The National Resource Center on Nutrition & Aging

# MAKING THE CASE FOR NUTRITION THERAPY: MNT WORKS FOR SENIORS TOOLKIT

The National Resource Center on Nutrition & Aging

# WELCOME & INTRODUCTIONS

# A COLLABORATIVE EFFORT

- MNT Works for Seniors Toolkit is a result of an 18-month partnership between:

The National Resource Center on Nutrition & Aging

The NRCNA seeks to build capacity of the aging services network to provide nutrition services for both current and future older adult populations.

www.nutritionandaging.org

eat right. Academy of Nutrition and Dietetics

The Academy of Nutrition and Dietetics is the world's largest organization of food and nutrition professionals.

www.eatright.org

The National Resource Center on Nutrition & Aging

# PRESENTATIONS

Marsha Schofield, MS, RD, LD, FAND

Senior Director, Governance and Nutrition Services Coverage
Academy of Nutrition and Dietetics
mschofield@eatright.org

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# Stars in Alignment

# Rising Health Care Costs

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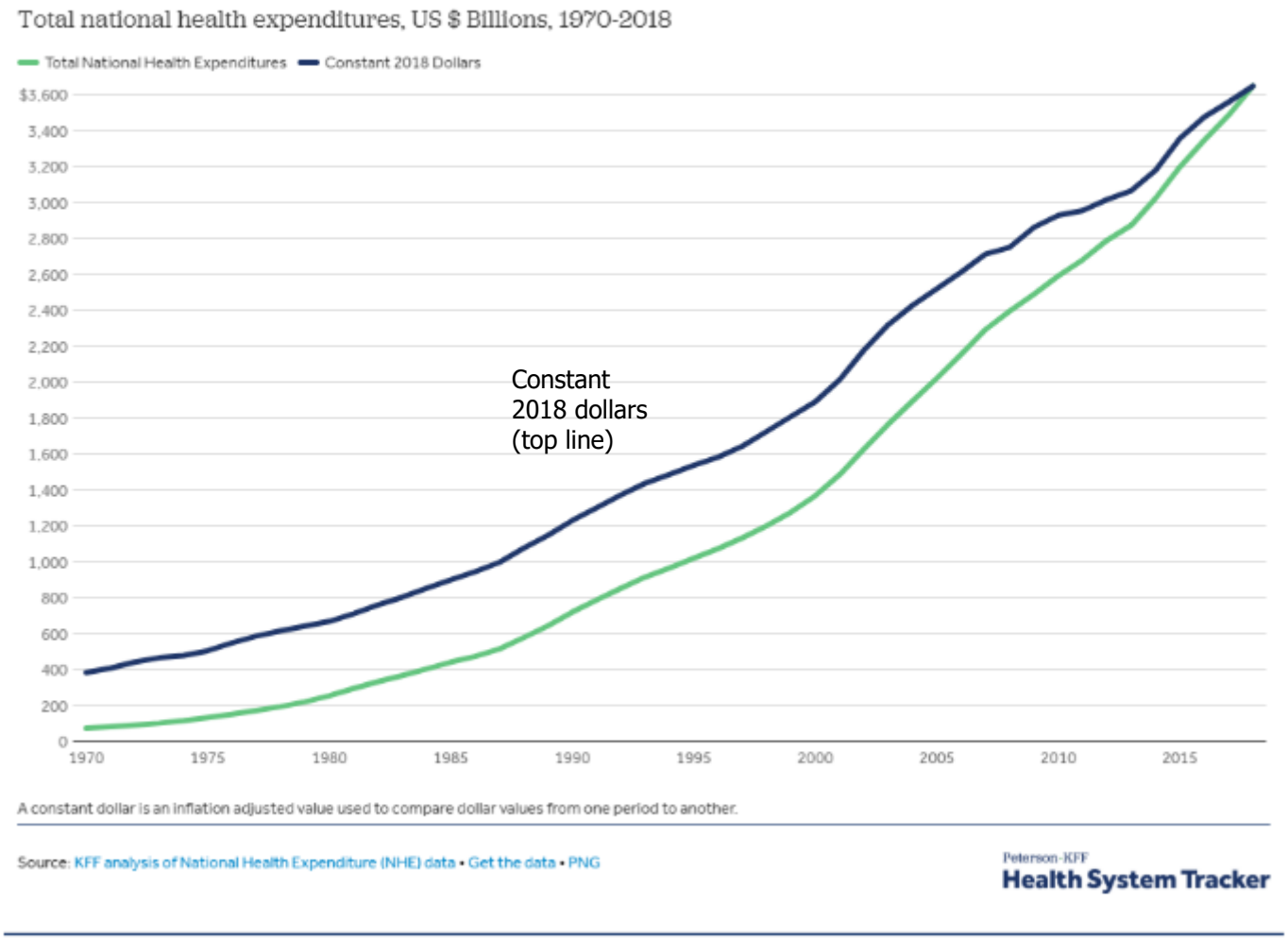
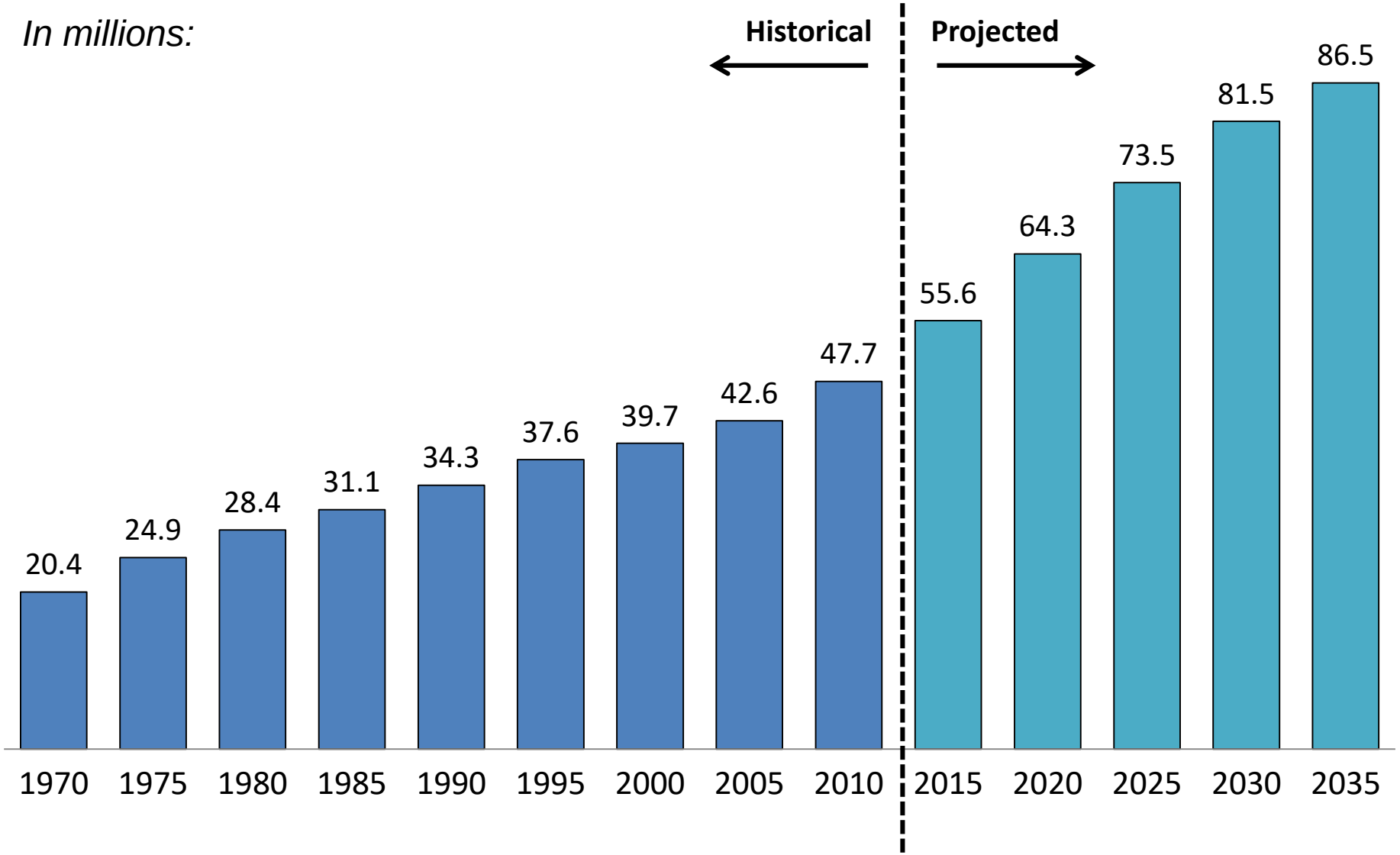
## Total health expenditures have increased substantially over the past several decades



