

## MARY ANN HODOROWICZ CONSULTING, LLC

Nutrition, Diabetes Education, Health Promotion and Insurance Reimbursement for Professionals  
in the Healthcare and Food Industry

**Speaker:** Mary Ann Hodorowicz, RDN, MBA, CDE, CEC (Certified Endocrinology Coder)

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**Presentation or Webinar Session Title:**

### **Proven Keys to DSME Program Sustainability (*It's Not Just About Reimbursement!*)**

#### **Presentation Description:**

Diabetes self-management education (DSME) is a required evidence-based component of diabetes management as it significantly improves patient outcomes. Three key things have to occur for patients to realize these improved outcomes, **and** for educators to do what they do best: 1) providers have to refer their diabetes patients to educators; 2) patients have to attend all the initial and follow-up program visits to master their self-care behaviors; and 3) educators have to “think like a business and act like a business” to insure the sustainability of their DSME programs. This presentation reviews the proven keys to significantly increase provider referrals, to have patients eagerly complete every visit in your program and to increase patient self-referrals....all of which will make your program thrive...and not just survive.

#### **Learning Objectives:**

1. List 4 primary goals of DSME program promotions.
2. List 4 effective promotions for DSME programs.
3. Name 1 commonly cited patient barrier to DSME program attendance.
4. Name 3 key target markets of DSME programs.
5. Name 2 keys to financial success of DSME programs related to reimbursement and to the sponsoring organization.

#### **Competency Codes for RDs:**

- 11.1.5 Incorporates market research, consumer insights and current evidence-based trends in order to develop new products and services.
- 11.2.2 Works collaboratively with team to identify market trends & target customers' wants & needs.
- 11.4.1 Stays abreast of changing trends and technology in promotion, marketing and advertising.
- 14.3.1 Defines the project parameters in collaboration with key stakeholders.
- 14.3.2 Leads and/or participates in stakeholder analysis and collaboration in order to establish project objectives and goals.

#### **Outline of Presentation:**

- A. What is known about DSME underutilization
- B. Primary patient and provider barriers to program awareness, referrals, access, attendance
- C. Tracking and reporting patient outcomes
- D. Identifying primary, secondary and tertiary markets for DSME programs
  - How to capture these markets, including non-traditional ways
- E. The 7 P's of an effective marketing plan
- F. Promotion is 1 of 7 P's: who to promote to, and why
- G. Goals of promotion
- H. Proven Keys to Sustain DSME Program Spell “S.U.S.T.A.I.N.A.B.I.L.I.T.I.E.S. P.L.A.N.”**
  - Over 25 different strategies...all *practical, doable and relevant!*
  - Keys are all embedded within each of the 5 components of a professional DSME Business Plan:
    - Marketing Plan
    - Operations Plan
    - Financial Plan

- Quality Management Plan
- Clinical Plan

**Learning Level of Lecture (see description below):** Level 2

Level 1- Assumes little knowledge of the subject. Level 2- Assumes general knowledge of the literature and practice. Level 3- Assumes thorough knowledge of the literal and practice.

**Target Audience:** All healthcare professionals (CDEs, RDs, RNs, physicians, NPs, PAs, CNSs,) and healthcare entities that screen, treat and manage patients with diabetes and quality improvement organizations.

**Length of Time for Session:** 2 hours

**Condensed Bio:** Mary Ann Hodorowicz is a Licensed, Registered Dietitian/Nutritionist and Certified Diabetes Educator and earned her MBA with a focus on marketing. She is also a Certified Endocrinology Coder and owns a private practice in Palos Heights, IL, specializing in business clients. She is a consultant, professional speaker, trainer and author for the health, food and pharmaceutical industries in nutrition, wellness, diabetes and Medicare and private insurance reimbursement. Her clients include healthcare entities, professional membership associations, pharmacies, medical CEU education/training firms, government agencies, food and pharmaceutical companies, academia and employer groups. She is on the faculty of several train-the-trainer programs, including the Johnson and Johnson Diabetes Institute, Pesi Healthcare, and a pharmacy program for training on diabetes self-management training (DSMT) accreditation by American Association of Diabetes Educators (AADE), Present Diabetes e-Learning Systems, Balancing Life's Issues, and is on the speaker's bureau of Novartis/Nestle Nutrition, Inc. Mary Ann has given over 300 professional presentations and webinars for several healthcare organizations and business entities. She has authored several resources, articles and tool kits for the Academy of Nutrition and Dietetics and the AADE, has served on the editorial advisory board for AADE in Practice, and has continually served on president-elect committees of the Academy. In her career, she has provided outpatient medical nutrition therapy (MNT) and DSMT, designed a hospital Outpatient Diabetes Center and recognized DSME program and worked as a Clinical Nutrition Manager, Assistant Director of a hospital Food and Nutrition Services Department. She served on the Board of Directors of the American Association of Diabetes Educators from 2013 – 2015, and was the Chair of the Advanced Practice Community of Interest in 2016.

**Curriculum Vitae:** Sent under separate cover.

**References:**

1. Business Planning as a Tool for Financial Sustainability, AoA Resource Center Webinar, July 20, 2011, <http://www.ncoa.org/improve-health/center-for-healthy-aging/content-library/business-planning-as-a-tool.html>
2. Missouri Arthritis and Osteoporosis Program (2012). Missouri's sustainability toolkit: Self-management education programs for people with chronic conditions. Columbia, MO: March 31.[A portion of funding for this project was provided under the American Reinvestment and Recovery Act of 2009 Communities Putting Prevention to Work: Chronic Disease Self-Management Program and the United States Administration on Aging, <http://www.ncoa.org/improve-health/center-for-healthy-aging/content-library/Final-Missouri-Sustainability-Toolkit.pdf>
3. Scaling and Sustaining Self-Management Programs: Sustainable Financing for the Future, [http://www.ncoa.org/improve-health/center-for-healthy-aging/content-library/July-24-Brief-Meeting-Summary\\_09-20-2012.pdf](http://www.ncoa.org/improve-health/center-for-healthy-aging/content-library/July-24-Brief-Meeting-Summary_09-20-2012.pdf)
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