

WEST VIRGINIA



How did you advocate for diabetes prevention to be a covered benefit for public employees?

The state's public employee insurer, West Virginia Public Employees Insurance Agency (WV PEIA), had expressed interest in the evidence-based lifestyle change program and engaged the West Virginia Diabetes Prevention and Control Program (DPCP) in conversations prior to this project. Early in the project, the DPCP organized meetings and facilitated expert consultation to support WV PEIA's exploration to offer the lifestyle change program as a covered health benefit.

What was the State Health Department role?

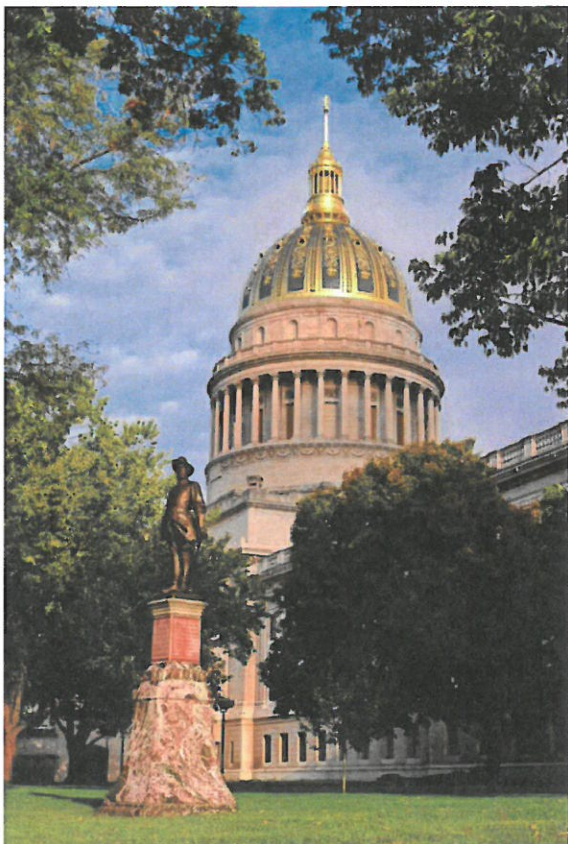
- Advocated for diabetes prevention coverage at the state level
- Organized meetings and engaged key insurance stakeholders to discuss prediabetes and the benefits of the evidence-based lifestyle change program
- Created educational materials to distribute at meetings with insurers
- Facilitated expert consultation and provided technical assistance to insurers to examine ways to overcome barriers to reimbursement

Achievements

1 State government employer educated about the evidence-based lifestyle change program and the value of offering it as a covered benefit

2 Meetings/presentations with government employer

65,000 State government employees working in this state government



We have found that unless provider offices are able to bill for time spent, and get reimbursed, or obtain grant funds to support the program, they do not have the staff or budgets to allow their facilities to hold a National Diabetes Prevention Program class. Funding is the largest barrier we see which prevents most facilities from offering NDPP.

Denise Ryan, Berkley County Health Department

What positioned you for success?

- Dedicated Funding: \$15,000
- Engaged in conversations about the evidence-based lifestyle change program with WV PEIA for two years
- Many insurers attended a Diabetes Prevention Roundtable Meeting to discuss provisions under the Affordable Care Act

How did you build a relationship with the state insurer?

Given that the state insurer had expressed interest in the evidence-based lifestyle change program, the DPCP organized a meeting of insurers to discuss prediabetes and the benefits of the lifestyle change program. The DPCP distributed a diabetes prevention fact sheet and the CDC risk assessment tool. Following this meeting, additional quarterly meetings were scheduled. Early in the project, WV PEIA participated in the Department of Health and Human Resources Secretary's wellness committee, which drafted a wellness program proposal for the agency. While the state insurer identified many barriers to covering the program under both benefit design and wellness programs, they seemed willing to work with the DPCP to overcome those barriers. WV PEIA entered into a Memorandum of Understanding with an evidence-based lifestyle change program provider to conduct a pilot program. Throughout the project, the DPCP acted as a resource to WV PEIA by sharing information and determining answers to questions related to barriers. The National Association of Chronic Disease Directors (NACDD) and MedWorks USA also provided direct support in this effort, including brokering conversations between the DPCP and insurers.

What were the factors for success?

- Key state government leaders supported diabetes prevention initiatives
- NACDD and MedWorks USA brokered conversations between the DPCP and insurers

For More Information

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Challenges and Solutions

- The DPCP lacked experience working with insurers prior to the project, and it was difficult to gather insurers for a meeting about the evidence-based lifestyle change program

The West Virginia Bureau for Public Health Commissioner issued the invitation to the meeting, which gave credibility

Representatives from NACDD and MedWorks USA assisted the DPCP in conversations with WV PEIA and other insurers

- WV PEIA did not see the benefits of the evidence-based lifestyle change program as superior to the benefits of lifestyle change programs that were already reimbursable
- Senior state leaders with decision making power or influence who had supported diabetes prevention initiatives left their positions during the project time frame
 - The DPCP had to take time to establish relationships with new leaders
- At the present time in West Virginia, medical claims cannot be used to pay for the evidence-based lifestyle change program as there are no codes to cover services implemented by lay providers

Partners

- Department of Health and Human Resources
- West Virginia Offices of the Insurance Commissioner
- West Virginia Bureau for Public Health Commissioner
- West Virginia Public Employees Insurance Agency
- National Association of Chronic Disease Directors
- MedWorks USA