

Grant Outcome Report

Supporting New York State's Application for Federal Medicaid Incentives Funding Opportunities

The Problem

The Affordable Care Act (ACA) requires state action and innovation on multiple fronts, including insurance reform, restructuring Medicaid, prevention, workforce, and new service delivery models. The success of the ACA and its implementation will depend on how states meet these challenges and take advantage of various funding opportunities that have been made available under the law. However, massive budget deficits in state and local governments and a shortage of workforce capacity serve as major barriers to successful federal health reform implementation.

To address this issue, Grantmakers in Health (GIH), with support from the Robert Wood Johnson Foundation, established the GIH State Grant Writing Assistance Fund. The fund provides up to \$15,000 in matching funds per state to funders who are interested in offering grant-writing support to state government agencies. A dollar-for-dollar match is required from participating funders.

To leverage federal dollars and take advantage of reform implementation opportunities in New York, the New York State Health Foundation (NYSHealth) applied for and was awarded this GIH grant match. Grant funds from NYSHealth and GIH were used to support the State's application for the Medicaid Incentives for Prevention of Chronic Diseases (MIPCD) funding opportunity under Section 4108 of the ACA.

Grant Activities and Outcomes

The ACA recognizes that prevention of chronic diseases can lead to better health outcomes, improved quality of care, and containment of health care costs. Section 4108 of the ACA includes appropriation for \$100 million for five years, beginning January 2011 and ending December 2015, for states to implement pilot programs that improve the health outcomes and quality of care for Medicaid beneficiaries. These

KEY INFORMATION:

GRANTEE

One River Grants, Inc.

GRANT TITLE

Grant Writing Assistance In Response to the Medicaid Incentives for Prevention of Chronic Diseases (MIPCD)

DATES

March 2011–July 2011

GRANT AMOUNT

\$20,000

FUNDING

2011 Coverage-Solicited

pilot programs would include incentives to encourage participation in comprehensive, evidence-based prevention programs that address at least one of the following areas: tobacco cessation; controlling or reducing weight; lowering cholesterol; lowering blood pressure; and avoiding the onset of diabetes as well as improving management of this condition.

With grant funds, One River Grants, Inc., a New York State-based grants solicitation and management company, was selected to assist the State in its MIPCD application efforts. One River Grants worked with New York State Department of Health (NYSDOH) staff members, in conjunction with the University of Pennsylvania and Harvard University, to develop the proposal's goals, work scope, activities, evaluation measures, and application materials for this pilot program.

Under the proposal, the New York State Medicaid Incentive Program will focus on four priority areas:

- **SMOKING CESSATION:** Nearly 1.4 million adults and 13,000 pregnant Medicaid enrollees are smokers. This program will target adults and pregnant Medicaid enrollees who use tobacco in western New York, where rates of tobacco use are higher than the State average, by providing incentives for smoking cessation classes and filling smoking cessation prescriptions.
- **DIABETES ONSET:** To promote healthier lifestyle changes, such as diet and exercise modifications, among Medicaid enrollees with prediabetes, incentives will be provided to Medicaid enrollees in western New York and New York City to encourage their participation in the YMCA Diabetes Prevention Program (Y-DPP). The Y-DPP has been shown to reduce the risk of adults with prediabetes from developing the chronic condition by more than 50%.
- **DIABETES MANAGEMENT:** Nearly 12% of adult New York State Medicaid enrollees (360,000) have been diagnosed with diabetes. Incentives will be provided to enrollees in four boroughs of New York City to improve their glucose control through participation in diabetes self-management education programs.



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- **HYPERTENSION:** NYSDOH estimated that 40% of Medicaid enrollees who have been diagnosed with hypertension are unable to control their condition. Tiered incentive programs will target New York City Medicaid enrollees' adherence to primary care visits and filling of hypertension medication.

In September 2011, the Centers for Medicare & Medicaid Services announced that New York was one of 10 states selected for funding and would be awarded \$10 million over five years.¹

Future

The grant-writing assistance will not continue beyond the grant period. However, NYSHealth's modest investment succeeded in leveraging millions of federal dollars into New York and increasing access to health prevention programs for Medicaid enrollees across the State. In addition, this small grant further expanded the Foundation's efforts to prevent diabetes through the expansion of the Y-DPP.

¹ Please note that funding is subject to annual renewal. For more information about this program, visit: <http://www.innovations.cms.gov/Files/x/MIPCD-NY.pdf>.

BACKGROUND INFORMATION:

ABOUT THE GRANTEE

One River Grants is a New York State-based full service grant-writing and application preparation company that helps health care institutions, practitioners, researchers, professional associations, advocacy organizations, and local and state governments maximize participation in grant-funded programs, services, and research in health care and medicine. One River Grants has a team of professional writers, librarians, and budget analysts. One River Grants has assisted the New York State Department of Health in grants development for more than 15 years.

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