Disclosure to Participants

- Notice of Requirements For Successful Completion
  - Please refer to learning goals and objectives
  - Learners must attend the full activity and complete the evaluation in order to claim continuing education credit/hours

- Conflict of Interest (COI) and Financial Relationship Disclosures:
  - Presenter: Jodi Pulizzi, RN, CDE - No COI/Financial Relationship to Disclose
  - Presenter: Toby Smithson, MS, RDN, LDN, CDE - No COI/Financial Relationship to disclose

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Learning Objectives

1) List challenges for a PWD

2) Identify the key components of a successful virtual diabetes education program

3) Apply effective strategies to deliver education in this new world

4) Discuss how language changes the mindset of someone with diabetes
Challenges of PWD

- Generally overwhelmed
- Need to fit diabetes into their already busy lives
- Poor self perception/self-deprecating talk

How are PWDs feeling?

Engagement

Common question: How can we get people more engaged with their diabetes?

Do people want to be more engaged with their diabetes?

Engagement Or Not?

“Hey diabetes, do you want to go catch a movie?”

Goal of a Certified Diabetes Educator

- Make life easier for a person with diabetes and improve the quality of life

Key Component to a Virtual Program

- Real time data
- Increased empowerment
- Personalized coaching
- Effective interventions
- Better quality of life
Effective Interventions

- High impact
- In the moment, not after the fact
- Fits into people’s lives

Real Time Support Outcomes

- Reduction in very low blood glucose readings
  - Roughly 15% reduction over the analysis period.
- Reduction in very high blood glucose readings
  - Roughly 60% reduction over the analysis period.

Clinicians connect with members 80% of the time when an acute event occurs.

Personalized Coaching

- By member request
- In the comfort of their home
- One to one personalized interactions
- Listen and involve members

Coaching Performance

- Coaching is known to improve glycemic control through increased checks

Changing the language

We remove judgment from our language when speaking with members

<table>
<thead>
<tr>
<th>What we say...</th>
<th>Instead of...</th>
</tr>
</thead>
<tbody>
<tr>
<td>People with diabetes</td>
<td>Diabetic people</td>
</tr>
<tr>
<td>Check your blood glucose</td>
<td>Test your blood glucose</td>
</tr>
<tr>
<td>Target, elevated, and low values</td>
<td>Good, bad and normal</td>
</tr>
<tr>
<td>Listen and interact</td>
<td>Lecture or tell what to do</td>
</tr>
<tr>
<td>Members</td>
<td>Patients or clients</td>
</tr>
</tbody>
</table>

EMPOWERMENT
Empowering People
Real time data + Personalization + Reduced Hassle = better quality of life

Analysis of Empowerment Survey
• Both psychosocial (improved confidence, reduced risk perception) and clinical benefits (reduction in HbA1c)
• Those who report increased confidence at 6 months had 3.42 more interactions or interventions with the coaches, than those who did not mark increased confidence.
• Those who reported increased confidence submitted BG values 2.6/day average, compared to 1.7/day average of those who did not yet report increased confidence.

-Continued-
• 51% of individuals reported feeling better after 6 months in the program
• >70% of individuals reported that expectations were met in these areas:
  • self-management,
  • connection and support,
  • help with healthy decision-making
  • personalization
  • easier management of their diabetes

Does Increased Empowerment Improve Outcomes
• All metrics revealed that improvement in psychosocial and empowerment resulted in a reduction in HbA1c >0.3%.

Real Life Situations (Case Study – follow up)
Clinical Case Study: AP, 28, Female, T2
• Member began virtual program January 15, 2015
• Received first coaching session after appointment with brick and mortar RD, CDE
• Seven coaching sessions completed prior to f/u appointment (3 months later)
• Coaching sessions completed thru phone, text and email
Real Life Situations (Results)

“I spoke with the other dietitian today and they were -very- impressed at where my numbers have been trending.”

Reactions of Virtual Coaching

• “I’m more confident in my ability to manage my diabetes”

• “More energy and increased confidence in diabetic care”

Reactions of Virtual Coaching

• “My sugars are coming down now that I can see my progress and take the necessary steps to correct my high sugars”

• “I’m not as overwhelmed managing my glucose levels”

Keeping It Real for People with Diabetes

• Real time support for people with diabetes in the effort to self-manage their disease 24/7

• Individualized approach-meet people where they are with their diabetes management

• Change the language of diabetes

References
