



# **HEALTHCARE POLICY AND PRACTICE OPPORTUNITIES FOR SENIOR NUTRITION PROGRAMS**

**PART 2: LAUNCHING AN IN-HOME MEDICAL NUTRITION  
THERAPY PROGRAM**

**March 19, 2019**

# TODAY'S PRESENTER

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- Jennifer Raymond
  - Chief Strategy Officer and Director of the Healthy Living Center of Excellence, Elder Services of the Merrimack Valley



# AGENDA

- Brief Overview of Elder Services of the Merrimack Valley, Inc.
- The value of community-based nutrition services to the client, organizations and health care systems and payors
- The process and outcomes senior nutrition programs need to focus on when contracting with managed care payors for in-home medical nutrition therapy services
- Key steps necessary to develop a sustainable medical nutrition therapy program;
- Strategies for the successful implementation of key client-centered business processes, from referral to billing, for the provision of in-home medical nutrition therapy services; and
- Identify scalable and replicable elements of an innovative package of nutrition services.



# WHO WE ARE

Elder Services of the Merrimack Valley, Inc.



- Largest AAA in Massachusetts
- Serve over 25,000 older adults annually
- 250+ employees and 375+ volunteers
- 40+ programs
- Home of Statewide contracting network for evidence-based programs (Healthy Living Center of Excellence)
- Consultant and partner in n4a Aging and Disability Business Institute
- Evidence-Based Leadership Council Member



# POLL

## Do you provide Medical Nutrition Therapy?

- No
- Yes, in clinical settings
- Yes, in community based settings
- Yes, in the home





**The National  
Resource Center on  
Nutrition & Aging**

**LAUNCHING AN IN-HOME MNT  
PROGRAM**

# LAUNCHING IN-HOME MEDICAL NUTRITION THERAPY

## **Step 1: Why In-home MNT? Develop the Value Proposition**

- Consumer
- Organization
- Providers

## **Step 2: Define your Services**

## **Step 3: Establish a Billing Process**

## **Step 4: Staff up!**

## **Step 5: Generate Referrals and Volume**

## **Step 6: Quality Assurance**



# LAUNCHING IN-HOME MEDICAL NUTRITION THERAPY

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## **Step 1: Why In-home MNT? Develop the Value Proposition**

- Consumer
- Organization
- Providers



# VALUE OF MEDICAL NUTRITION THERAPY

- **Prevalence:** In 2015, 30.3 million Americans, or 9.4% of the population, had diabetes.
- Approximately 1.25 million American children and adults have type 1 diabetes.
- **Undiagnosed:** Of the 30.3 million adults with diabetes, 23.1 million were diagnosed, and 7.2 million were undiagnosed.
- **Prevalence in Seniors:** The percentage of Americans age 65 and older remains high, at 25.2%, or 12.0 million seniors (diagnosed and undiagnosed).
- **New Cases:** 1.5 million Americans are diagnosed with diabetes every year.



# MNT AS A SOLUTION, NOT A SERVICE

- Existing Community Relationships
- Connection to resources
- In the Home
- Marketing and Outreach
- Feedback loops
- Training & Technical Assistance
- Quality & Efficiency through Centralized Infrastructure
- Continuous Quality Improvement (PDSA)



# LAUNCHING IN-HOME MEDICAL NUTRITION THERAPY

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## Step 2: Define your Services

