2017 Falls Prevention Awareness Day (FPAD) Webinar

10 Years Standing Together to Prevent Falls

August 10, 2017

National Council on Aging

Improving the lives of 10 million older adults by 2020
Objectives

• Recognize the impact of older adult falls
• Learn about the National Falls Prevention Resource Center’s tools and resources for Falls Prevention Awareness Day and beyond
• Identify how your state compares to others on key safety indicators, including falls prevention strategies
• Understand how the CDC’s STEADI Tool Kit can be integrated into health service delivery
Speakers

• Kathleen Cameron, National Council on Aging, National Falls Prevention Resource Center (NFPRC)
• Ellen Schneider, University of North Carolina- Chapel Hill, NFPRC
• Gwen Bergen, Centers for Disease Control and Prevention
• Becky Turpin, National Safety Council
About NCOA

Our Mission:
Improve the lives of millions of older adults, especially those who are struggling

Our Social Impact Goal:
Improve the health and economic security of 10 million older adults by 2020
Falls: A Growing Public Health Issue

For older adults:

- The leading cause of injuries and injury deaths.
- 27,000 die each year from a fall—one every 19 minutes.
- Every 11 seconds, an older adult is treated in an ED for a fall.
- Annually, >$31 billion is spent in Medicare costs related to falls.
- Among people who fall, less than half talk to their healthcare provider about it.
- Huge impact on quality of life.
National Falls Prevention Resource Center

• Funded by the Administration for Community Living/ Administration on Aging
• Increase public awareness and educate consumers and professionals about falls risks and how to prevent falls.
• Serve as the national clearinghouse of tools, best practices, and other information on falls and falls prevention
• Support and stimulate the implementation, dissemination, and sustainability of evidence-based falls prevention programs and strategies
• Began September 2014
• [www.ncoa.org/healthy-aging/falls-prevention/]
National Falls Free® Initiative

• A thousands-strong and growing network
• National Action Plan developed in 2005; updated in 2015
• Strong partnerships
  – ACL and the Aging Network
  – CDC’s National Center for Injury Prevention and Control
  – National organizations
  – State and local public health entities
• Falls Free® is a critical effort to meet Healthy People 2020 goals of reducing older adult fall-related ED visits by 10%
• 43 State Falls Prevention Coalitions
Technical Assistance Activities

- Learning Collaboratives
- Annual Meeting
- One-on-one support
- Best Practices
- Networking through work groups
- Online tools and resources, data mgmt
- Webinars
NCOA Map of Programs & Partners
ACL Grantee Evidence-based Falls Prevention Programs

- A Matter of Balance
- Tai Ji Quan: Moving for Better Balance
- Tai Chi for Arthritis/Falls Prevention
- YMCA Tai Chi: Moving for Better Balance
- Stepping On
- Otago Exercise Program
- Stay Active and Independent for Life (SAIL)
Evidence-Based Falls Prevention Programs

Learn about Evidence-Based Falls Prevention Programs

Explore the evidence-based programs on this page that have been proven to help older adults reduce their risk of falling. Visit this webpage to find a program near you!

View the Falls Prevention Programs: Saving Lives, Saving Money infographic for information on the impact of falls among older adults and the benefits and return on investment of evidence-based falls prevention programs.

https://www.ncoa.org/healthy-aging/falls-prevention/falls-prevention-programs-for-older-olds/
Newly Approved Falls Prevention Programs

• Programs were reviewed by NCOA Evidence-based Falls Prevention Program Review Council

• Programs are approved for ACL discretionary/Title IIIID funding and include:
  – CAPABLE
  – Fit and Strong!
  – EnhanceFitness
• 16 weeks of Nurse, OT and handyman
• Cuts ADL disability in half; reduces falls risks
• Decreases depressive symptoms
• 79% of participants improve
• Patient directed
• Total cost < $3,000
• 3 x return on investment
• nursing.jhu.edu/capable
Enhance® Fitness is an ongoing, one-hour physical activity and falls prevention class designed for older adults at all levels of fitness. It is currently available in 41 states and has served over 75,000 unduplicated participants.

The program helps people become more active, energized, and empowered so they can lead independent lives. Proven outcomes include:

- Maintains or improves cardiovascular endurance, muscle strength, balance, and flexibility
- Reduces falls risk
- Decreases depression
- Maintains or improves physical function
- Lowers health care costs ($945/yr)
- Provides a social benefit
- Promotes a physically active lifestyle

And it’s FUN!

For more information:
www.projectenhance.org
Fit and Strong! Overview

• Evidence-based physical activity/disease management program
• Meets for 8 weeks, 3 times per week. One hour of exercise and 30 minutes of group problem solving using structured SCT curriculum
• Instructors: Certified Exercise Instructors or Lay Leaders
• Target Population: persons with arthritis and mobility challenges
• Impacts strength and mobility, pain and anxiety out to 18 months (Hughes et al., AJHB, 2010)
• Reduces falls risks
• Contact: shughes@uic.edu or ademot1@uic.edu, www.fitandstrong.org.
Updates on the Falls Free® National Falls Prevention Action Plan

- Expanding evidence-based programming – partnership with the Evidence-based Leadership Council
- Educating pharmacists their role in falls prevention – partnership with the American Society of Consultant Pharmacists
- Developing new resources for home and community safety – partnership with the Fall Prevention Center of Excellence
- Public policy and advocacy
National Fall Prevention Awareness Day
10 Years Standing Together to Prevent Falls

