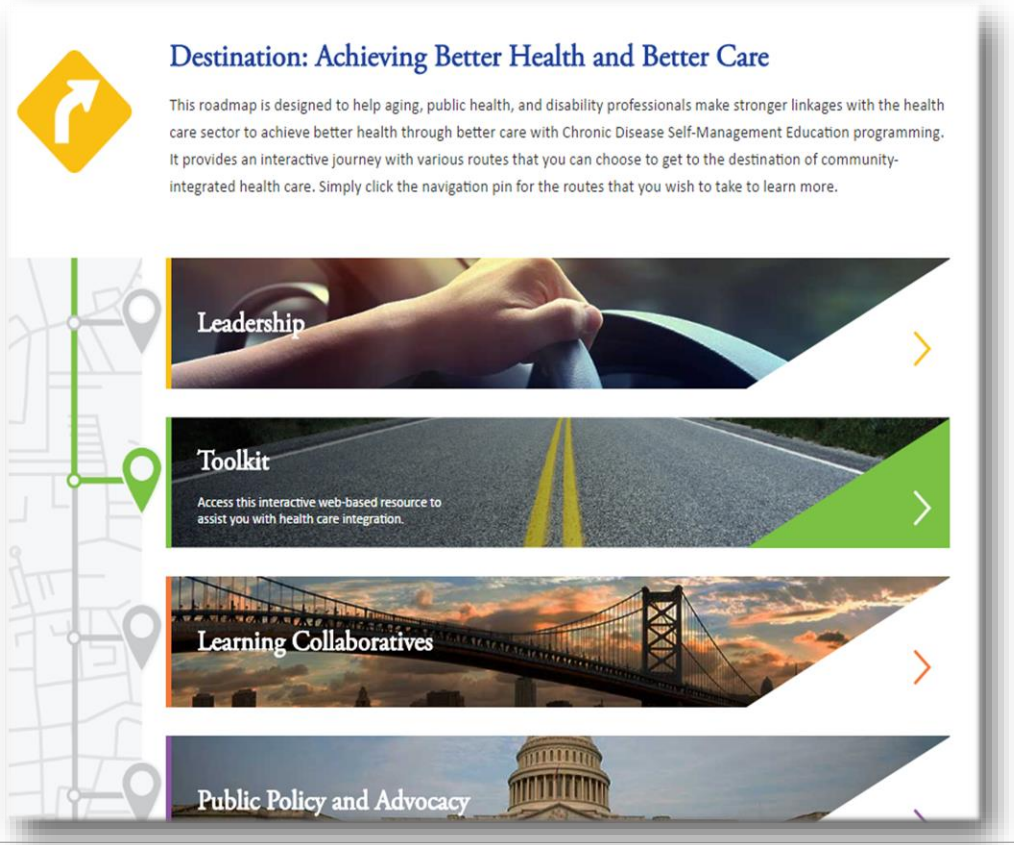
- ✓ Marketing / Advertising
  - ✓ Staff In the Field
  - ✓ Social Media
  - ✓ Community Outlets

- ✓ Referrals
  - ✓ Know Your Clients
  - ✓ Elevator Speech

Billing and Documentation

- ✓ Eligible Beneficiaries
- ✓ Navigating Medicare
- ✓ Client Information Tracking
- ✓ Claims Processing

Learn More! Log On to NCOA's Roadmap to CIHC



www.ncoa.org/cha/roadmap

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