# Medicare Enrollment, 1970-2035

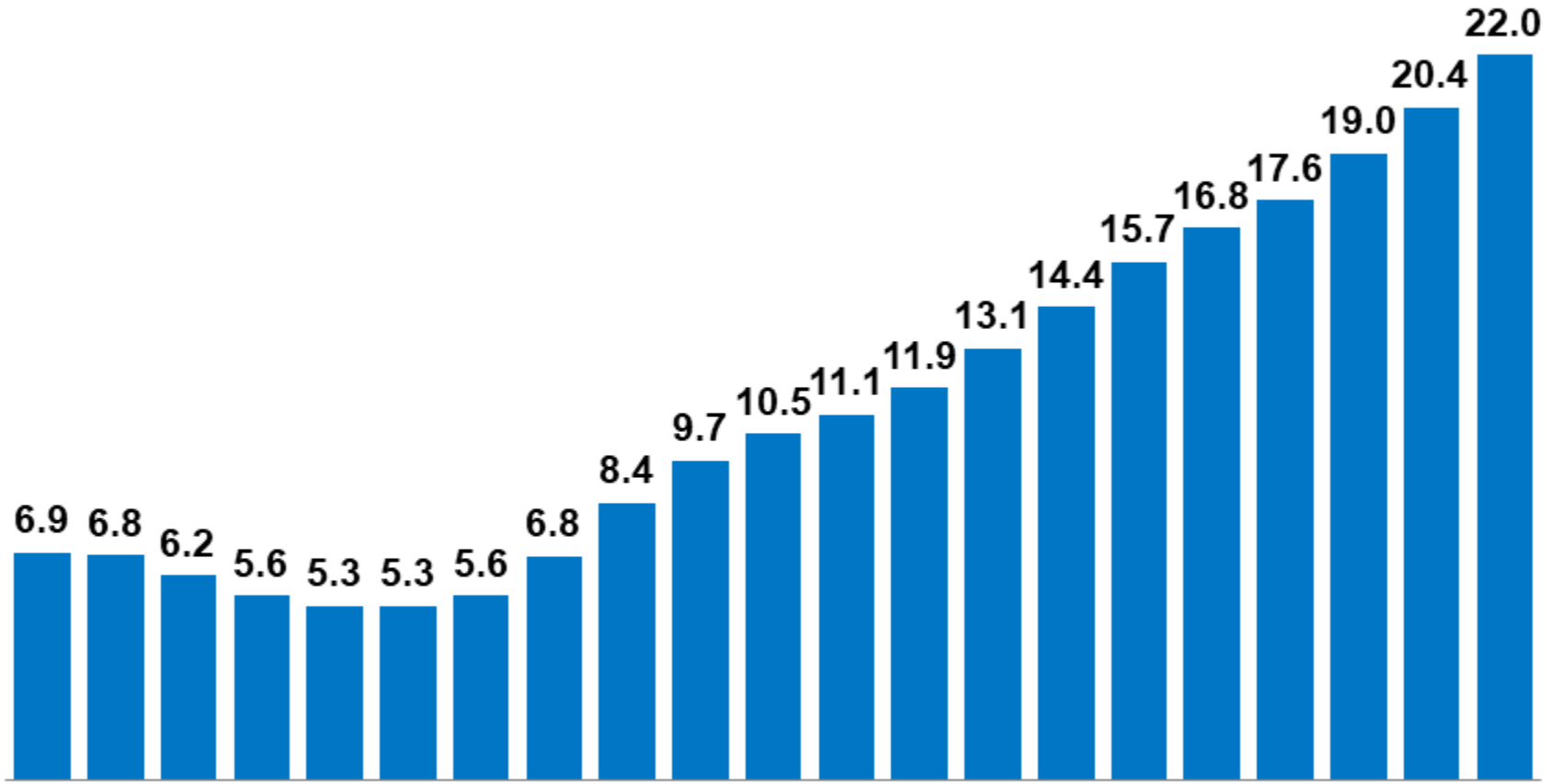
Academy of Nutrition and Dietetics




SOURCE: 2013 Annual Report of the Boards of Trustees of the Federal Hospital Insurance and Federal Supplementary Medical Insurance Trust Funds.

Figure 1

# Total Medicare Advantage Enrollment, 1999-2019
(in millions)




NOTE: Includes cost plans as well as Medicare Advantage plans. About 64 million people are enrolled in Medicare in 2019.
SOURCE: Kaiser Family Foundation analysis of CMS Medicare Advantage Enrollment Files, 2008-2019, and MPR, 1999-2007; enrollment numbers from March of the respective year, with the exception of 2006, which is from April.

KFF
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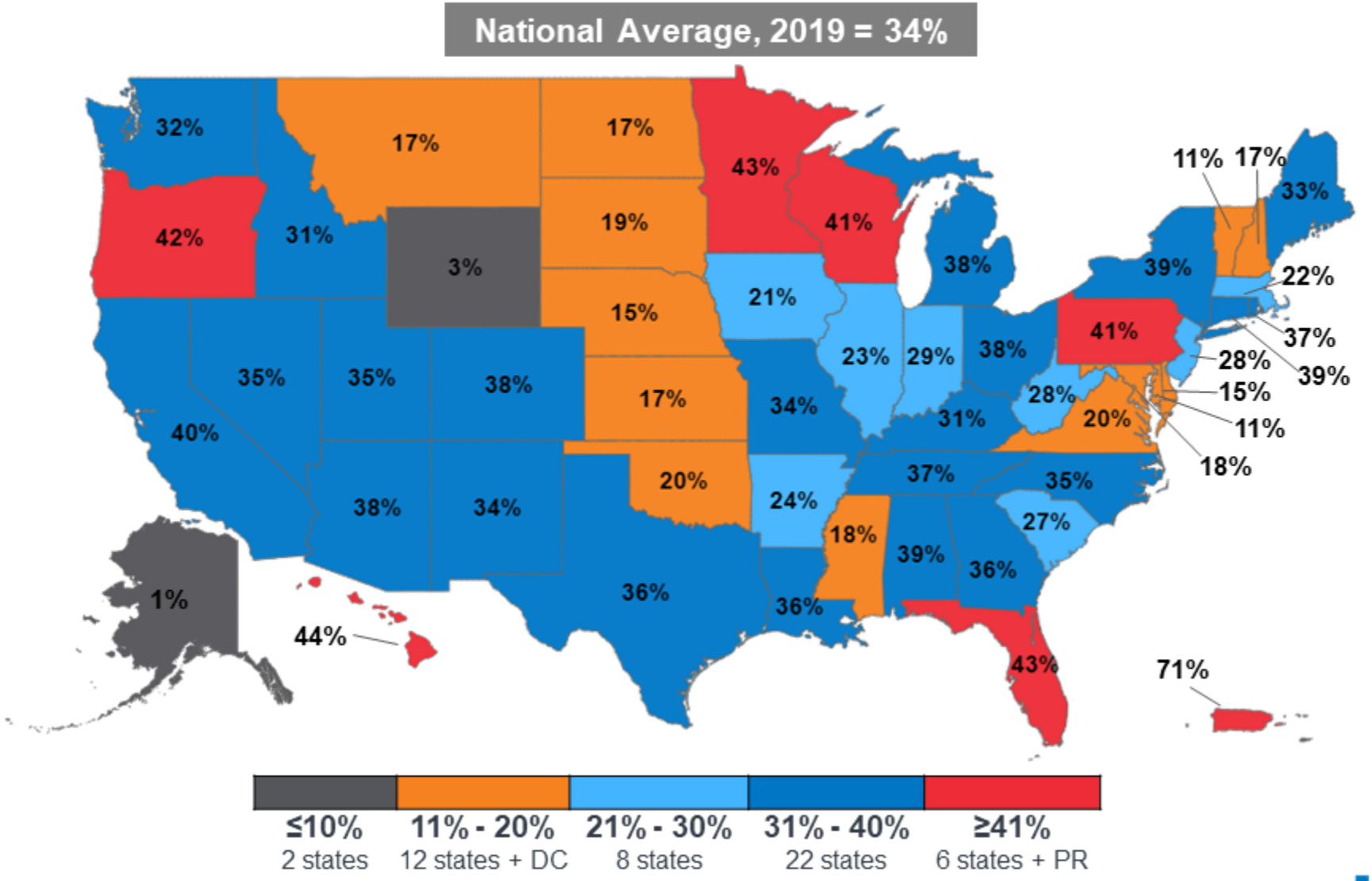
Figure 2

