

## How-To Checklist for Small Employers

### Building a Business Case

- Learn about and understand the [magnitude of the diabetes problem in the US](#) and how it impacts the workplace from the perspective of both the employer and the employee.
- Review questions to consider as you build a business case and try to gain management support. [Download and fill in the pdf checklist of these questions](#).
- Learn about the direct and indirect costs associated with diabetes for employers in America in general by reviewing [“Economics of Diabetes”](#).
- If possible, gather data from your health plan, PBM and other vendors to learn more about costs specific to your organization. Click on [“Gathering Meaningful Data”](#) to learn more about this.

### Program Strategies

- Click on the [“At a Glance: Planning your Strategy”](#) button for basic strategies to build a diabetes program that is optimal for your specific employee population.
- Learn what role your vendors, providers and community partners can play in the development and implementation of your diabetes program by reviewing [“Role of Stakeholders” section](#).
- Identify the segments of your workforce that will benefit most from targeted programs and initiatives. Review the section called [“Identifying Your Target Population”](#) for help with this.
- Click on [“Choose the Right Program”](#) for elements to consider as you put your program together and to review program strategy categories (awareness/prevention, lifestyle management, self-management and disease management).

## Benefit Plan Design Approaches

- Read about using [value-based benefit designs](#) that focus on diabetes to help manage and control the impact of diabetes and support employer efforts to drive individuals to select evidenced-based care and/or high quality providers.
- Click on [“Using Value-Based Designs & Incentives”](#) to learn about plan design considerations, designing incentives, challenges to prepare for and actions to take.
- Review [Employer Case Studies](#) to see how other organizations have used value- based benefit design to manage diabetes-related costs and engage employees in their own health care.

## Communication

- Learn how to use the [six tips in the TAANSA model](#) to engage and influence employees as you communicate to them about diabetes.
- [Identify tools and resources](#) that are already in place in your organization to use for promoting your program. Also consider those available at low or no cost from outside organizations.
- Employ a variety of tactics using different vehicles and channels to communicate to various audiences. Click on [“Tactics to Engage & Reinforce”](#) to learn more about how and where you can communicate with employees about diabetes.
- Click on [“Tools & Templates”](#) for links to a comprehensive group of resources to help you communicate about diabetes to your various audiences.

## Evaluation & Measurement

- Learn about why you need a [strong evaluation and measurement plan](#) for your diabetes program strategy.
- Click on [“Evaluation Strategies”](#) to learn about key metrics you can include in your program strategy to effectively measure whether your program is meeting goals and objectives.

## Resources

- [Click here](#) for links to all of the tools, templates and resources presented in the toolkit, organized by toolkit section.