

# Untapped Potential: Health Educators as Certified Diabetes Educators

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# National Diabetes Fact Sheet

All Ages, 2011

- 25.8 million people in the United States
- 8.3% population
- Diagnosed 18.8 million
- Undiagnosed 7 million
- Pre-Diabetes 79 million



**Type 1 diabetes: 5%**

**Type 2 diabetes: 90 - 95%**

CDC, National Diabetes Statistics fact sheet. 2011



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# CDC Future Projection

- As many as 1 in 3 people will have diabetes by 2050 in the United States.



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# We need diabetes educators!

“Demand for diabetes educators is growing: to stay on pace for 2025, the number of diabetes educators would have to grow by 4% per year.”

[Tucker, Internal Medicine News, 44.14 (Sept. 1, 2011) p 23]



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# Learning Objectives

- Identify the role, skill set, and requirements of the CDE (Certified Diabetes Educator)
- Illustrate how the CHES certification aligns with the National Standards of Diabetes Self-Management Education (DSME)
- Explain how to utilize CHES in DSME programs



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# Acronyms

- National Commission for Health Education Credentialing
- National Certification Board for Diabetes Educators
- Certified Health Education Specialist
- Certified Diabetes Educator
- Diabetes Self-Management Education
- Medical Nutrition Therapy
- American Diabetes Association



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# Certified Diabetes Educators

- Possesses comprehensive knowledge of and experience in diabetes management, pre-diabetes, and diabetes prevention.
- Educates and supports people affected by diabetes to understand and manage the condition.
- Promotes self-management to achieve individualized behavioral and treatment goals that optimize health outcomes.



# Becoming a CDE

- Indicates that the health care professional possesses distinct and specialized knowledge to promote quality care for persons with diabetes.
  - Professional with primary role as a diabetes educator
  - NOT those who perform routine nursing, nutrition counseling or pharmacy practice





# Discipline Requirement

- Clinical psychologist
- Registered nurse
- Occupational therapist
- Optometrist
- Pharmacist
- Physical therapist
- Physician (M.D. or D.O)
- Registered Dietitian
- Physician Assistant
- Exercise specialist
- Exercise physiologist
- Social Worker (must have Master's Degree)
- Podiatrist



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# Professional Practice Requirement

- *A minimum of 2 years to the day* of professional practice under the discipline in which you are applying

AND

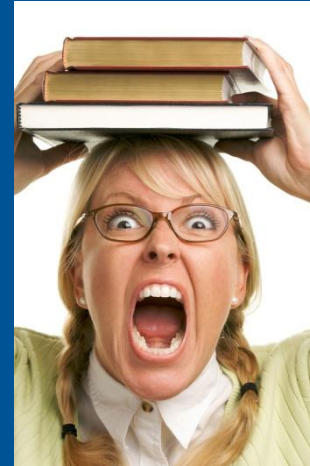
- *A minimum of 1,000 hours* of DSME experience within the last five years (400 in the last year) in the primary role as a diabetes educator or its equivalent



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# Continuing Education



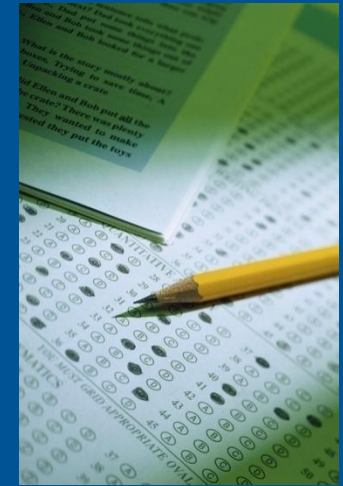
- Proof of *at least 15* continuing education hours (within 2 years of applying) specifically in diabetes by an NCBDE approved provider



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# CDE exam

- Initial certification fee \$350
- 2 exam windows each year
- 200 multiple choice, objective questions answered within 4 hours
- CDE credential is awarded – 5 year certification, 75 CEs renew



# National Standards for Diabetes Self-Management Education and Support

## Standard #5: Instructional staff

- One of the instructors responsible for designing and planning DSME and DSMS will be a RN, RD or Pharmacist or another professional, such as a CDE.
- Other health workers can contribute to DSME and provide DSMS with appropriate training in diabetes and with supervision and support.



