Ready... Aim... ADVOCATE

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• 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: Manny Hernandez - Paid employee of Livongo Health
  - Presenter: Chuck Macfarlane, FACHE, CAE - No COI/Financial Relationship to disclose

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On Twitter, use these hashtags:

#AADE15
#DiabetesEd4All

Goals

• Ignite our passion!
• Define advocacy’s importance today
• Help you define your personal advocacy role
• Identify tools and resources
• Have fun…. It’s the last session!

What is Diabetes Advocacy?
Definition
ad·vo·ca·cy
\[\text{ad\text{\textasciitilde}və\text{\textasciitilde}kəs\text{\textasciitilde}e}\]/ noun
public support for or recommendation of a particular cause or policy

Forms of Advocacy
Policy
– Federal Legislative
– State Legislative

Regulatory
– CMS
– FDA

Professional
– Advocate for CDEs
– Speak POV as CDE

Patient:
– Evidence-based Care
– Reimbursement

“Do I need to do ALL of this?”
We bring together people touched by diabetes for positive change so that nobody living with this condition ever feels alone.
More advocacy moments

Why advocacy matters to Diabetes Educators?

Who is Advocating in Diabetes Arena
- Academy of Nutrition and Dietetics (AND)
- American Association of Clinical Endocrinologists (AACE)
- American Association of Diabetic Educators (AADE)
- American Clinical Laboratory Association (ACLA)
- American Diabetes Association (ADA)
- American Medical Association (AMA)
- American Optometric Association (AOA)
- American Podiatric Medical Association (APMA)
- Diabetes Hands Foundation (DHF)
- Endocrine Society
- Healthcare Leadership Council (HLC)
- National Association of Chain Drug Stores (NACDS)
- National Association of Chronic Disease Directors
- National Community Pharmacists Association (NCPMA
- National Kidney Foundation (NKF)
- Pediatric Endocrine Society
- YMCA of the USA (Y-USA)
- Corporate partners

Current Federal Legislative Issues
- Access to Quality Diabetes Education Act 2015
- Preventing Diabetes in Medicare Act
- Medicare CGM Access Act of 2015
- National Diabetes Clinical Care Commission Act
- Gestational Diabetes (GEDI) Act
- Medication Therapy Management Empowerment Act of 2015
- Safe Needle Disposal Act of 2015
- 21st Century Cures Act
- Medicare Diabetes Prevention Act

State Issues
- Medicaid funding
- Safe At Schools
- Sharps disposal
- Patient safety
- Licensure - Scope of practice issues

Professional Advocacy
- Algorithm on when to prescribe DSME to people with diabetes
Professional Advocacy

- Conflicting requirements @ CMS:
- Accredited programs/Everyone with Diabetes Counts

Letters to Editor

If you don’t talk, somebody else is talking for you...

AADE Advocacy Priorities

- Advance knowledge transfer regarding the efficacy of diabetes education to primary care providers. (Professional)
- Drive federal legislation and regulatory actions that will expand access to diabetes education and provide a favorable reimbursement environment. (Federal)
- Position AADE as an influencer of other important diabetes legislative/regulatory issues. (Federal)
- Advance diabetes educator licensure in order to define a scope of practice for educators and position them within a changing environment. (State)

AADE bill: #DiabetesEd4All

Some things that will affect you (and your patients) if you remain silent
CMS Competitive Bidding Flaws

A Child’s Cry For Change

School Diabetes Care Laws (ADA)

What Makes a Successful Advocate

Attributes of a Successful Advocate

- Knowledgeable
- Solid Communicator
- Assertive
- Persistent
- Passionate

What can you do today?
Competitive Bidding Flaws

www.diabetespac.org

Safe at Schools

- What can you do in your state?
  - Visit http://diabetes.org/kidswin or
  - Call 1-800-DIABETES

Advocacy in the Digital Age

- Apply everything you learned at Hope’s and Melissa’s session:
  - Tweet about our bill: #DiabetesEd4All
  - Tell your Facebook friends about our bill

#DiabetesEd4All

- Access To Quality Diabetes Education Act……What can you do?
  - Ask Your Representative to co-sponsor H.R. 1726
  - Ask Your Senators to co-sponsor S. 1345
  - Tweet @ your Congress members and encourage them to support AADE’s federal initiatives!

http://diabetespac.org/dpac/AADE

Sign Up For Advocacy Alerts
We need a friendlier URI than this
Manny Hernandez, 7/28/2015
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Thank You

• Stay in touch!
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References:
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