# Medicare Advantage Penetration, by State, 2019




NOTE: Includes cost plans, as well as other Medicare Advantage plans. Excludes beneficiaries with unknown county addresses.
SOURCE: Kaiser Family Foundation analysis of CMS State/County Market Penetration Files, 2019.

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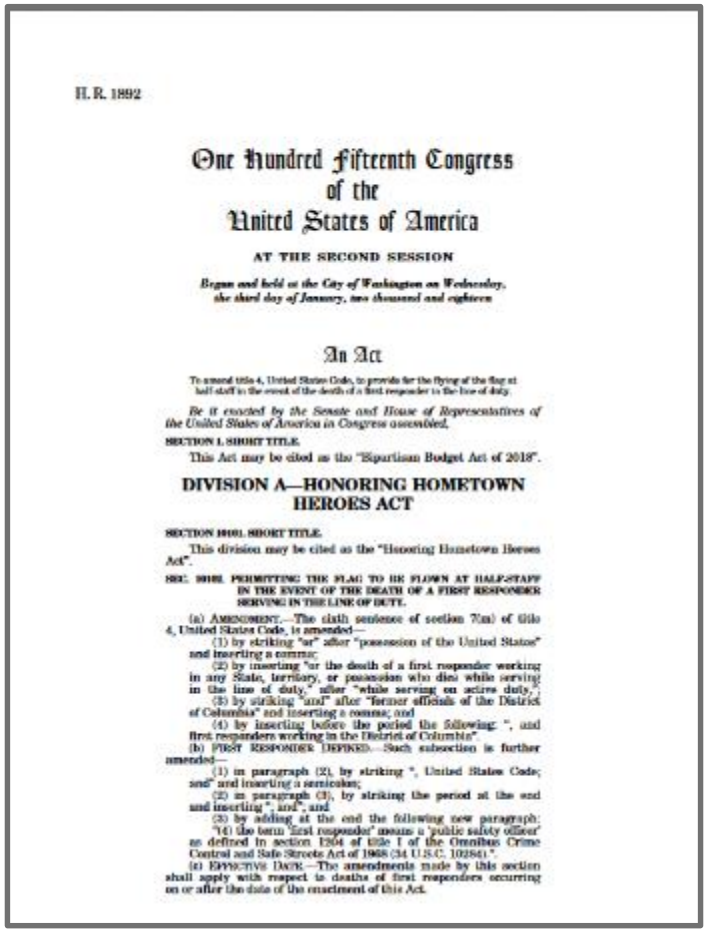
# Legislation Creates Opportunities



H. R. 1892

One Hundred Fifteenth Congress
of the
United States of America

AT THE SECOND SESSION

*Begun and held at the City of Washington on Wednesday, the third day of January, two thousand and eighteen*

An Act

To amend title 4, United States Code, to provide for the flying of the flag at half-staff in the event of the death of a first responder in the line of duty.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,*

SECTION 1. SHORT TITLE.

This Act may be cited as the "Bipartisan Budget Act of 2018".

DIVISION A—HONORING HOMETOWN HEROES ACT

SECTION 10101. SHORT TITLE.

This division may be cited as the "Honoring Hometown Heroes Act".

SEC. 10102. PERMITTING THE FLAG TO BE FLOWN AT HALF-STAFF IN THE EVENT OF THE DEATH OF A FIRST RESPONDER SERVING IN THE LINE OF DUTY.

(a) AMENDMENT.—The sixth sentence of section 7(m) of title 4, United States Code, is amended—

(1) by striking "or" after "possession of the United States" and inserting a comma;

(2) by inserting "or the death of a first responder working in any State, territory, or possession who dies while serving in the line of duty," after "while serving on active duty,";

(3) by striking "and" after "former officials of the District of Columbia" and inserting a comma; and

(4) by inserting before the period the following: ", and first responders working in the District of Columbia".

(b) FIRST RESPONDER DEFINED.—Such subsection is further amended—

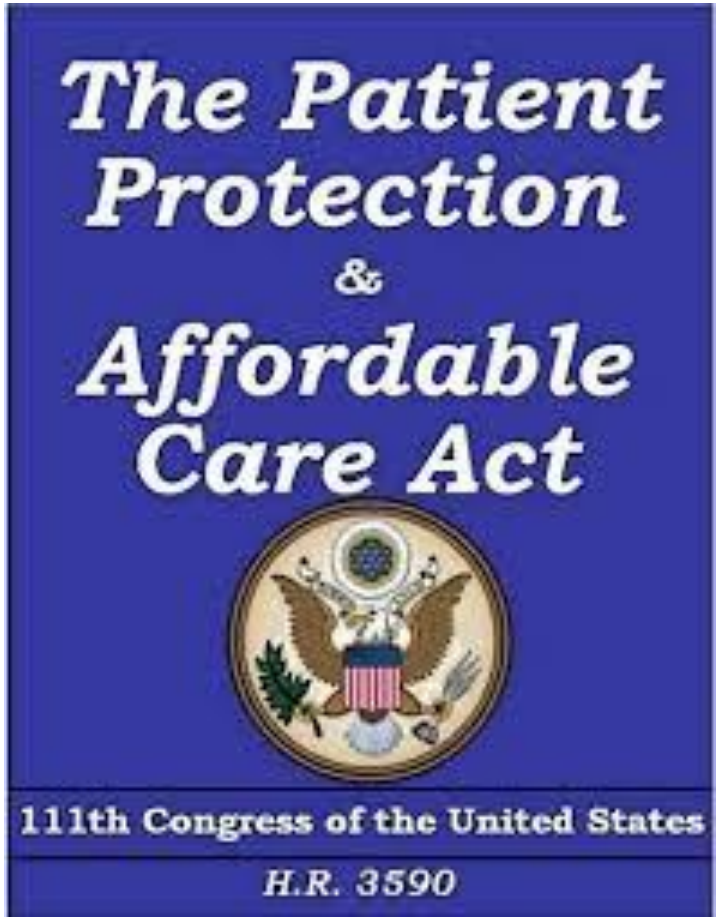
(1) in paragraph (2), by striking ", United States Code; and" and inserting a semicolon;

(2) in paragraph (3), by striking the period at the end and inserting "; and"; and

(3) by adding at the end the following new paragraph:

"(4) the term 'first responder' means a 'public safety officer' as defined in section 1204 of title I of the Omnibus Crime Control and Safe Streets Act of 1968 (34 U.S.C. 10284)."

