

**A National Drive to  
Find the Undiagnosed**

# MedicareDiabetes

## Screening Project

Volume 1, Issue 7, June 2008. Sarah E. Nordstrom, Editor

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*(pictured) Councilman Jerry "Pops" Barnes, RN, speaks at the Fire Station launch on March 28, 2008 in Columbus, GA. Columbus Mayor Jim Wetherington, Maurice Madden (MDSP), and Gilbert Silva (CMS) are also pictured.*

*The Medicare Diabetes Screening Project was formed to increase utilization of the free diabetes screening benefit in Medicare. MDSP has launched two pilot projects in Columbus, GA and the State of New Hampshire to engage community partners, and increase awareness of the benefit and diabetes prevention among seniors.*

### Fire Station Launch in Columbus

The "Columbus Fights Diabetes" campaign kicked-off with a press conference held at Columbus Fire Station #4. Speakers included Mayor Jim Wetherington, Councilman Jerry "Pops" Barnes, RN, Fire Chief Jeff Meyer, Captain Brent Morris, Maurice Madden, and Royce-Ann Adkins from the Columbus Research Foundation. Mr. Gilbert Silva, Deputy Regional Administrator for the Center for Medicare and Medicaid Services in Atlanta, GA presented Mayor Jim Wetherington with a Certificate of Appreciation for all of the focus and attention that has been paid to diabetes awareness and prevention in Columbus, GA. "Columbus Fights Diabetes" banners were hung at 13 fire stations designating where Columbus residents can come for risk assessment tests. Residents may visit the fire stations from 9am-9pm, seven days a week.

### ADA Cost Calculator

Use the American Diabetes Association's new diabetes cost calculator to find out how much diabetes costs your state or congressional district. [Click here](#) for the calculator!

### Vision Service Plan Launches Initiative in Columbus, GA!

*Free Eye Exams and Health Screenings Offered to Columbus Residents*

Vision Service Plan (VSP) eye doctors in Columbus, GA are leading an innovative program offering free eye exams and health screenings to approximately 2000 area residents. VSP is working in conjunction with the Columbus Research Foundation, Center for Health Transformation's Georgia Project, and MDSP to provide eye exams and glasses as needed to participants, as well as health screenings for the detection of diabetes risk factors. Patients found to have signs of diabetic retinopathy or diabetes risk factors are referred to their primary care physician for a medical evaluation. "We feel private practice eyecare is the first line of defense in detecting signs of diabetes because diabetic retinopathy can occur up to 7 years before diagnosis of type 2 diabetes," stated Susan Egbert, director of Quality Management for VSP.

### Announcement: Medicare Diabetes Screening Project Offers Promotional Awards!

The MDSP will be offering awards of up to \$2500 to local organizations for efforts to promote diabetes screening among seniors. Awards will be given based on the ability of the applicant to further the goals of the MDSP through local promotional efforts. Initiatives could include material distribution, health fair participation, or other unique ideas demonstrated on the application. Please contact [shno@novonordisk.com](mailto:shno@novonordisk.com) for more information.

### CMS Preventive Services Claims Data Website

The Centers for Medicare and Medicaid Services claims data for all of Medicare's Preventive Services from 2005 and 2006 is now available on a new website. The diabetes screening rates were **10.1%** in 2005 and **9.6%** in 2006. Please [click here](#) to view the site.

## Hispanic Elders Initiative

The Department of Health and Human Services (HHS) launched the "Improving Hispanic Elders' Health: Community Partnerships for Evidence-Based Solutions" in June 2007 to help combat diabetes and other chronic conditions in the Hispanic elderly community. The agencies within HHS, AHRQ, AoA, CDC, CMS, and HRSA, joined together to assist local communities in developing more coordinated and focused efforts to improve the health and well-being of Hispanic elders.

Community teams, located in eight metropolitan areas with the largest Hispanic/Latino elderly population, were selected to participate in this Elder Hispanic Initiative, including: Chicago, IL, Houston TX, Los Angeles, CA, McAllen, TX, Miami, FL, New York, NY, San Antonio, TX, and San Diego, CA. The eight city teams will review the latest research findings and examples of promising practices, and will provide assistance as the communities use this information to create and implement their own local plans for addressing health disparities. The majority of the teams have chosen diabetes as their main focus. Please click the following link for a chart highlighting each of the initiatives: <http://www.academyhealth.org/ahrq/elders/appendix-a.htm>

## F.Y.I Article Links

"Screening for diabetes and IGT is cost effective"

[Routine Diabetes Screening in the UK](#)

## About Us:

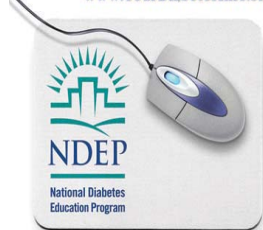
There are 35 million seniors in Medicare who are 65 years or older. As many as 17 million of them have undiagnosed diabetes or pre-diabetes. Since the passage of the Medicare Modernization Act of 2003, Medicare now covers free screening tests for diabetes and pre-diabetes for at-risk seniors. However, 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, 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 and to encourage seniors to ask their medical providers about diabetes screening.

To be removed from this list please contact: [shno@novonordisk.com](mailto:shno@novonordisk.com)

## The National Diabetes Education Program: Your Source for Free Diabetes Information

Looking for free diabetes information that's easy to get,



Your Source for Free Diabetes Information  
A message from the National Diabetes Education Program, sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention.

scientifically based, written in plain language, and from a source you can trust? All it takes is one call or one click to the **National Diabetes Education Program (NDEP)** to get the free diabetes information you need. NDEP makes it easy to get free information on living with diabetes, tips to prevent or delay type 2 diabetes,

and how to help loved ones manage the disease. Just call **1-888-693-NDEP** or click [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org). NDEP is a partnership of the National Institutes of Health, the Centers for Disease Control and Prevention, and more than 200 public and private partners.

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## Upcoming Conferences

n4a's Annual 33rd Conference and Tradeshow  
July 20-23, Nashville, TN

National Black Nurse's Association 36th Annual  
Institute and Conference  
August 4-8, Las Vegas, NV\*

\*Maurice Madden and Councilman Jerry "Pops"  
Barnes will be presenting on the MDSP Pilot in  
Columbus, GA

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