

**A National Drive to
Find the Undiagnosed**

MedicareDiabetes Screening Project

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MDSP Kicks-Off in Columbus, GA

More than 200 seniors braved the Georgia heat to attend the launch event for the Medicare Diabetes Screening Project (MDSP) at the Columbus Civic Center. The Mayor of Columbus, President of the Columbus Chamber of Commerce, Georgia legislators, Terry Womack from the Center for Health Transformation (CHT), and Dr. Stephen Leichter, President of the Columbus Research Foundation (CRF), all joined Chris McGowen, representing MDSP for Novo Nordisk, in welcoming CAPT. Clara Cobb, Regional Health Administrator for the Department of Health and Human Services, and Dr. Richard Wild, Chief Medical Officer for the Centers for Medicare and Medicaid Services (CMS) in Atlanta, as they arrived on the CMS Prevention and Wellness Tour Bus.

As many as 12,000 Medicare beneficiaries in Columbus have undiagnosed diabetes or pre-diabetes, and seniors in attendance were urged to be screened for diabetes by their doctor or health care professional. "In the past, Medicare didn't cover prevention. It only covered treatment for disease," Wild said. "Now we are stressing that people can benefit so much by discovering diseases early, preventing diseases and preventing the complications of chronic diseases; because chronic disease complications count for more than 70 percent of the Medicare spending."

CBS affiliate WRBL-Columbus was on-site to report from the event, which included prize giveaways, free Novo Nordisk pedometers, t-shirts, MDSP materials on diabetes screening in Medicare, and NDEP brochures on diabetes control and prevention.

The MDSP will now work in collaboration with the Columbus Project, an initiative of the CRF and CHT, to improve the metabolic health of the entire community of Columbus, GA. Please contact [Sarah Nordstrom](#), [Maurice Madden](#), or [Andrea Giammona](#) for more information.

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Sarah E. Nordstrom, Editor



Three of the 25+ event volunteers!



Pictured from left to right: Columbus Mayor Jim Wetherington, Rep. Carolyn Hugley, Dr. Richard Wild (CMS), Sen. Ed Harbison, Capt. Clara Cobb (HHS), Chris McGowen (MDSP and Novo Nordisk)



Seniors, speakers and dignitaries pictured with the CMS bus

Need FREE Diabetes Materials?

The National Diabetes Education Program (NDEP) publishes diabetes related materials and information that is free to copy, use and distribute – you can even customize them with your own logo!

Call 1-800-860-8747 or visit <http://ndep.nih.gov/diabetes/pubs/catalog.htm>

MDSP will be exhibiting at the National Association of Area Agencies on Aging (n4a) Conference in San Francisco, CA July 29-August 1
Please stop by booth #413 on Monday July 30 to learn more!

F.Y.I. Article Links:

[Study finds: 1 in 8 adult New Yorkers has diagnosed diabetes; Another 200,000 are undiagnosed](#)
[Without a cure, diabetes patients rely on prevention](#)

did you know?

10.3 million people age 60 and older have diagnosed diabetes

About Us:

There are 35 million seniors in Medicare who are 65 years or older. As many as 17 million of them have undiagnosed diabetes or pre-diabetes. Since the passage of the Medicare Modernization Act of 2003, Medicare now covers free screening tests for diabetes and pre-diabetes for at-risk seniors. However, initial data from the Centers for Medicare and Medicaid Services (CMS) suggests that these benefits have been under-utilized.

That's why government, professional and private sector organizations, co-chaired by the American Diabetes Association and Novo Nordisk Inc., are joining forces to create awareness of the screening benefits for diabetes and pre-diabetes available under Medicare.

Questions or Comments? Email Sarah Nordstrom at shno@novonordisk.com, or call 202-626-4526

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