(c) EFFECTIVE DATE.—The amendments made by this section shall apply with respect to deaths of first responders occurring on or after the date of the enactment of this Act.



# The New Value Proposition

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DEPARTMENT OF HEALTH & HUMAN SERVICES • USA

NATIONAL QUALITY STRATEGY

Better Care. Healthy People/Healthy Communities. Affordable Care.

# Discussion Question

How does your program currently fulfill this value proposition?

# From Volume to Value

Category 1: Fee for Service- No link to Quality and Value
Category 2- Free for Service – Link to Quality and Value
Category 3- APMS Built on Fee-for-service Architecture
Category 4- Population-Based Payment

# Social Determinants of Health

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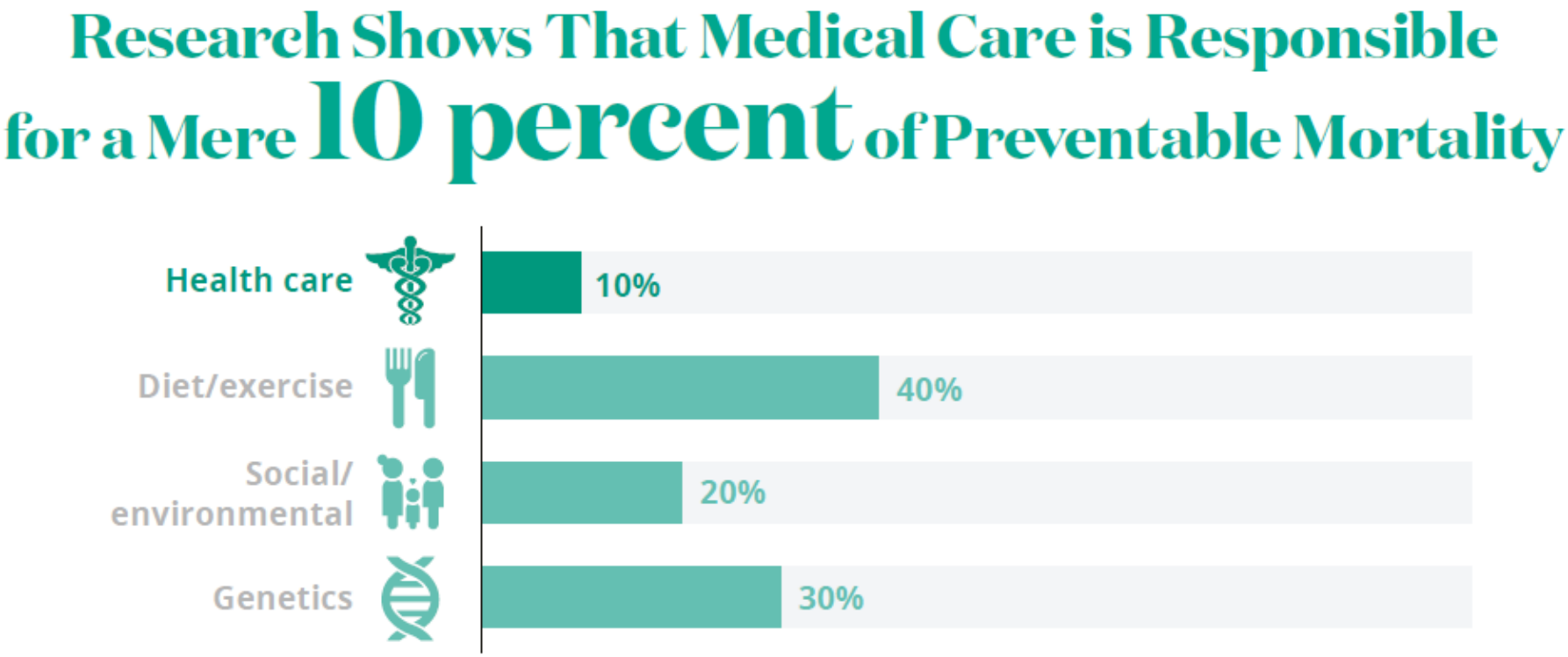
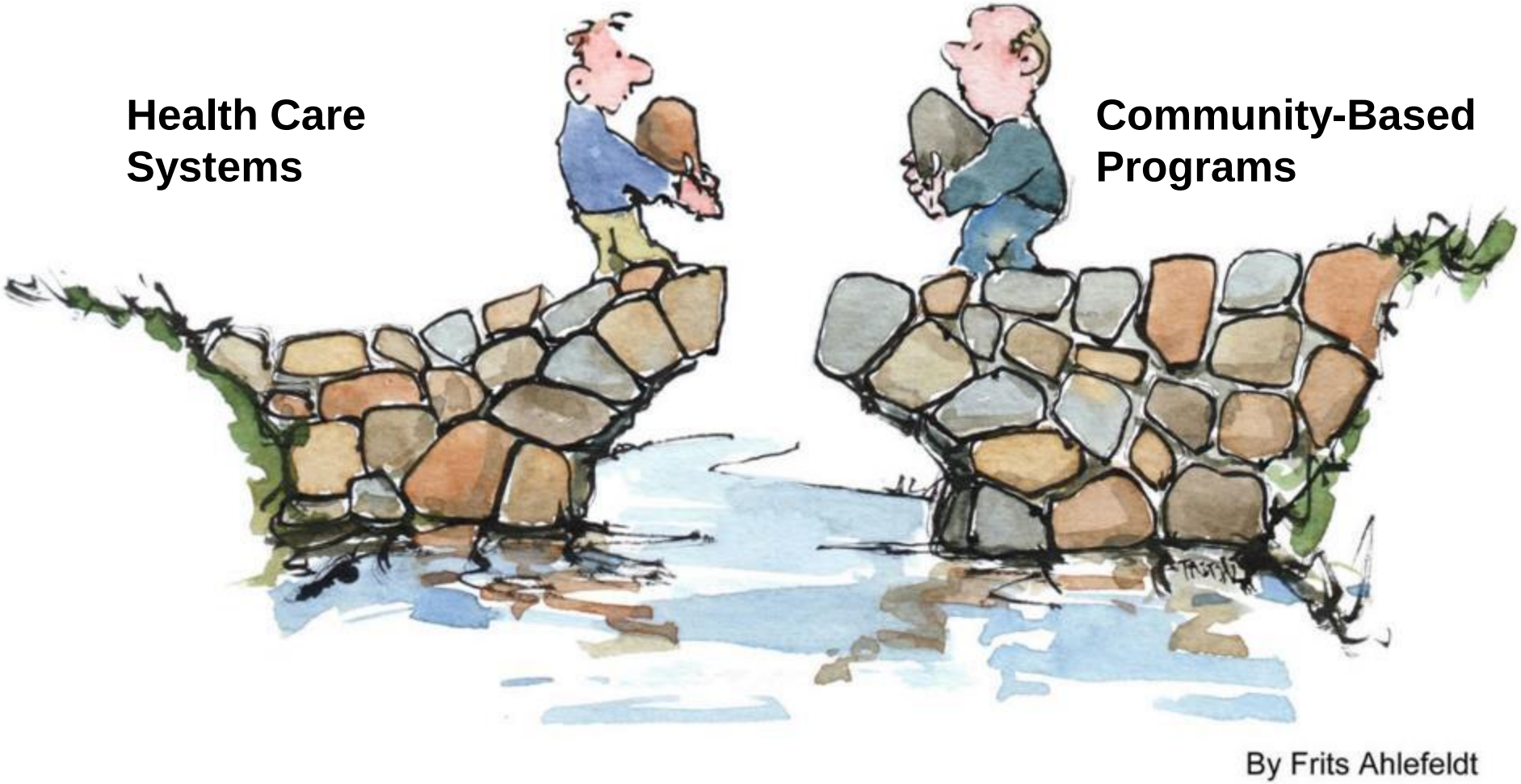



Research shows that Medical Care is Responsible for a mere 10 percent of preventable mortality. Diet/exercise is 40%, Social/environmental is 20% and Genetics: 30%.

