

# MedicareDiabetes Screening Project

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world diabetes day  
14 November



Pictured from left to right:  
Maurice Madden (Coordinator for the Medicare Diabetes Screening Project in Columbus), Rev. Dr. Johnny Flakes, Jr. (Fourth Street Missionary Baptist Church in Columbus, GA), and Chaplain Michael Stewart (Columbus Regional Medical Center).

## Faith Based Outreach in Columbus, GA

Medicare Diabetes Screening Project staff members in Columbus, Georgia, have partnered with local religious leaders, led by Revs. Drs. Hal Brady and Johnny Flakes Jr., to develop an outreach campaign targeted toward communities of faith. A flyer promoting the diabetes screening benefit in Medicare was inserted into more than 5,000 church bulletins at 15 churches in Columbus and distributed at services held on November 11, the Sunday prior

As we commemorate World Diabetes Day and American Diabetes Month during November, the Medicare Diabetes Screening Project would like to remind seniors to ask their doctor or healthcare professional about getting checked for diabetes. There are more than 35 million Americans in Medicare who are 65 years or older, and 17 million of them have undiagnosed diabetes or pre-diabetes. On this World Diabetes Day, get the message out about diabetes screening and help us find the undiagnosed!

[Medicare's Covered Diabetes Related Services 2007](#)

## New Hampshire Update

The New Hampshire Medicare Diabetes Screening Pilot Project (MDSP), coordinated by the Healthcare Leadership Council, has grown the state based partnership to 15 members. The key partner in this effort is the Senior Health Insurance Program (SHIP) in the state of New Hampshire – it goes by the name ServiceLink. ServiceLink has 13 local offices around the state and has hundreds of staff and volunteers who work with seniors every single day.

Building on our partnership, the MDSP is holding more than 20 events across the state during the month of November and into December. All of the events are in cooperation with New Hampshire ServiceLink and the New Hampshire Medicare Benefits Coalition.

The events are Benefits Check Up sessions with seniors who are interested in better understanding their Medicare benefits.

The November drive is designed to educate seniors about the diabetes screening benefit while assisting with any questions beneficiaries may have during open enrollment for the Medicare prescription drug benefit.

In addition to the events, several news outlets have committed to covering the events to publicize the seriousness of diabetes for seniors

and the Medicare screening benefit. New Hampshire Public Radio, the Manchester Union

15 churches in Columbus and distributed at services held on November 11, the Sunday prior to World Diabetes Day [please find the flyer attached and feel free to print and distribute].

Religious leaders across Columbus were urged to incorporate information about diabetes screening, especially for Medicare beneficiaries, into their spiritual messages on November 11. Revs. Drs. Brady and Flakes were featured in radio and newspaper advertisements that were run in Columbus-area media in support of the effort. An article in the local Columbus-Ledger Enquirer features the faith based awareness campaign. Click here to read: [Churches raise diabetes awareness](#)

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### Free Diabetes Resource for Older Adults

The National Diabetes Education Program's newly revised tip sheet, [It's Not Too Late to Prevent Diabetes. Take Your First Step Today.](#), gives older adults ideas for new ways to get moving, have fun, and prevent or delay type 2 diabetes. The tip sheet has been updated to include additional physical activity and nutrition tips, as well a new section called "Get Your Friends and Family Involved" that includes family-oriented action steps. To download or order this free tip sheet, and for more information about NDEP's many diabetes prevention and control materials, visit [www.ndep.nih.gov](http://www.ndep.nih.gov) or call 1-800-438-5383.

#### F.Y.I. Article Links:

[Diabetes' growth could threaten Medicare's viability](#)

### 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) suggest that these benefits have been under-utilized.

That's why government, professional and private sector organizations, co-chaired by the American Diabetes Association, the Healthcare Leadership Council, 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](mailto:shno@novonordisk.com), or call 202-626-4526  
To unsubscribe, click [here](#)

and the Medicare screening benefit. New Hampshire Public Radio, the Manchester *Union Leader*, *Senior Beacon*, *Foster's Daily Democrat*, *Portsmouth Herald* and the *Concord Monitor* have agreed to do stories in November that highlight the issue of diabetes and seniors.

As part of this effort, the MDSP will be distributing thousands of printed materials geared to seniors, providers and caregivers.

If you have questions about our efforts in New Hampshire or you are interested in joining our partnership in the state, please feel free to call Tom Maher, Regional Director, Healthcare Leadership Council, at 603-431-2340 or you can email him at [thomas.maher2@verizon.net](mailto:thomas.maher2@verizon.net).

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## President Bush Proclaims November as National Diabetes Month

On October 31, 2007, President George W. Bush proclaimed November 2007 as National Diabetes Month, citing that "We have supported research initiatives and education programs that encourage healthy living, and we have also modified Medicare coverage to include diabetes screenings." [Click here](#) to read the full proclamation.

**did you know?**

**nearly one in five Medicare dollars is spent on treating seniors with diabetes**

A National Drive to Find the Undiagnosed  
**MedicareDiabetes**  
Screening Project