

Sample Email

Hello XX (insert employer contact name),

I'm looking forward to our upcoming benefits review. Before we meet, I'd like to let you know about a tried-and-true program that can prevent some of the significant costs associated with diabetes. It can also improve the health of your employees who are at risk of type 2 diabetes.

You may not realize that diabetes is a serious workforce issue. More than 37 million Americans have diabetes, and another 96 million US adults have prediabetes and are at high risk of developing type 2 diabetes. Diabetes touches nearly everyone—affecting their own health or the health of someone in their family.

Diabetes also affects your bottom line. Billions of dollars are spent each year because of lost productivity and medical expenses related to diabetes. People diagnosed with diabetes have medical expenses 2 times higher than people without diabetes. The National Diabetes Prevention Program provides a proven, cost-effective, structured lifestyle change program that can cut a person's risk of type 2 diabetes in half.

I'll bring information for us to discuss, but feel free to check out the program for yourself at www.cdc.gov/diabetes/prevention/path-to-adoption.htm. Looking forward to talking with you soon about the ways you can save!

Best, XX (Insert your name and broker organization)

Sample Talking Points

- The National DPP lifestyle change program follows a yearlong [evidence-based curriculum](#) and is led by a trained Lifestyle Coach. Participants learn new skills, set goals, and receive group support. Those who lose 5% to 7% of their body weight and add 150 minutes of exercise per week can cut their risk of type 2 diabetes in half. Diabetes is a serious workforce issue that could drive up your medical expenses. I'd like to help you implement this program to reduce your long-term costs.
- The lifestyle change program is delivered by national and community organizations, both in person and online, and is covered by Medicare.
- The 12-month program provides 16 weekly sessions for the first 6 months and at least 6 monthly sessions for the second 6 months. This time frame helps participants make and sustain lifestyle changes.
- CDC ensures the delivery of a high-quality program that meets national standards. These standards include the use of an approved curriculum, facilitation by a trained Lifestyle Coach, and regular data submission (every 6 months) to show program impact.
- The program costs about \$500 per participant and is covered by many public and private insurers. It has been shown to have significant, long-term health benefits for participants. It can also lower medical expenses for participants and their employers.
- The program can be offered as a covered health or wellness benefit. We can research your insurer benefits to determine if it is already an option for your organization, or if it can be added. CDC has technical assistance resources to help you determine the best option for you and your employees.
- [Discover more](#) about the National DPP lifestyle change program and find out how it can add value to your organization.