Kaiser Family Foundation – Beyond Health Care: The Role of Social Determinants in Promoting Health and Health Equity
https://www.kff.org/disparities-policy/issue-brief/beyond-health-care-the-role-of-social-determinants-in-promoting-health-and-health-equity/

# Building Bridges



# Discussion Question

How are you currently building bridges with the health care system in your community?

# Are You Leaving Money on the Table?

## Medicare Part B Medical Nutrition Therapy Benefit

# Polling Question

Do you currently offer and bill for MNT services?

1. Yes
2. We offer MNT services, but we don't bill for them
3. No
4. We're thinking about doing so

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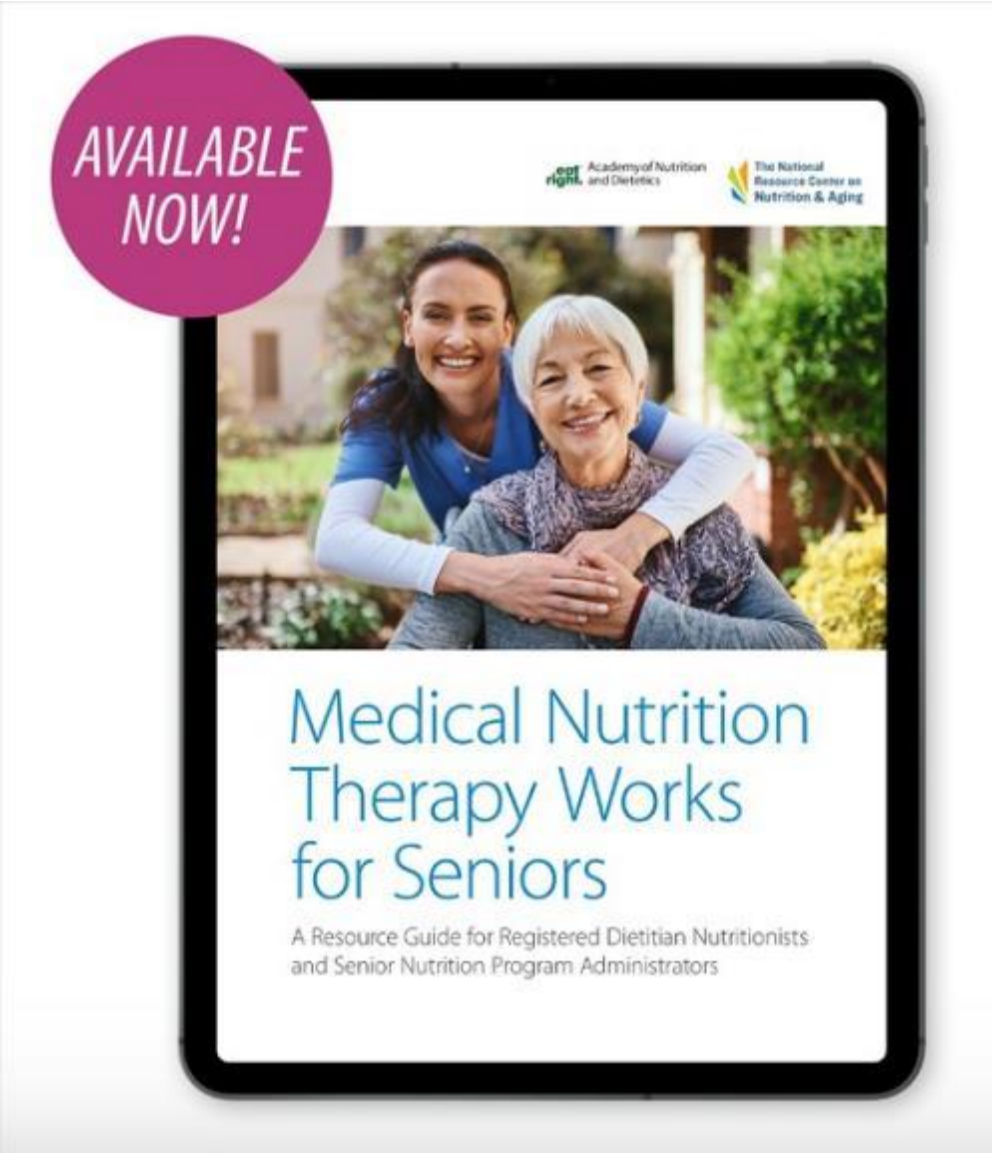
# WHAT'S IN IT FOR ME

# Maximizing Revenue Streams

PARTNERSHIP


AVAILABLE NOW!
Academy of Nutrition and Dietetics
The National Resource Center on Nutrition & Aging
Medical Nutrition Therapy Works for Seniors
A Resource Guide for Registered Dietitian Nutritionists and Senior Nutrition Program Administrators

The National Resource Center on Nutrition & Aging

# MNT WORKS FOR SENIORS PROJECT REPORT

Commissioned by the

National Resource Center on Nutrition and Aging

in Collaboration with the

Academy of Nutrition and Dietetics

Contractor: Paula Ritter-Gooder PhD RDN CSG LMNT FAND

# RATIONALE OF THE PROJECT

- Support community-based nutrition professionals and programs to advocate for coverage of medical nutrition therapy (MNT) by local health plans
- Survey community-based senior nutrition programs and Registered Dietitian Nutritionists (RDNs) working in those programs to determine education, training and resource needs
- Explore examples of innovative programs from the field
- Develop a toolkit as a compendium of information, resources and tools

# MNT IS NOT NUTRITION EDUCATION

## Medical Nutrition Therapy

- In-depth individualized care
- Uses the Nutrition Care Process to assess, diagnose, intervene, monitor and evaluate outcomes for **treatment and management of disease or medical condition**
- Provided by RDN, required to be licensed to practice in most states

## Nutrition Education

- Intervention or training intended to provide, build or reinforce basic nutrition-related knowledge/skills
- Non-individualized offered through group settings or other media
- Planned or provided by RDN or other health professional

# POLLING QUESTION

- **What is driving your interest in this webinar/topic?**
  - Client need
  - Already providing MNT services
  - New opportunity/Business development
  - Want to know more about topic
  - Other

- If you have other reasons for joining the webinar today, please enter them in the chat box.

# DEVELOPMENT OF MNT WORKS FOR SENIORS TOOLKIT

- Quantitative survey of community-based senior nutrition programs:
  - Determine education, training and resource needs
  - Survey Monkey, Aging and Academy of Nutrition and Dietetic networks
- Qualitative inquiry of innovative programs in the field
  - Explore models of MNT provided by RDNs in community settings
  - Informants identified through previous contacts and survey participants
  - Telephone, semi-structured interviews, written case study report verified by informants