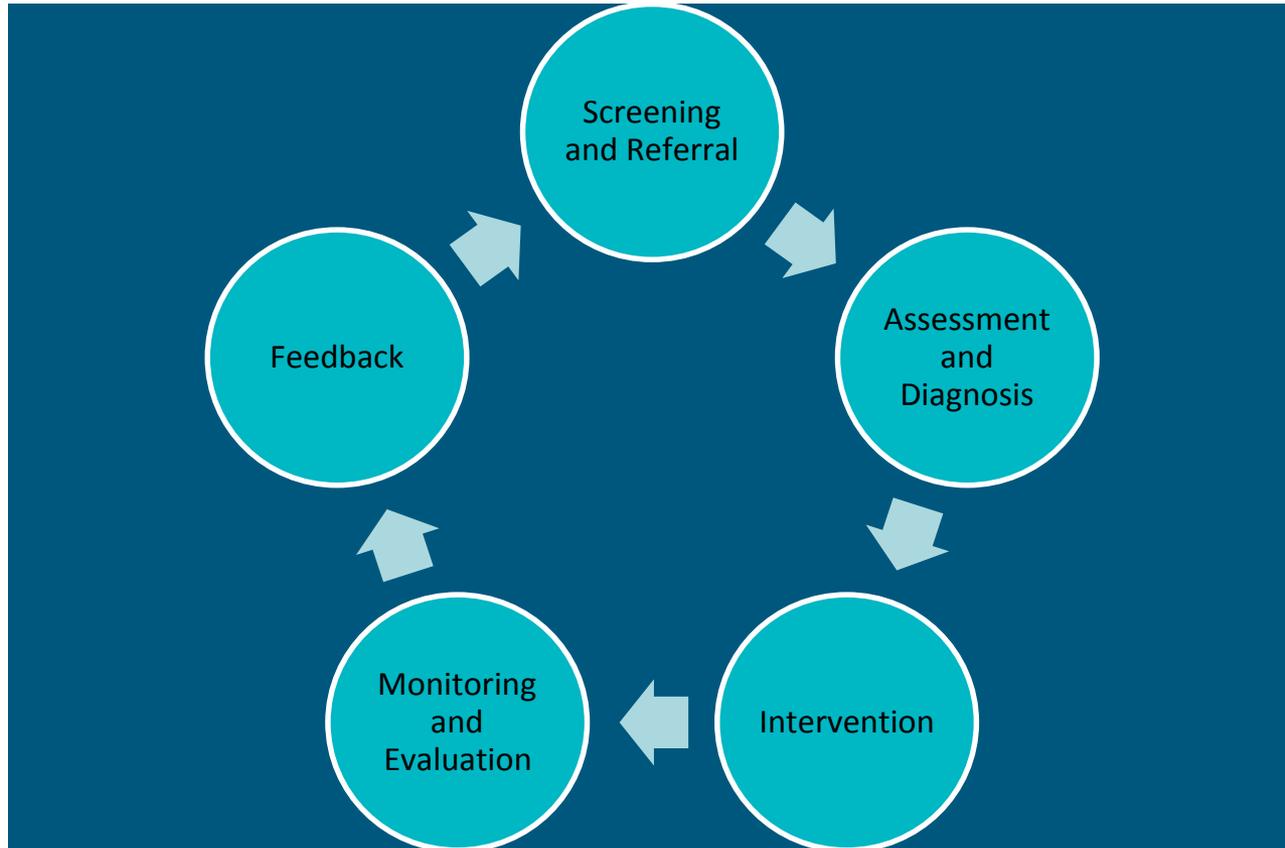


# MEDICAL NUTRITION THERAPY

- MNT is a nutrition service provided only by RDs to prevent, delay or manage diseases and conditions.
- It is a personalized assessment, diagnosis and **treatment plan**.
- Multiple visits, over an extended period to measure success of the plan.
- MNT can be done in the home.



# MEDICAL NUTRITION THERAPY



# MNT IN THE HOME: INTERVENTION

- ❖ Must be billed by a Registered Dietitian (RD).
- ❖ Does NOT include Medicare Advantage.
- ❖ Type II Diabetes OR Chronic Kidney Disease.
- ❖ Must have provider referral.
- ❖ Three hours in year one.
- ❖ Two hours in subsequent years.
- ❖ Additional when medically necessary and with a second referral.



# INTERVENTION: BILLING CODES

CPT codes	Assessment/Intervention	Unit
97802	Initial assessment and intervention Individual (1:1 and telephonic)	15 minutes/unit
97803	Reassessment and intervention Individual (1:1 and telephonic)	15 minute/unit
97804	MNT delivered in a group setting	30 minutes/unit



# INTERVENTION BILLING

## **Year 1: 3 hours of individual MNT:**

97802 (Initial Assessment – 60 Min)

4 units @ \$30.98 = **\$123.92**

97803 (Reassessment and Intervention)

8 units @ \$26.87 = **\$214.96**

**Year 1 Total = \$338.88**

## **Subsequent years: 2 hours of individual (subsequent years)**

97803 x 8 units @ \$26.87 = **\$214.96**



# LAUNCHING IN-HOME MEDICAL NUTRITION THERAPY

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## Step 3: Establish A Billing Process



# ENROLLING AS A MEDICARE PROVIDER

The screenshot shows a web browser window with the URL <https://www.cms.gov/medicare/provider-enrollment-and-certification/medicareprovidersupenroll/index.html>. The page header includes navigation links for Home, About CMS, Newsroom, Archive, Share, Help, and Print. The CMS.gov logo and "Centers for Medicare & Medicaid Services" are prominently displayed. A search bar is located in the top right. Below the header is a horizontal menu with categories: Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations & Guidance, Research, Statistics, Data & Systems, and Outreach & Education. The main content area features a breadcrumb trail: Home > Medicare > Medicare Provider-Supplier Enrollment > Medicare Provider-Supplier Enrollment. On the left, a sidebar lists various enrollment-related links such as DMEPOS Enrollment, Enrollment Applications, Internet-based PECOS, Medicare Application Fee, Ordering & Referring Information, National Site Visit Contractor, Opt Out Affidavits, Preclusion List, Provider Enrollment Moratorium, Provider Enrollment Events, and Provider Enrollment Regulation. The main content area is titled "Medicare Provider-Supplier Enrollment" and contains introductory text, a paragraph about the Internet-based PECOS system, and a section titled "Contacting your Medicare Administrative Contractor (MAC)" with instructions on where to send completed applications. The Windows taskbar at the bottom shows several open applications, including a browser window titled "Medicare Provider-...", and the system clock displays "04:01 PM 03/18/2019".



