

# Diabetes Outreach Program

Empowering Members to Prevent and Manage Diabetes Related Eye Conditions Through Routine Eye Exams

The Versant Health Diabetes Outreach program offers a focused engagement strategy to motivate your diabetic members to see their optometrist for their annual eye exam. We believe that a stratified member engagement approach is best suited for meeting the needs of your members. Diabetic Retinopathy is one of the most common and debilitating complications of diabetes.

An annual diabetic retinal exam is the least expensive and most impactful method of tracking the progression of diabetes. It is a critical component of helping your diabetic population get the care they need to prevent permanent vision loss.

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The core elements of our Diabetes Outreach Program include the following:

- Health education
- Direct mail
- Telephone outreach
- Assistance with appointment setting
- Utilization and claims encounter tracking

## Did you know?



**\$500 million**

The Centers for Disease Control and Prevention found that diabetes-related blindness costs can total more than \$500 million per year<sup>1</sup>



**One in three**

About one in three adults over age 40 with diabetes have diabetic retinopathy<sup>2</sup>



**Higher costs**

Average medical expenditures among people diagnosed with diabetes were about 2.3 times higher than those without diabetes<sup>3</sup>



**\$245.5 billion**

Adults with diabetes contribute to \$245.5 billion annually in healthcare utilization<sup>3</sup>

## Member Engagement Contact Methodologies

- In-hand: Flexibility to share information with members using print-ready flyers
- Mail: Members are provided time-sensitive, personalized letters as reminders of benefit availability
- Phone: Personal phone calls to assist members to locate an eye care professional and with appointment setting
- Online: Members have access to our website for additional information and Customer Service 24/7

## What Can You Expect From the Data?

Outreach services are tailored to meet health plan diverse populations and align with HEDIS quality measures, allowing for enhanced program success. We can provide summary and detailed encounter data reporting to your health plan, disease management vendor, or other appropriate third-party administrators to facilitate HEDIS reporting and other wellness programs.

Versant Health understands the value and necessity of complete, accurate claim data. This not only supports the required encounter and quality reporting, but also strengthens a comprehensive whole person health and wellness model.

### Claim Reporting

AMA/CMS codes submitted on claims are passed on to clients via standard reporting.

### Enhanced Condition Analysis

Through proprietary clinical algorithms and analysis, Versant Health can share a member population's condition-specific indicators. These indicators can be incorporated into an overall population health/risk stratification model.

<sup>1</sup><https://pubmed.ncbi.nlm.nih.gov/24363502/>

<sup>2</sup><https://www.cdc.gov/visionhealth/pdf/factsheet.pdf>

<sup>3</sup><https://www.premisehealth.com/blog/the-cost-of-diabetes-in-seven-graphs/>

Note: Results are not guaranteed and may vary by region and population.

**Want to learn more?** Contact [NAME] at [EMAIL]