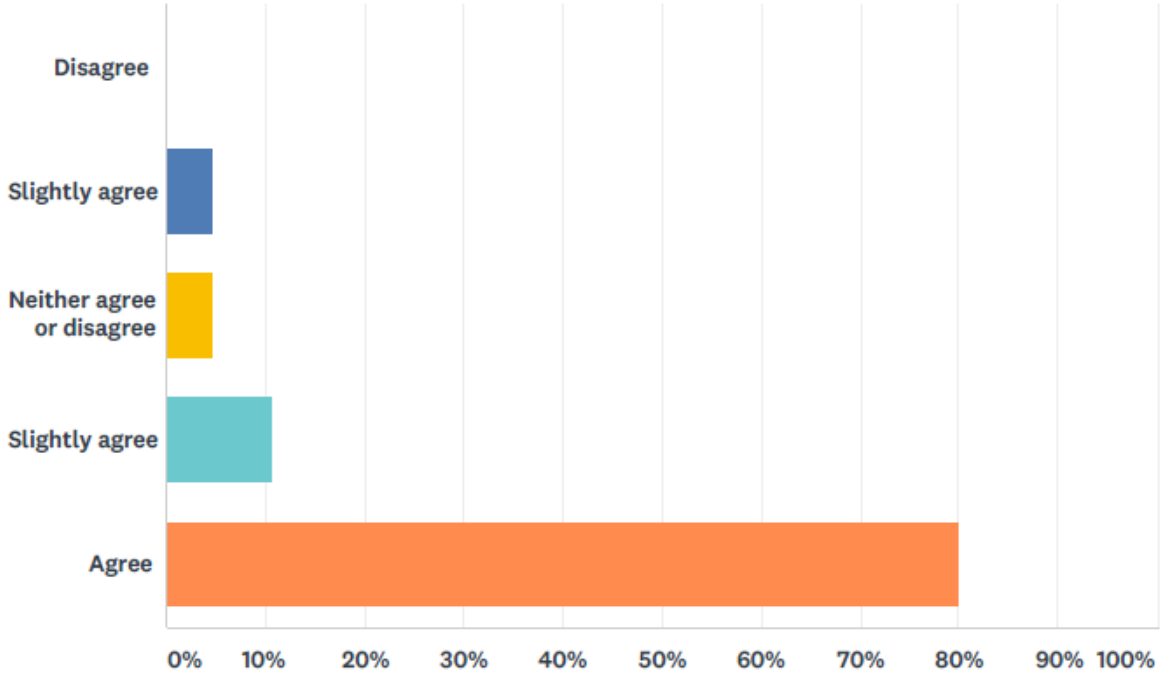
# MNT FOR COMMUNITY BASED OLDER ADULTS SURVEY:

*Challenges and Opportunities*

- Results of quantitative survey
  - n= 65 respondents
  - 94%  were employed at local, state, or regional level to provide congregate, home delivered meals or other services within senior nutrition programs
  - Over half were RDNs
  - 83% do not provide MNT billed to Medicare Part B
  - 86% do not provide MNT billed to Medicare Advantage Plans

# Q1 What is your level of agreement to the following statement: Medicare reimbursable MNT is appropriate to offer within senior nutrition programs in the community setting.

Answered: 65 Skipped: 0



# OPEN-ENDED QUESTION RESPONSES PART 1

**Q5** If not currently providing reimbursable MNT in senior nutrition programs, please explain why (resources, knowledge, etc)

- "We are interested but need more education about the process"
- "We are currently in the process of researching how to do this. Our AAA's are not set up properly to handle the billing at this time, and the RD's find the steps to become Medicare reimbursable confusing so many do not have the qualifications to do so"
- "I did not know we could provide reimbursable MNT"
- "We do not have the level of nutritionists needed to manage all of the congregate programs and provide MNT services. In addition, the billable piece would require programmatic infrastructure that is not in place. We would be very interested in learning more about the billable side of things to see if there is opportunity to build that into our practice."

# OPEN-ENDED QUESTION RESPONSES PART 2

**Q6** If currently providing reimbursable MNT in senior nutrition programs, please describe any challenges.

- "It took us a bit of time to get all the necessary approvals and paperwork. It also takes time to work through the referral process"

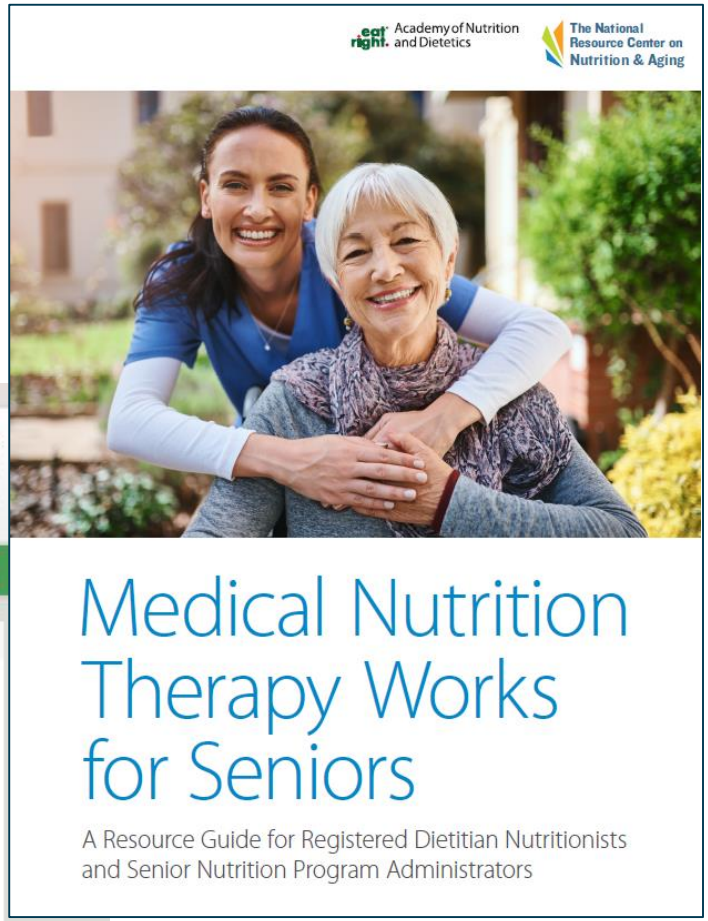
# QUALITATIVE DATA RESULTS

*Discussions With Informants Who Offer Medicare Reimbursed MNT In Community Settings*

- 3 telephone interviews, each approximately 75 minutes in length
- Innovative and emerging programs of 1 ½-6 years
- Challenge themes- achieving economy of scale, marketing, getting “back end” structure in place (physician referral process, benefit eligibility, billing procedure) working on denied claims
- Opportunity themes- positive client outcomes, positive engagement with health care partners, new revenue stream

# TOOLKIT OVERVIEW

- Access toolkit here: https://www.eatrightpro.org/payment#getting-started---payment-basics



# EXPLORE TOOLKIT CONTENTS

Section I: Making the Case for Senior Nutrition Programs – Leveraging Emerging Opportunities for Future Readiness and Sustainability Through Health Care Integration . . . . . 5

Section II: Medical Nutrition Therapy in the Changing Landscape of Medicare and Medicare Advantage . . . . . 7

Section III: Promising Models for Providing Medicare MNT in Community Settings . . . . . 16