# LAUNCHING IN-HOME MEDICAL NUTRITION THERAPY

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## Step 4: Staff up!



# STAFFING MODEL

- **Registered Dietitian**
- **Admin. Support**
- **Billing Partner**



# LAUNCHING IN-HOME MEDICAL NUTRITION THERAPY

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## Step 5: Generate referrals and volume



# MNT IN THE HOME: SCREENING AND REFERRAL



March 1, 2019

To Whom It May Concern,

Are you aware that your Medicare patients are potentially eligible to receive Free in home medical nutrition therapy with a Registered Dietitian?

**Who is Eligible?**

- ✓ Patients receiving Medicare who are diagnosed with Diabetes and/or Non-Dialysis Chronic Kidney Disease or post Kidney transplant within last 36 months.

**What services will be included?**

- ✓ In-home medical nutrition therapy with a Licensed Registered Dietitian
- ✓ Up to 3 visits per year of individualized nutrition counseling and education
- ✓ Referral to additional community and food assistance programs
- ✓ Collaboration with the patient's Healthcare Team

**How can your patients receive this Free nutrition service?**

- ✓ Identify those who are eligible in meeting the above criteria
- ✓ Complete and return the enclosed Medical Nutrition Therapy Referral Form
- ✓ Inform your patients about these integral nutrition services
- ✓ Communicate and partner with Elder Services of the Merrimack Valley

**Who is Elder Services of the Merrimack Valley (ESMV)?**

ESMV is a nonprofit organization with a goal to ensure that choices of programs and services are available and acceptable to meet the diverse needs and changing lifestyles of older adults and adults with disabilities. We have partnered with the State Executive Office of Elder Affairs to address these ever growing health conditions and offer this Free Medical Nutrition Therapy service to your patients.

A large percentage of Medicare beneficiaries do not utilize their nutrition benefit with a Registered Dietitian, promoting in further health decline with increased medical expenses.

For more information, please contact Susan Poludniak, RD, LDN at [spoludniak@esmv.org](mailto:spoludniak@esmv.org) or 978-946-1355.

Your partnership is truly appreciated!

Sincerely,

The Nutrition Team at Elder Services of the Merrimack Valley, Inc.  
280 Merrimack Street; Suite 400  
Lawrence, MA 01843

## Letter to Health Plan

- Who is Eligible?
- Description of service
- Cost of service
- Receiving the service
- Overview of provider
- Contact information



# MNT IN THE HOME: SCREENING AND REFERRAL

## Request for Medical Nutrition Therapy (MNT) Referral

**Client Name:**

**Date of Birth:**

**Client Address:**

**Agency Submitting Request: Elder Services of the Merrimack Valley**

**Client Diagnosis:**

The above client qualifies for Medicare Reimbursement for Medical Nutrition Therapy (MNT) counseling per the listed diagnosis. MNT is defined as, nutritional diagnostic therapy and counseling services provided by a registered dietitian or nutrition professional for the purpose of managing disease.



# MNT IN THE HOME: SCREENING AND REFERRAL

## NUTRITION EDUCATION CONSULTATION FORM

Please complete this form to determine if you are eligible for a Personalized Nutrition Consultation with a Registered Dietitian *at No Cost to You!*

### Participant Information:

First Name:
Last Name:
Date of Birth:
Phone:
Email:

*Instructions: Please mark your response with an "X" in the boxes below.*

**1. Have you been diagnosed with Type 1 or Type 2 Diabetes?**

- Yes
- No
- Unknown

If listed yes, what type of Diabetes? \_\_\_\_\_

**2. Have you been diagnosed with Chronic Kidney Disease?**

- Yes, and receiving Dialysis
- Yes, and not receiving Dialysis
- No
- Unknown



## Step 6: Quality Assurance



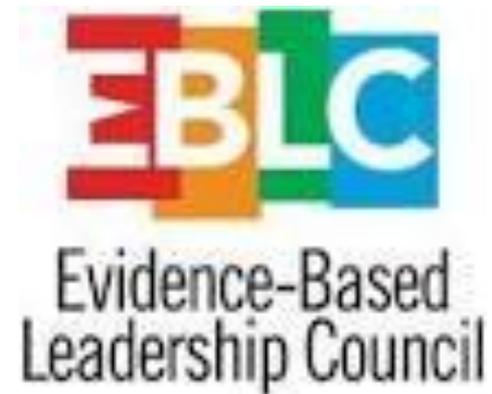
# PROBLEM SOLVING AND QUALITY IMPROVEMENT

- Independent Consultants as RDs
- Admin. Support in “chasing” referrals
- Provide MNT services at congregate sites: housing, senior centers, etc, especially in rural settings
- Information Sessions
- Medicare Advantage Members?



