

A National Drive to
Find the Undiagnosed

MedicareDiabetes

Screening Project

Medicare Diabetes Screening Project Award Proposal Application

Thank you for your interest in the Medicare Diabetes Screening Project (MDSP) and your efforts to ensure that seniors at risk for diabetes are screened and get the preventive help or diabetes care that they need.

The mission of the MDSP is to improve the health and well being of America's seniors, ages 65 and older, through encouraging use of the free preventative diabetes screening benefits that exist in Medicare.

Ten awards of up to \$2500 will be given in 2009 to local organizations that can demonstrate how they will implement grassroots programs to promote the free diabetes screening benefit in Medicare.

BACKGROUND: Of the 35 million seniors in Medicare ages 65 or older, as many as 17 million of them have undiagnosed diabetes or pre-diabetes. Medicare now covers free annual screening for beneficiaries at-risk for diabetes. However, initial data from the Centers for Medicare and Medicaid Services (CMS) suggests that these benefits are under-utilized, with less than 10% of beneficiaries screened in 2006. Screening and early detection are essential first steps for improved care and prevention of complications for people with diabetes and for prevention of the onset of the disease for those with pre-diabetes. A National Institutes of Health clinical trial (Diabetes Prevention Program, 2001) showed that people ages 60 and older with pre-diabetes could lower their risk of developing diabetes by 71% with modest changes in diet and physical activity.

The MDSP is a coalition of patient, provider, business, government and private sector organizations, co-chaired by the American Diabetes Association, Healthcare Leadership Council and Novo Nordisk Inc., joining forces to create awareness and utilization of the free screening benefit for diabetes and pre-diabetes available under Medicare. The ten awards for this grassroots outreach effort are provided to the MDSP by Novo Nordisk Inc.

TO APPLY: On the attached application, please tell us, in outline form, how you would use the MDSP award. You should list the activities you would initiate to reach out to seniors regarding Medicare diabetes screening. Be specific. Also, please tell us how you would quantify the results of your activities. Creativity of proposals, number of seniors reached, and engagement with other local partners is encouraged. If your award application is accepted and you receive an award, we

will require a final report that includes a description of, at a minimum, the activity or activities undertaken, time period, and number of seniors reached.

The maximum length of your application should be two pages. Feel free to also submit background information about your organization.

The application deadline is July 10, 2009. Decisions will be made by Friday, July 17, 2009. To apply – or for further information -- please complete the attached form and email, mail or fax to:

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**Medicare Diabetes Screening Project
Award Proposal Application**

Name:

Title:

Organization:

Address:

Email:

Phone:

Website:

Amount requested:

Audience you expect to reach:

Activities the Award will support:

Other groups or organizations you may work with:

Time period of your activities:

Results you hope to achieve from your activities:

A report of activities and outcomes will be due to the Medicare Diabetes Screening Project within one month from the end of your activities.