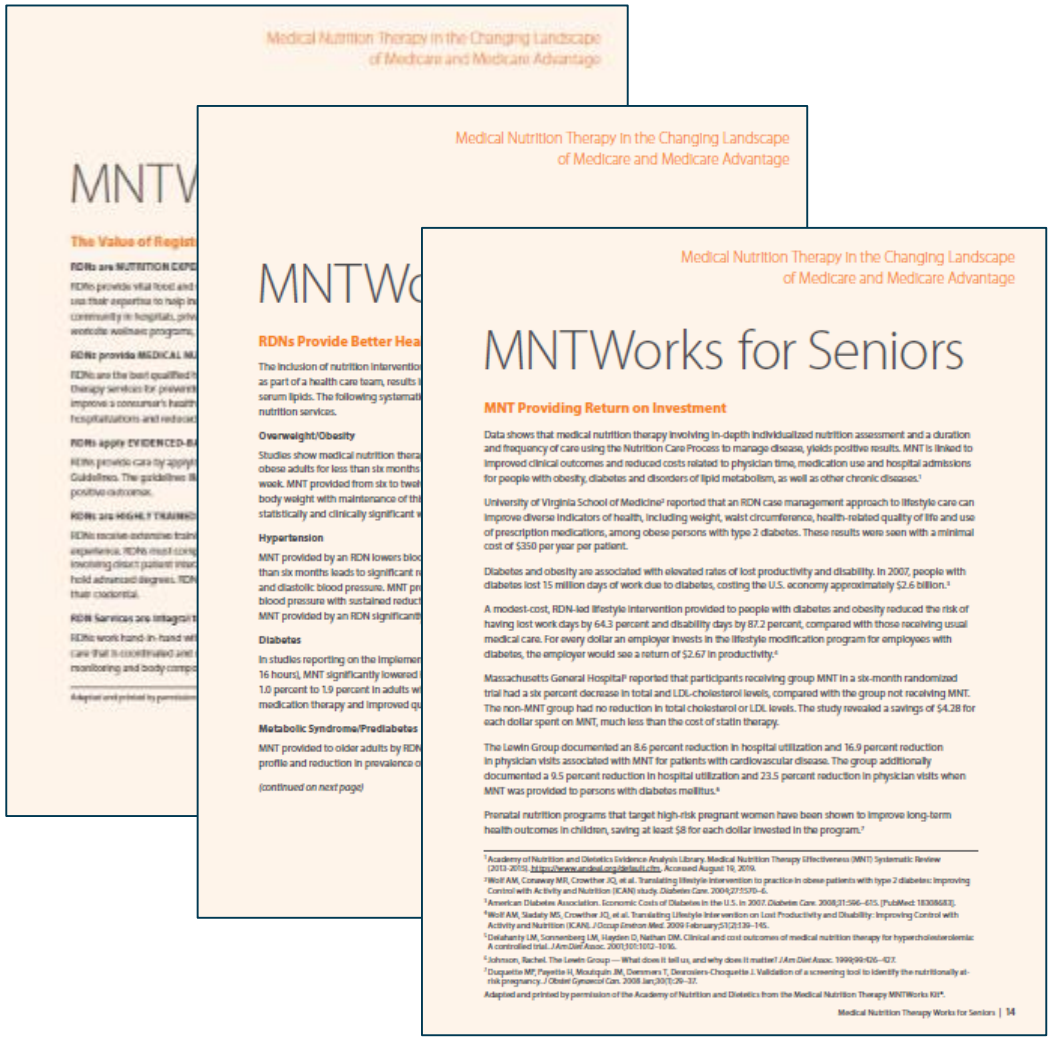
Section I: Making the case for Senior Nutrition Programs- Leveraging Emerging Opportunities for Future Readiness and Sustainability Through Health Care Integration, page 5
Section II: Medical Nutrition Therapy in the Changing Landscape of Medicare and Medicare Advantage, Page 7
Section III: Promising Models for Providing Medicare MNT in Community Settings, page 16

# LEVERAGE KEY ONE PAGERS

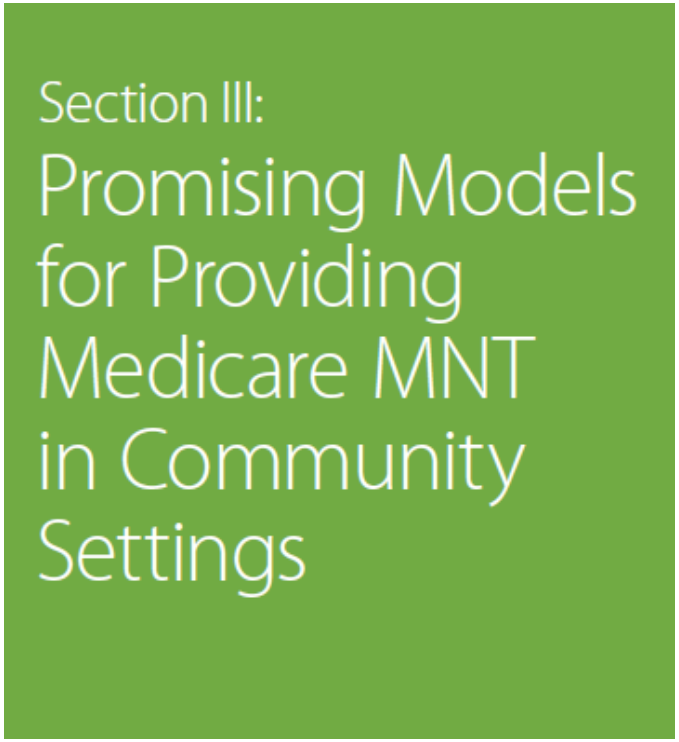
## MNT Works for Seniors

- The Value of Registered Dietitian Nutritionists
- RDNs Provide Better Health Outcomes
- MNT Providing Return on Investment

Share with colleagues, employers, funders and partners.



# REVIEW CASE STUDIES




- Understand what works
- Identify opportunities to leverage learnings to strengthen your organization's MNT service offerings
- Identify important talking points

# GET STARTED!

- Step 1. Understand the Landscape
- Step 2. Obtain a National Provider Number
- Step 3. Obtain an Employee Identification Number
- Step 4. Enroll as a Medicare Provider
- Step 5. Understand Medicare Requirements for Referral and Billing

# EXPLORE OFFERING MNT IN YOUR COMMUNITY SETTING

- Inform and engage leadership using “MNT Works for Seniors” toolkit to understand framework.
- Research market, emerging trends, and prospective partners that would be incentivized to partner with you.
- Survey seniors, conduct information sessions.
- Evaluate readiness to change in organization and barriers to moving forward.
- Network with other programs or RDNs:
  - Contact the local Area Agency on Aging and State Unit on Aging.

# NEXT STEPS

- Stay touch, stay tuned
- Feedback on Toolkit Evaluation form following the webinar
- Keep the conversation going:
  - Join NRCNAengage https://nrcna.mn.co/
  - An online networking community

# CONCLUSION & CALL TO ACTION

- Providing MNT in community settings is intended to increase beneficiaries access to service and respond to changing healthcare environment.
- Resources are available to advocate and initiate MNT service and assist with challenges.
- For future sustainable programming that enhances the health of seniors, senior nutrition programs and RDNs are encouraged to be innovative, be collaborative, and establish programs within their community.

# RESOURCES


- Position of the Academy of Nutrition and Dietetics and the Society for Nutrition Education and Behavior: Food and Nutrition Programs for Community-Residing Older Adults. *J Acad Nutr Diet*. 2019;119(7):1188-1204. Available at: https://www.eatrightpro.org/-/media/eatrightpro-files/practice/position-and-practice-papers/position-papers/pp_foodnutritionprogramsolderadults.pdf.
- Academy of Nutrition Dietetics. Payment. Available at: https://www.eatrightpro.org/payment#getting-started---payment-basics.
- National Coalition of Care Coordination. Building the Business Case: Community Organizations Responding to the Changing Healthcare Environments for Older Adults. https://www.rush.edu/sites/default/files/N3C_Building%20the%20Business%20Case_final.pdf
- Leadership Council of Aging Organizations. Issue Brief: The Growing Role of Aging Network in Improving Health Care and Reducing Healthcare Costs. Available at: https://www.lcao.org/issue-brief-role-aging-network-health-care/

The National Resource Center on Nutrition & Aging

# UPCOMING TRAINING & NETWORKING OPPORTUNITIES

# CELEBRATE THE SENIOR NUTRITION PROGRAM THIS MARCH

During March 2020, the Administration for Community Living will kick off, together with the National Resource Center on Nutrition and Aging, a series of weekly webinars.

