



JUNE 5, 2020

Growth Team – NC Introduction

A collaborative effort of North Carolina Division of Public Health (NCDPH), Centers for Disease Control and Prevention (CDC), American Medical Association (AMA) and CDC's consulting partners

Agenda

1. **Evolution of the Bright Spot Initiative**
2. **Growth Team – NC Introduction**
3. **Strategic Growth Initiatives**
4. **Partnership Activities and Opportunities**

**North Carolina
Diabetes Advisory Council**

Growth Team—NC
Introduction
Friday, June 5th, 2020

Evolution of the Bright Spot Initiative

CDC and AMA are committed to growing the National DPP by enrolling **2 million participants** by the end of 2021. To reach this goal, initiatives are being prioritized to focus on 'bright spots' and 'accelerators' with high potential yield for enrollment.

1. SUMMER 2019
CDC and AMA had 5 meetings to align on the Bright Spot selection process, strategies, and objectives.

2. WINTER 2019
North Carolina was established as the 1st Bright Spot with an enrollment goal of 58K by the end of 2021.

3. SPRING 2020
Establishment of Growth Team-NC and strategic Focus Areas with AMA, CDC, and NCDPH partners.

4. SUMMER 2020
The Growth Team – NC will conduct targeted outreach, promote physician and HCO strategies, and augment influential partnerships.

A **bright spot** is defined as a geographic area with identified opportunities to increase enrollment to the National DPP. These are areas where AMA and CDC are jointly pursuing strategies and initiatives.

Growth Team – NC Introduction

CDC, the American Medical Association (AMA) and the North Carolina Division of Public Health (NCDPH) have joined with their consulting partners to:

- Increase **enrollment**
- Strengthen **program operations**
- Expand **access** to the National DPP lifestyle change program

North Carolina was selected as a priority focus area as it offers **strong partnerships, BCBSNC coverage support**, as well as a **strong network** of CDC-recognized organizations.

The **National DPP Growth Team – NC** is a resource for NC-based organizations as they navigate interim COVID-19 related challenges as well as long-term support for increasing enrollment and sustainability of the National DPP lifestyle change program

Growth Team-NC Strategic Initiatives

The Growth Team-NC is comprised of collaborative workstreams that augment National DPP awareness, referral and enrollment efforts through strategic focus areas.



Key Initiatives

- + Design and implement **marketing campaigns and communications to increase awareness of the National DPP amongst potential participants/patients, healthcare organizations (HCOs), physicians, and employers** within North Carolina
- + Develop **innovative ways to engage North Carolina HCOs and physicians** to increase the number of provider referrals to National DPP programs
- + Conduct **outreach to North Carolina National DPP programs to help address enrollment barriers and connect organizations to National DPP assets** (e.g., National DPP Customer Service Center, communications materials, etc.) for personalized, responsive TA
- + Strengthen existing and new **North Carolina National DPP partnerships (e.g., employers, universities and medical schools, healthcare providers and plans, community-based organizations etc.)** to drive enrollment

Current NC Focused Partnership Activities

This is a high level list of current partnership activities that the growth team is engaged in.

Harris Teeter/ Kroger Social Media Campaign

- Social media marketing campaign focused on increasing awareness and enrollment of Harris Teeter's online National DPP program
- Leverages screening and telehealth capabilities

North Carolina Association of Pharmacists

- Host virtual webinars, feature DiabetesFreeNC ads within monthly Journal and other advertising efforts
- Train pharmacy students as part of screening efforts

Sinfonia Rx/ Tabula Rasa

- Augment medications management via telehealth and leverage to vast digital network of pharmacies
- Train program coaches and deploy in needed areas

North Carolina Employer Engagement

- Continue engaging employers that do offer National DPP as a covered benefit, to increase awareness of the program and other benefits within employees

Current NC Focused Partnership Activities

This is a high level list of current partnership activities that the growth team is engaged in.

North Carolina Medical Society

- Spread awareness of National DPP programs using NCMS social media, newsletters, virtual physician champion events etc. Work to increase referrals.

North Carolina LabCorp

- Spread awareness of DiabetesFreeNC to LabCorp clients and encourage field staff to engage physicians in screening and referring patients.

North Carolina Business Group on Health

- Conduct outreach and educate NC employers that currently do not cover the National DPP program as a preventative benefit to employees