

# Position and Candidate Specification



Association of Diabetes Care & Education Specialists

## Chief Executive Officer

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The Association of Diabetes Care & Education Specialists (ADCES) is an interdisciplinary professional membership organization dedicated to improving the care of those living with prediabetes, diabetes, and related cardiometabolic conditions through innovative education, management, and support. With up to 15,000 professional members, including dietitians, nurses, pharmacists, physicians, and others, ADCES has a vast network of practitioners working to optimize care and reduce complications. ADCES espouses an integrated care model that lowers the cost of care, improves experiences, and supports its members in leading patient care and education to help facilitate optimal outcomes.

The American Association of Diabetes Educators (AADE), the forerunner of the ADCES, was founded in 1973 when a group of 18 diabetes education program leaders gathered for a one-day workshop in Chicago. They decided it was time to form an organization dedicated to delivery of quality patient education and the professional needs of the diabetes educator. A headquarters was established, and a board was elected.

Membership recruitment began in 1974, a newsletter established, and the Association held its first annual conference. While only one year old, it drew 272 attendees from 38 states and Canada. AADE was up and running. 1975 produced the first issue of its core research journal, *The Diabetes Educator* (now *The Science of Diabetes Self-Management and Care*), and members of AADE began to sense their influence when the National Commission on Diabetes requested a position statement on patient education.

In 1976, members were asked to be a part of a White House conference on juvenile diabetes and participated as Congress subsequently established the National Diabetes Advisory Board. This group went on to develop the National Standards for Diabetes Education, which continues to this day and is updated every five years through a process led by ADCES and the American Diabetes Association.

Over the next ten years, membership grew, the annual conference continued to show increases in attendance, and members were requested to provide patient care and education testimony, participate in panel discussions, and offer input on diabetes-related legislation and initiatives. Local chapters also started forming, with the first being St. Louis in 1978.

In 1989, the AADE Education and Research Foundation was established and continues to operate. The ADCES Foundation, as it is now known, funds research grants, scholarships, and awards. In 1992, AADE formed specialty practice groups (now called communities of interest) for members who share a common interest relating to a specific practice area. Access to care and reimbursement was a hot-button issue in the 1990s and continues to be of significant interest in the sector. In 1992, AADE supported legislation seeking Medicare coverage for outpatient diabetes education that meets quality standards set by DHHS. In 1995, AADE ramped up efforts, forming a public affairs committee, appointing state legislative coordinators, and hiring a Washington, DC-based lobbying firm.

In 1997, federal legislation passed, generating the two most prevalent diabetes education billing codes and leading to ADA and AADE becoming diabetes education program accreditors. Unfortunately, diabetes educators were left out of the legislation; programs could bill but individual educators could not. Rectifying this issue continues to be a priority for ADCES.

The 2000s saw continued growth in registrations for annual conferences and other continuing education programs. Corporate-funded programming also increased, allowing the Association to offer more educational opportunities and boost awareness of diabetes education and educators. In 2001, AADE partnered with the American Nurses Credentialing Center to create the Advanced Clinical Diabetes Management credential (BC-ADM), now fully owned by ADCES.

In 2012, AADE began a long relationship with the Centers for Disease Control and Prevention (CDC), the national public health agency of the United States, by receiving funding to offer the National Diabetes Prevention Program (DPP), training for National DPP Lifestyle Coaches, and the DPP curriculum. There are only six organizations designated by the CDC for this.

In response to a request for more practical tips, tools and information, AADE created a new peer-reviewed magazine, *AADE in Practice* (now *ADCES in Practice*) in 2013. Around that time, the organization started focusing on creating tip sheets for both members and people living with diabetes, leading to the current array of patient education materials available to access and download from the Association's website.

In 2018, AADE claimed the diabetes technology space by launching Danatech, a separate website dedicated to bring a one-stop-source for information, education, reviews, and resources for the rapidly growing array of diabetes devices and technologies. Danatech is currently offered as a member benefit, with plans to offer to other healthcare professionals in the diabetes space starting in 2022. Further advances were made in 2019, with the launch of AADE's podcast series, *The Huddle: Conversations with the Diabetes Care Team*, which expanded the reach of the Association by providing cutting-edge content and demonstrating the expertise of the diabetes educator.