**Date:** Wednesday March 4

**Time**: 3:30pm – 5pm ET

**Focus:** Congregate Nutrition Program

**Details**: Register at [www.nutritionandaging.org/training](www.nutritionandaging.org/training)

# ANNUAL 3-PART TRAINING SERIES

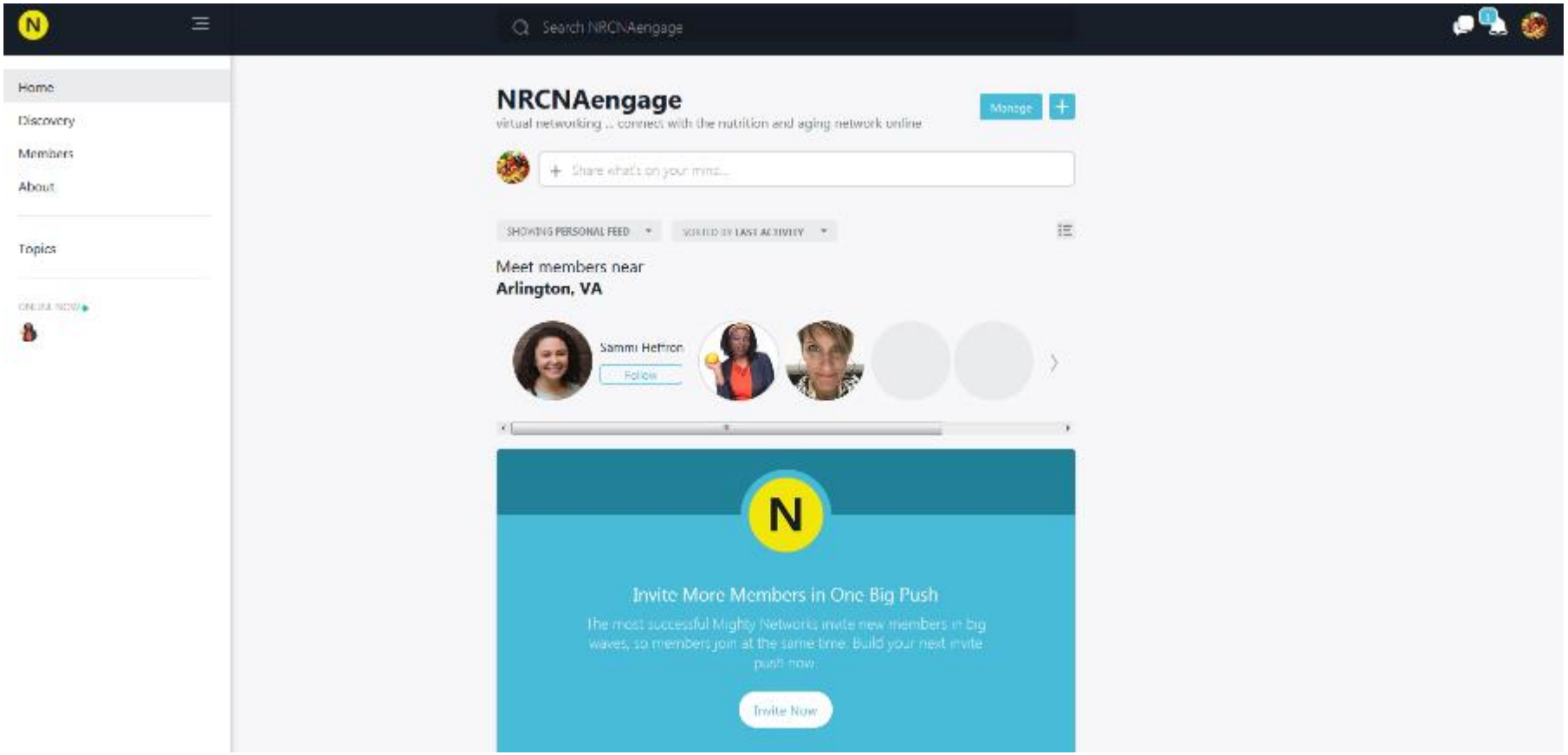
## STAY TUNED

Join us for a Virtual and In-Person Training Series this Summer:

July, August and September 2020

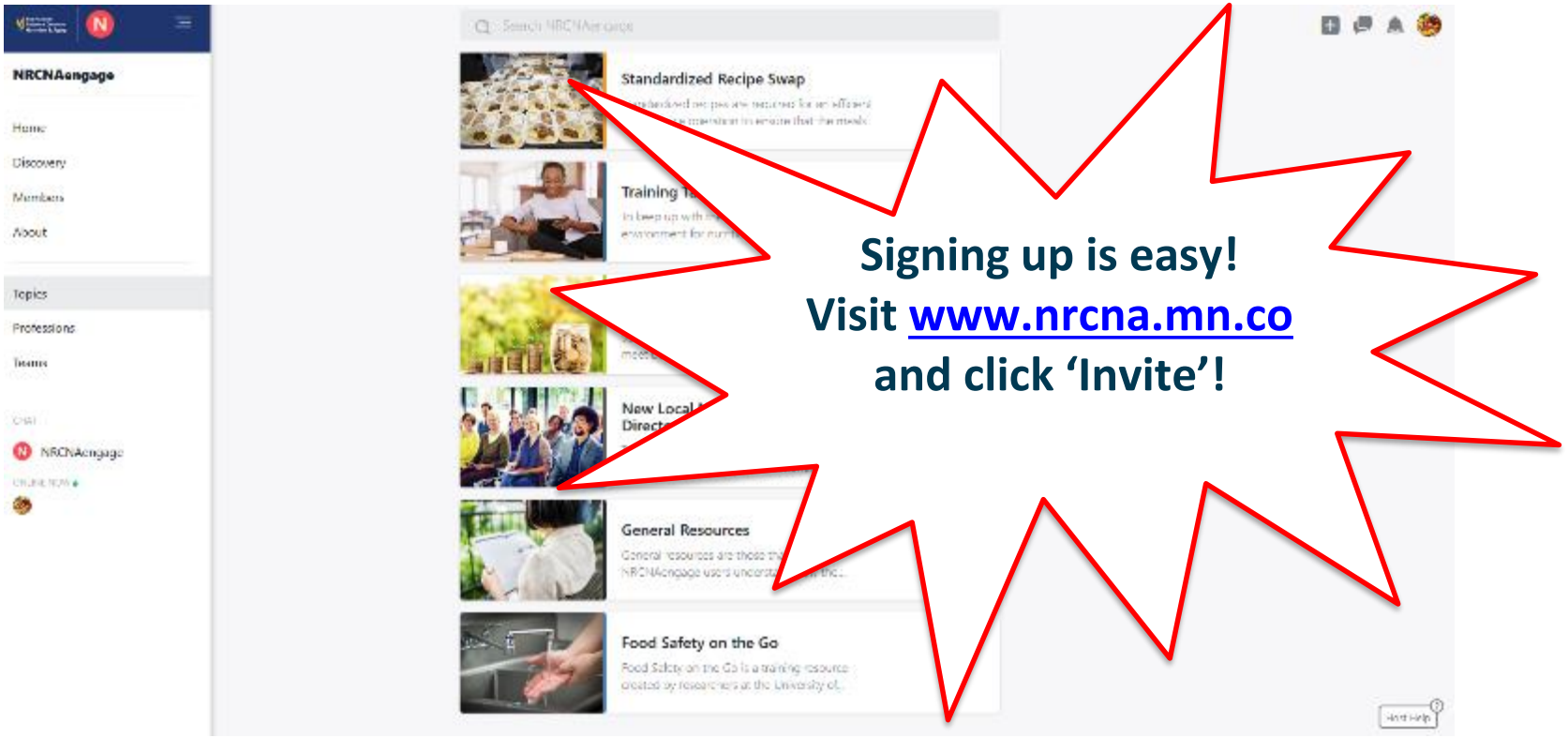
Learn more: https://nutritionandaging.org/past-events/

# CONNECT WITH YOUR PEERS VIA NRCNAengage



# CONNECT WITH YOUR PEERS VIA NRCNAengage

- NRCNAengage is an online venue for nutrition and aging professionals and stakeholders across the country to connect, share best practices, resources, recipes and ideas for action!



# THANK YOU!

# Q & A

***Reminders:***

**Please complete the webinar evaluation!CPEU Forms will be sent via email.**