



Step 7: Market Your MNT Services



“Medical Nutrition Therapy improves patient outcomes, improves quality of life, and lowers health care costs.”

- CAPT Tammy Brown, MPH, RD, BC-ADM, CDE
IHS Division of Diabetes Treatment & Prevention

The scientific literature provides strong and convincing evidence that people with diabetes and metabolic conditions benefit from MNT when delivered as part of a comprehensive plan of care by a multidisciplinary team. You know this, but do patients, clinic or hospital administrators, billing office staff, and physicians know this? It is important that you market your MNT services and:

- Let patients, their families, and the community know that RDs are available to provide diabetes care, such as personalized meal planning and exercise counseling.
- Educate people that MNT services make a difference, improve patient outcomes, and provide a source of revenue.
- Inform physicians and billing office staff of the role they play in ensuring that MNT services are reimbursed.

Host an information session on the benefits of MNT

You can host an information session with health care providers to share your stories, your experiences, and the benefits of MNT, such as how MNT improves quality of life and lowers health care costs. Several sources are available to help you get started:

- The ADA developed an MNT marketing kit, called “MNT Works!”. You can obtain the kit at the ADA website: www.eatright.org (click on “Advocacy and the Profession”, click on “Medical Nutrition Therapy”, scroll down to “Resources”, and click on “MNT Works! Marketing Kit”).



- The IHS Nutrition and Dietetics Training Program developed a handout titled, “Invest in Nutrition Services to Reduce Health Disparities in AI/ANs”, which provides helpful information on the benefits of MNT. (Please refer to Appendix F for a copy of this handout.)
- The ADA’s website provides a summary of the evidence on the treatment and prevention benefits of MNT. You can access this information at the website: www.eatright.org (click on “Advocacy and the Profession” and select “Evidence supports MNT for prevention and treatment” under “Resources”).

Share information on the MNT reimbursement process

The handouts and guides described below provide information on the MNT Medicare benefit and referral process. You can share this information with health care providers and business managers to help them better understand the MNT reimbursement process.

- The IHS Division of Diabetes Treatment and Prevention developed a guide titled, “IHS Medicare Part A and B Coverage and Billing Requirements for MNT and DSMT”. You can help physicians and other health care providers understand Medicare-covered services for MNT and DSMT by sharing the guide. This guide is included in Appendix E, or you can access it by visiting the website: www.ihs.gov/medicalprograms/diabetes under the “Nutrition” link.
- The ADA and the American Association of Diabetes Educators (AADE) developed a referral form titled, “Diabetes Services Order Form for DSMT and MNT Services”. You can use this form to encourage physicians and other health care providers to make referrals for MNT and DSMT services. (Please refer to Appendix C for the diabetes referral form.)

Offer an in-service training program

You can develop an in-service training program for your health care team on MNT services and Medicare reimbursement. The IHS Division of Diabetes Treatment and Prevention has developed several ready-to-use PowerPoint presentations with speaker notes. You can use the PowerPoint presentations as is, or you can modify them to suit your local needs. To obtain these presentations, visit the website: www.ihs.gov/medicalprograms/diabetes under the “Nutrition” link.

Provide follow-up events

After sharing information and offering in-service programs, consider providing regular follow-up information sessions and thank you events. These follow-up events can help nurture your relationships with the health care team and help grow your nutrition practice. Referrals are key to your success.