Obesity-2013

OMICS Group Conferences
Accelerating Scientific Discovery

2nd International Conference and Exhibition on
Obesity & Weight Management

December 02-04, 2013 Hampton Inn Tropicana, Las Vegas, USA

Medicare's intensive behavioral counseling for obesity benefit: Addressing the obesity crisis among Medicare beneficiaries

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Abstract

The Centers for Medicare & Medicaid Services (CMS) recognize the crucial role that health care providers play in educating Medicare beneficiaries about potentially life-saving preventive services and screenings, and in providing these services. With Medicare's new Intensive Behavioral Therapy (IBT) for obesity benefit, health care professionals (physicians, physician extenders, registered dietitians, and RNs) can help their Medicare patients understand the importance of obesity detection, and lifestyle modifications to promote sustained weight loss through high intensity interventions on diet and exercise. This presentation will outline all aspects of the benefit: patient and provider eligibility for obesity screening and for furnishing the benefit; the evidence-based 5A clinical approach to intensive obesity behavior therapy adopted by the United States Preventive Services Task Force (USPSTF)*; all claims coding and coverage requirements; approved places of service; the different types of business models for non-physician practitioners to contract with physicians and physician extenders for furnishing the benefit; and clinical aspects of the benefit in order to maximize clinical outcomes.

*The USPSTF is an independent panel of non-Federal experts in prevention and evidence-based medicine and is composed of primary care providers, such as internists, pediatricians, family physicians, gynecologists, obstetricians, nurses, and health behavior specialists. The USPSTF conducts scientific evidence reviews of a broad range of clinical preventive health care services (such as screening, counseling, and preventive medications) and develops recommendations for primary care clinicians and health systems. These recommendations are published in the form of "Recommendation Statements." The Agency for Healthcare Research is authorized to convene the USPSTF and to provide ongoing research, technical, administrative, and dissemination support for the USPSTF's operation. AHRQ's Prevention and Care Management Portfolio provides ongoing administrative, research, technical, and dissemination support to the USPSTF. The USPSTF strives to make accurate, up-to-date, and relevant recommendations about preventive services in primary care.

Biography

Mary Ann Hodorowicz is a Licensed, Registered Dietitian and Certified Diabetes Educator and earned her MBA with a focus on marketing. She is also a Certified Endocrinology Coder and owns a private practice specializing in business clients in Palos Heights, Illinois. She is a consultant, professional speaker, trainer and author for the health, food and pharmaceutical industries in nutrition, wellness, diabetes and Medicare and private insurance reimbursement. Her clients include healthcare entities, professional membership associations, pharmacies, medical CEU education/training firms, government agencies, food and pharmaceutical companies, academia and employer groups.She is on the faculty of several train-the-trainer programs, including the Johnson and Johnson Diabetes Institute, Pesi Healthcare, and a pharmacy program for training on diabetes self-management training (DSMT) accreditation by American Association of Diabetes Educators (AADE), Present Diabetes e-Learning Systems, Balancing Life's Issues, and is on the speaker's bureau of Novartis/Nestle Nutrition, Inc. She has given over 300 professional presentations and webinars for several healthcare organizations and business entities. She has authored several resources, articles and tool kits for the Academy of Nutrition and Dietetics and the AADE, has served on the editorial advisory board for AADE in Practice, and has continually served on president-elect committees of the Academy. She is currently on the Board of Directors for AADE. In her career, she has provided outpatient medical nutrition therapy (MNT) and DSMT, designed a hospital Outpatient Diabetes Center and recognized DSME program and worked as a clinical nutrition manager, assistant director of a hospital Food and Nutrition Services Department.