- September 22, 2017: 1st day of fall
- 10th National FPAD
- NCOA is working on obtaining a U.S. Senate Proclamation
- 2016 Reach:
  - 41 states and the District of Columbia
  - National awareness and education media efforts reached an estimated 101 million individuals
  - State coalition efforts reached 1.5 million individuals through education, awareness, and advocacy efforts, as well as fall prevention programs and fall-risk screenings
Falls Prevention Awareness Day

Date: September 22, 2017

The 10th annual Falls Prevention Awareness Day (FPAD) will be observed on Sept. 22, 2017—the first day of fall. In honor of this notable milestone, the theme of the event will be 10 Years Standing Together to Prevent Falls. This event raises awareness about how to prevent fall-related injuries among older adults. Please continue to check back to this page as we will be posting updated FPAD materials as they become available.

The 9th annual FPAD was observed on Sept. 22, 2016. The theme of the event was Ready.
FPAD Resources

- General Resources
- Marketing & Media
- Past Activities
- Advocacy
- How to Get Involved

Marketing & Media

Spread the word about falls prevention with these tips and tools.

- 2017 Falls Free® Photo and Story Contest
- Promotional Materials
- PowerPoint Presentation Toolkit
- 2017 Falls Free® Video Contest
- Media Toolkit

- Provides details on CPT codes to use for falls assessment and intervention
- Includes info on falls-related quality indicators as a means to incentivize providers to conduct FP activities
- Available at https://www.ncoa.org/resources/current-procedural-terminology-cpt-code-flyer/

The Challenge: Older Adult Falls in the US

- Each year falls result in more than:
  - 2.8 million emergency department visits
  - 800,000 hospitalizations
  - 27,000 deaths

Falls are the leading cause of fatal and non-fatal injuries for older Americans. One of the top barriers to delivery of a falls risk assessment in the clinical setting is lack of a dedicated Current Procedural Terminology (CPT) code for this service. However, providers are able to counsel their patients regarding falls risk and bill payers using existing Evaluation and Management (E/M) CPT codes.

Take Action!

Help your patients prevent their next fall by counseling them on falls risk and strategies to prevent falls.

How to Counsel Patients Regarding Their Fall Risk

The CDC STEADI Initiative offers a coordinated approach to implementing the American and British Geriatrics Societies’ clinical practice guidelines for fall prevention. STEADI consists of 3 core elements: Screen, Assess, and Intervene using effective clinical and community strategies. More information is available at www.cdc.gov/STEADI

Reimbursement for Falls-Related Services

Falls-related services may be reimbursable by Medicare or through negotiation with private plans.

<table>
<thead>
<tr>
<th>Outpatient Visit Type</th>
<th>Billing Codes</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to Medicare Examination</td>
<td>G0402</td>
<td>Billable within first 12 months of enrollment only</td>
</tr>
<tr>
<td>Annual Wellness Visit</td>
<td>G0438</td>
<td>Initial AWV</td>
</tr>
<tr>
<td>Evaluation and Management (E/M)</td>
<td>G049</td>
<td>Subsequent follow-up to an AWV</td>
</tr>
<tr>
<td>Falls-related assessment may be completed as part of a scheduled office visit if ≥50% of visit was face-to-face education/counseling and documented (time) or by an identified and appropriately documented reimbursable medical condition. See note below.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: E/M codes can be used to bill for falls risk assessment when more than 50% of the visit is dedicated to education/counseling. Billing must be based on reimbursable medical condition at time of visit. Billing is dependent on time, complexity and documentation (i.e., more than 50% of the 90-minute visit was counseling the patient on reducing their risk for falls). Falls risk counseling that exceeds the time and complexity of the highest level E/M code can be billed using CPT codes 99354 and 99355.
2016 Falls Prevention Awareness Day
Compendium

- Filled with great ideas and information!
- Will be asking for contributions to 2017 compendium
6 Steps to Prevent a Fall Video (in English and Spanish)
FPAD Awareness Ribbons

For information about ordering ribbons, email FallsFree@ncoa.org
Other New Resources

- Osteoarthritis and Falls
- Tribal Falls Prevention Tip Sheet
- ASCP-NCOA Falls Risk Reduction Tool Kit (www.ascp.com)
- Home Assessment, Modification and Funding Resources (coming in Sept.)
- Caregiver and FP Toolkit (coming in Sept.)
State and Local FPAD Activities

- Proclamations – state and local
- Public awareness activities
- Professional education
- Physical activity events
- Falls risk screening fairs
- Enrolling older adults in evidence-based falls prevention programs
- State and local advocacy activities
NCOA Falls Free Photo and Story Contest

- Open to all!
- Looking for high quality, action photos and brief (<300 words), engaging stories to accompany each photo
- Need signed consent forms
- Cash prizes for 1\textsuperscript{st}, 2\textsuperscript{nd}, and 3\textsuperscript{rd} place winners
- More information: Google 2017 Falls Free\textsuperscript{®} Photo and Story Contest
  - Deadlines:
  - Add 1\textsuperscript{st} place photos from last two years
Social Media Activities

• Twitter Chat
  – Sept 14 @ 2:00pm EDT (update time)

• Facebook Live event
  – Sept 22 @ 12:30pm EDT (update time)
  – Topic: Preventing Falls Outside the Home
“It takes a village of stakeholders working together to prevent falls and reduce falls risk, tasks that no one stakeholder can accomplish alone”

Thank You

Questions?