AADE American Association of Diabetes Educators

2016-2018 STRATEGIC PLAN
OVERVIEW

PERSONS WITH, AFFECTED BY OR AT RISK FOR DIABETES AND RELATED CHRONIC CONDITIONS

STAKEHOLDERS AND VALUE STATEMENTS

KEY PRIORITIES

STRATEGIES & OUTCOMES
VISION & MISSION

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

MISSION
Empower diabetes educators to expand the horizons of innovative education, management and support.

OUR GUIDING PRINCIPLES:
- The person with, affected by or at risk for diabetes is at the center of the diabetes care team.
- The diabetes educator is an essential member of the diabetes care team.
- Evidence is the basis of our science and practice.
- Quality diabetes prevention and diabetes self-management education and support should be accessible to all individuals.
- Diabetes self-management education and support must evolve through innovation to reach its greatest impact.
STAKEHOLDERS & VALUE STATEMENTS

**DIABETES EDUCATORS**
AADE is the premier provider of cutting edge resources and tools for diabetes self-management education and support.

**PERSONS WITH, AFFECTED BY OR AT RISK FOR DIABETES & RELATED CHRONIC CONDITIONS**
AADE is the trusted source for information and resources related to diabetes self-management education and support.

**COLLABORATORS**
AADE fosters partnerships to drive innovation in diabetes self-management education and support.
KEY PRIORITIES

DIABETES EDUCATOR EXCELLENCE
Lead the development of innovative education, knowledge resources, and services for professional development and career enhancement.

VALUE-BASED SERVICES FOR POPULATION HEALTH MANAGEMENT
Champion the positive outcomes and cost benefits of diabetes self-management education and support provided by qualified diabetes educators.

DIVERSITY & ACCESS
Expand and diversify the evolving diabetes educator workforce to address the increasing demand for and access to diabetes self-management education and support.

THE FUTURE
Shape, design, evaluate and drive opportunities related to technology and connected health to improve outcomes.
EMERGING ROLES AND PROFESSION OF DIABETES EDUCATION AND MANAGEMENT

STRATEGY
Design resources to address the emerging roles and practice of diabetes education and management across all practice levels.

OUTCOMES
Membership, education and certification needs and plans to address those needs.
A cutting edge digital body of knowledge to drive career advancement.
The need to develop a practice specialty within academic settings.
POPULATION HEALTH MANAGEMENT AND NEW MODELS OF CARE

OUTCOMES
Sample models for implementing best practices in existing and emerging models of care.

A research agenda that continues to support the value of diabetes self-management education and support.

AADE systematic review outcomes to increase awareness of the value of the diabetes educator and diabetes self-management education and support.

STRATEGY
DEVELOP INITIATIVES THAT WILL SHOWCASE THE UNIQUE CONTRIBUTIONS OF DIABETES EDUCATORS TO PEOPLE AFFECTED BY DIABETES, POPULATION HEALTH MANAGEMENT, AND NEW MODELS OF HEALTHCARE.
DIVERSITY IN MEMBERSHIP, PRODUCTS AND SERVICES

STRATEGY
ADDRESS THE NEED FOR DIVERSITY IN OUR MEMBERSHIP, PRODUCTS AND SERVICES.

OUTCOMES
AADE resources, products and membership reflecting broad diversity across generations, ethnicities, disabilities and cultures.
ACCESS TO DIABETES SELF-MANAGEMENT EDUCATION AND SUPPORT

STRATEGY
ADVOCATE FOR IMPROVED ACCESS TO DIABETES SELF-MANAGEMENT EDUCATION AND SUPPORT.

OUTCOMES
Reimbursable self-referral.
Diabetes self-management education and support integrated into new models of affordable care.
DIGITAL TECHNOLOGY AND CONNECTED HEALTH ENVIRONMENT

STRATEGY
EXPAND AND LEVERAGE TECHNOLOGY AND THE CONNECTED HEALTH ENVIRONMENT AS A MEANS TO ENGAGE AND SUPPORT ALL OF OUR STAKEHOLDERS.

OUTCOMES
A technology roadmap that advances the profession and fosters long-term success.

AADE-defined opportunities relative to virtual care delivery and clinical decision support models through collaboration with external partners.

Virtual models of prevention and education in accreditation and reimbursement.
GLOBAL INITIATIVES AND PARTNERSHIPS

**STRATEGY**
EXPLORE OPPORTUNITIES TO EXPAND THE IMPACT OF DIABETES SELF-MANAGEMENT EDUCATION AND SUPPORT THROUGH GLOBAL INITIATIVES AND PARTNERSHIPS.

**OUTCOMES**
A global strategy and an international market approach.
LONG-TERM VISION FOR AADE

STRATEGY
DETERMINE A LONG-TERM VISION FOR THE DIABETES EDUCATION PROFESSION

OUTCOMES
A long-term vision that will grow AADE and ensure continuity of purpose.