# NEXT STEPS: MEDICARE ADVANTAGE OPPORTUNITIES

- Healthy Eating for Successful Living in Older Adults (evidence-informed)
- Chronic Disease Self Management Education (group or online)
- Enhance Wellness (1:1 in home)
- PEARLS or Healthy IDEAS (Behavioral Health 1:1)
- Other Evidence-based Programs



[www.eblcprograms.org](http://www.eblcprograms.org)



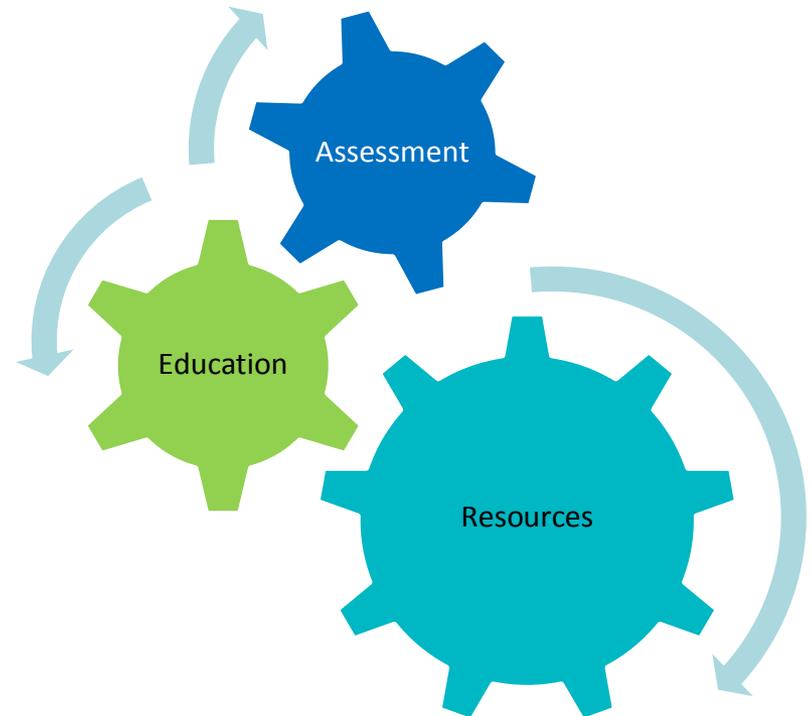
# NEXT STEPS: MEDICARE ADVANTAGE OPPORTUNITIES: RESOURCES

- Home Delivered Meals
- Medically Tailored Meals
- Congregate Meal Sites
- Brown Bag
- Farmers Market
- Farm to Table Initiatives



# NUTRITION SERVICES

- **Assessment:** (including Medical Nutrition Therapy)
- **Education:** Healthy Eating for Successful Living, MNT, Evidence-based Programs
- **Resources:** Home Delivered Meals, Congregate Meals, Brown Bag, Famers Market, Farm-to-table



# CONTACT INFORMATION

## **Jennifer Raymond**

Chief Strategy Officer, ESMV

[jraymond@esmv.org](mailto:jraymond@esmv.org)

[www.esmv.org](http://www.esmv.org)

[www.healthyliving4me.org](http://www.healthyliving4me.org)

## **Uche Akobundu, PhD, RD**

Director, NRCNA

[uche@mealsonwheelsamerica.org](mailto:uche@mealsonwheelsamerica.org)

<https://nutritionandaging.org/>



# QUESTIONS AND DISCUSSION





**The National  
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Nutrition & Aging**

**ADDITIONAL RESOURCES**

# ARCHIVED WEBINAR MATERIALS

*Missed the first part of this webinar series?*

- Visit the **Training and Events** section of the NRCNA website: <https://nutritionandaging.org/training/webinar-resources/>.
- Archived webinars or **Toolkits** are Available:
  - Healthcare Policy and Practice Opportunities (Part 1)
  - Nutrition Education in Congregate/Home Delivered Meal Programs
  - Strategies for Your RDN to Add Value & Increase Engagement in Healthcare Arena
  - Positioning Your HCBS Program in the Healthcare Market





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**THANK YOU!**