# National Standards for Diabetes Self-Management Education and Support



...More recently, health educators (e.g., Certified Health Education Specialists)...have been shown to contribute effectively as part of the DSME team and in providing DSMS.



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# Our Department

- Administrative Associate August 2009
- Proposal presented in June 2011
- Employed October 2011 as a Diabetes Health Educator
- First CHES job written at my institution



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# Our Team Goals



- Make the cost center profitable.
- Prove our worth as a team.
- Provide quality care and education to our patient population.



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# CHES are trained to effectively:

- **Assess** individual, organizational, and community health education needs.
- **Plan**, develop, implement, manage, and evaluate health education programs.
- **Communicate** health education needs.
- **Build** coalitions.
- **Identify** resources and make referrals.
- **Act as an advocate** for health issues.
- **Train** assistants and volunteers.
- **Develop** and use a variety of educational methods and materials.



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## DSME

- Individual Assessment
- Class A
- Class B
- Annual Follow-up in 1 year

## MNT

- Individual Assessment
- Individual Re-assessment
- Follow-up as needed



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# Certified Health Education Specialist: Win/Win Solution

- CDE out of classes, able to bill for individual DSME and MNT (~16 – 18 hrs/mo.) + **additional \$65,280.00 billable services**
- CDE out of clinics, able to bill for individual DSME and MNT. (~ 104 hrs/mo.) + **additional \$424,320 billable services**
- No OTJ training needed for CHES



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# Certified Health Education Specialist: Win/Win Solution

**Administrative Associate:** ~ \$12.00/hr (~\$24,960.00/yr)  
**Trained CHES:** ~ \$22.50/hr (~\$46,800.00/yr)  
**Total:** \$71,760.00/year

**New RD, CDE:** ~\$26.74/hr (\$55,619.20/yr)  
**Administrative Associate:** ~\$16.13/hr (\$33,550.40/yr)  
**Total:** \$89,169.60/year

**ANNUAL SAVINGS: \$17,409.60**



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Cost	Amount
Administrative Associate	\$16.13/hr
New CDE	\$26+/hr
\$\$\$	Re-training Administrative Associates, Lost Productivity During Turnovers

Revenue	Amount
RD/CDE MNT Billing	Limited by Need to Teach Classes, Attend Clinics

**\$42.13/hr COST**



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Cost	Amount
Administrative Associate	\$12.00/hr
CHES	\$22.50+/hr

Revenue	Amount
RD/CDE MNT Billing	+ ~\$43,000/mo. (122 hrs/mo. x \$360/hr.)
\$\$\$	Benefit of a highly trained intern workforce

**\$7.63/hr savings = \$15,870.40**

**YEARLY SAVINGS**



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# One Year Later...



\$130,000.00



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# Update: NCBDE & SOPHE agreement

March 26, 2013 – Diabetes Alert Day



Beginning January 1, 2014, professionals with an MCHES credential will be eligible to submit an application to become a CDE.



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# Call to Action

- There is a need for more CHES diabetes educators. The patients benefit from the quality service they can provide, and the profession benefits from increased exposure.



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# Call to Action

- Convince the National Certification Board for Diabetes Educators (NCBDE) to revise their discipline requirements so that CHES are eligible for the CDE certification.

Email:

[info@ncbde.org](mailto:info@ncbde.org)



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# Call to Action

- While CHES are presently allowed to participate in a diabetes education program pursuant to ADA standards, they are currently only able to serve in a supporting role, though they are more than qualified to be primary educators. CDE eligibility will award tremendous value to the CHES certification.



# Call to Action

- Educate insurance companies as to the qualification and capabilities of CHES/MCHES professionals. Once they recognize their expertise, their value to employers, and thus their employability, will increase tremendously.



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# QUESTIONS?

Thank you for your time and  
attention.

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