2020 saw a major shift, with a rebranding of the specialty and the Association. The American Association of Diabetes Educators became the Association of Diabetes Care & Education Specialists, diabetes educator became diabetes care and education specialist, and the credentialing board changed its name from NCBDE to Certification Board for Diabetes Care and Education. Each of these, and in combination, positioned the new vision for the specialty, which emphasized members practicing at the top of their license and greater expansion into the clinical and cardiometabolic areas of care. In 2020, ADCES was also awarded Joint Accreditation for Interprofessional Continuing Education, a designation that allowed the organization to build continuing education opportunities encompassing more of the diabetes care team.

## **ADCES MISSION**

Empower diabetes care and education specialists to expand the horizons of innovative education, management, and support.

## **ADCES VISION**

Optimal health and quality of life for persons with, affected by, or at risk for diabetes and chronic conditions.

## **AREAS OF FOCUS**

ADCES is committed to supporting a specialty that works across prediabetes, diabetes, and cardiometabolic conditions to connect the health team and offer holistic, accessible, and effective care. To accomplish this, the Association focuses on several key areas, including:

- **Diabetes Education Services:** ADCES is one of two National Accrediting Organizations for the Centers for Medicare and Medicaid Services (CMS). ADCES accredited programs for diabetes self-management education and support (DSMES) are located throughout the U.S. and provide comprehensive, whole-person care offered by one or more diabetes care and education specialist(s).
- **The new vision for the specialty:** ADCES has embarked on a multi-year initiative to position diabetes care and education specialists for success within a dynamically changing environment, identifying them as key members of the care team, and elevating their role as integrators for clinical management, education, prevention, and support.
- **Research, guidance, and practical tools:** ADCES offers two subscription publications: *The Science of Diabetes Self-Management and Care*, a journal providing original research that builds the evidence base of the field; and *ADCES in Practice*, offering practice-focused applications of research and best practices. Additionally, the Association regularly produces diabetes care and education specialist- and patient-focused resources that highlight an aspect of diabetes care and/or provide easy-to-understand guidance.
- **Workforce training and education:** ADCES develops and offers numerous continuing education training courses that give diabetes care and education specialists the ability to maintain their credentials, learn from experts in the field, and stay abreast of current and evidence-based advancements. From the annual conference and other live events, to online courses, webinars, and contract programs, ADCES offers a diverse array of educational opportunities.
- **Networking and collaboration:** Through the ADCES Connect platform, ADCES members can take advantage of a comprehensive networking infrastructure that allows them to share perspectives, resources, and interests.
- **Type 2 diabetes prevention:** ADCES has been a leader in building the nation's National Diabetes Prevention Program (DPP) infrastructure. Through CDC funding opportunities, ADCES continues to contribute to the overall sustainability of the National DPP through activities offered for a nationwide network of programs offering evidence-based diabetes prevention lifestyle change services within their local communities.
- **Advocacy:** ADCES is committed to shaping public policy that affects diabetes care and education specialists and people living with diabetes, prediabetes, and other cardiometabolic conditions. They proactively address problematic regulations, publicly support diabetes-focused programs and policies, and champion initiatives that increase patient access to diabetes education and supplies.
- **Technology aggregation, education, and resource development:** Healthcare-related technology is moving at lightning speed. To ensure diabetes care and education specialists are positioned as tech consultants and data analyzers for patient care applications within their organizations, ADCES has created Danatech, an all-encompassing website resource for diabetes technology: products, education, reviews, and resources.

## FINANCIAL AND OPERATIONAL HIGHLIGHTS

ADCES is guided by a volunteer Board of Directors, who focus on helping to lead and grow the association and the specialty practice of diabetes care and education. Members of the Board of Directors are elected by and from the membership, and are responsible for strategic planning, financial oversight, and governance of the Association.

