



The Medicare Diabetes Screening Project Announces \$1,000 - \$2,500 Grassroots Grants to Promote Diabetes Screening

The Medicare Diabetes Screening Project (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. The MDSP is joining forces with the National Senior Corps Association to create awareness and utilization of the free screening benefit for diabetes and prediabetes available under Medicare. Grant awards to the MDSP for this grassroots effort are provided by Novo Nordisk, Inc. The National Senior Corps Association has been chosen as the partner in the 2012 awareness campaign. Between 10 and 14 Senior Corps programs nationwide will be chosen for the 2012 awards.

MISSION: The mission of the MDSP is to improve the health and well being of America's seniors, age 65 and older, through encouraging use of the free, yet underutilized, preventive diabetes screening benefits that exist in Medicare. Early diagnosis is critical for successful disease management to avoid complications such as stroke, heart attack, vision loss or amputations. Screening Medicare beneficiaries with prediabetes is essential to help them take the necessary steps to prevent diabetes.

BACKGROUND: According to the Medicare Diabetes Screening Project:

- 10.9 million Americans age 65 and older have diabetes
- 3 million of those age 65 and older who have diabetes are undiagnosed
- 14 million Americans – 50% of those age 65 and older - have prediabetes with the vast majority undiagnosed. Prediabetes is a condition that raises the risk of developing type 2 diabetes, heart disease, stroke and eye disease
- Medicare recipients who have diabetes account for 34% of Medicare spending

Medicare now covers free annual screening for beneficiaries at-risk for diabetes. However, data from the Centers for Medicare and Medicaid Services (CMS) suggests that these benefits are underutilized, with only 10 – 12% of beneficiaries screened. 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 prediabetes. A National Institutes of Health clinical trial (Diabetes Prevention Program, 2001) showed that people age 65 and older with prediabetes could lower their risk of developing diabetes by 71% with modest changes in diet and physical activity.

Awards will be given to Senior Corps projects based on the ability of the applicant to further the goals of the MDSP through local promotional efforts. All educational materials will be provided by Novo Nordisk and will be delivered to projects postage-paid. Initiatives could include material distribution, health fair participation, media campaigns, senior center

briefings, collaboration with local health care providers to conduct screenings or other unique ideas demonstrated on the application.

Priority will be given to:

- 1) National Senior Corps Association members,
- 2) projects that demonstrate creative, innovative and replicable ideas to increase screenings,
- 3) activities that will likely result in a significant number of educational opportunities as well as actual completed screenings, and
- 4) creative engagement of Senior Corps volunteers to achieve goals.

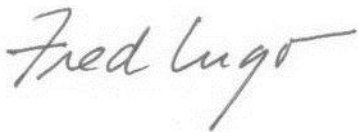
TO APPLY: On the attached application, please tell us how you would use the MDSP award. You should list specific activities you would initiate to reach out to seniors regarding Medicare diabetes screening.

Applications should be no more than 2 pages in length. Feel free to also submit background information about your organization as it relates to this grant opportunity (not included in the 2-page limit).

If your application is chosen for an award, you will be required to attend four conference calls throughout the year to discuss progress, challenges and best practices. Brief quarterly reports, including a final report, will also be required. It is the intent of MDSP to achieve results rather than require extensive paperwork.

The application deadline is February 3, 2012. Awards will be announced February 10, 2012. To apply – or for further information – please complete the attached form and email to: info@nscatogether.org

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



Fred Lugo, President
National Senior Corps Association