Employees: 55

Budget: \$15 million

The Chief Executive Officer (CEO) is responsible for partnering with the Board and other key members and leading the Association's staff to advance ADCES' strategic vision and execute programs and activities based on this vision. The CEO is responsible for managing the organization and its resources, including the recruitment, development, and guidance of a high-performing and diverse staff.

The CEO ensures that the Association expands an engaged membership base, hosts effective meetings and programs, develops national and international strategic relationships, and pursues existing and emerging revenue opportunities. Through the staff, the CEO manages ADCES' budget and allocates resources to ensure the maximum impact of the Association and its members.

## KEY RELATIONSHIPS

**Reports to** Board of Directors

**Direct reports** Chief Advocacy and External Affairs Officer  
Chief Finance and Administrative Officer  
Chief Science, Practice, and Learning Officer  
Director of Human Resources and Administration  
Director of Mission and Member Engagement

**Other key relationships** Member leaders  
Current and prospective members  
Diabetes-related national and international associations, societies, and advocacy groups  
Relevant policymakers and government agencies  
Private and industry partners and funders

## DESIRED OUTCOMES

- Increased awareness of the specialty, where members are recognized as integral to the diabetes care team and broader care delivery models.
- ADCES has a clear value proposition that increases current member engagement and attracts new members.
- Continued attention to diversity, broadly defined, including initiatives to bring greater racial, ethnic, and gender diversity to the staff and membership base.
- Rationalized organizational structure, ensuring optimal deployment of resources, especially in a post-pandemic environment.
- Enhanced relationships with key external partners, e.g., The Endocrine Society, American Diabetes Association, and interprofessional groups.

## IDEAL EXPERIENCE

### Senior executive management experience

A record of leadership accomplishments in organizations of similar scale and complexity.

### Experience in a related healthcare or scientific non-profit/membership environment

Resulting in a deep understanding of relevant stakeholders and the external landscape.

### Revenue-generating experience

Demonstrated capacity to identify and build both membership-related and non-dues revenue streams.

### Success implementing diversity, equity, inclusion, and community-strengthening programs

Bringing depth and richness to strategic priorities, programs, services, and personnel.

### Advanced degree preferred

Undergraduate degree required.

## CRITICAL LEADERSHIP CAPABILITIES

### Strategic Thinking

- Works with the Board to identify and articulate ADCES' strategic vision (beyond the current plan that ends in 2023); builds the team to effectively execute the plan and drive stakeholders toward success.
- Revises strategy as necessary, including proposing new directions for ADCES linked to changes in diabetes and cardiometabolic-related care and member needs.
- Ensures continued financial stability by diversifying ADCES' revenue streams beyond the status quo.

### Collaborating and Influencing

- Identifies and meets with key players and stakeholders to shape a common consensus and engages in respectful dialogue to reach goals and desired outcomes.
- Effectively builds consensus internally among the multiple sections, committees, and other stakeholders that have a voice in the work of ADCES.
- Builds collaborative relationships with other national and international organizations, institutions, and companies to develop mutually beneficial initiatives that enhance the Association's vision, mission, and strategic priorities.
- Raises the national and international profile of ADCES, its members and the specialty practice, e.g., externally advocating for diabetes care and education specialists' professional position in diabetes and cardiometabolic care delivery.

### Leading People

- Engages, inspires, and empowers a diverse, motivated, and high-performing staff, bringing out each member's personal best while delegating strategic objectives to create development opportunities.
- Drives ADCES' longstanding member-centric focus.

- Holds people accountable for their commitments, providing clarity around expectations.
- Deploys resources efficiently and effectively to best meet strategic goals.

## **APPLICATIONS AND NOMINATIONS**

ADCES is being assisted in this important recruitment by Spencer Stuart. If you wish to confidentially submit application materials or nominate someone to serve as the next CEO, please email:

[ADCESCEO@SpencerStuart.com](mailto:ADCESCEO@SpencerStuart.com).