EMBRACING INTERPROFESSIONAL COLLABORATION IN DIABETES CARE: BRIDGING THE GAPS BETWEEN INDUSTRY AND CLINICAL PRACTICE

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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.
- Conflict of Interest (COI) and Financial Relationship Disclosures:
  - Presenter: Kimberley Krapek, DNP, CNS, RN, CDE - Employee Abbott Diabetes Care, Stockholder Abbott Laboratory, AbbVie, Eli Lilly
  - Presenter: Kelly Mann MSN, FNP-BC, RN, CDE - Employee Tandem Diabetes Care. Stockholder Tandem Diabetes Care.
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- Off-Label Use:
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Content Outline

- Discussion on Perceptions, Challenges, and Benefits of CDEs in Non-traditional Education Roles
- Transition Stories
- Opportunities for CDEs
- Current Regulations that Guide Industry/HCP Interactions
- Benefits of Interprofessional Collaboration
- Into the Light and Future Opportunities

Learning Objectives

At the completion of this presentation, the participant will be able to:

- Discuss your perceptions of industry CDE’s involvement in diabetes education leadership organizations.
- Discuss the benefits of interprofessional collaboration in your workplace.
- Describe current regulations that must be observed in working with industry partners.
- Discuss future collaborations within AADE.

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.” — Margaret Mead

What is the Perception of CDEs in Industry?

- Gave up or abandoned traditional clinical role/skills
- All about the sale or now financially motivated
- Unregulated
- Operating under a non-patient centric agenda
- Unethical in approach
What is Your Perception of CDEs in Industry?

Does your perception match?

Do you disagree with the before mentioned?

What is the Reality of Being a CDE in Industry?

Regardless of the path to providing diabetes education, the reason behind taking that path remains the same.

Potential for greater impact

Exposure to various approaches

Patient centric

Highly regulated

What are the Benefits of CDEs in Industry?

Bridging Network and Services

Patient Education

Innovation

Research

Consultant

How can AADE Embrace their Expertise and Leadership?

Establish clearer guidelines for partnership to meet needs of the organization

Ongoing discussion of best practices

Collaborate in research to drive innovation

Partner to expand network and quality education to patients

Networking in support of diversity

Greater support for advocacy and reimbursement

Stories

Mary

Bachelor of Science- Biological Sciences/Genetics

Associates Degree- Nursing

Initial Motivation

Neurosciences Intermediate Care Unit

Recognized realities of healthcare, passion for teaching, and...
Kelly
- Master Degree in Nursing: Family Nurse Practitioner
- Bachelors of Science- Nursing
- Associate Degree: Nursing with minor in natural science
Initial Motivation
- Home health care nursing focused on diabetes education
- My own diagnosis with diabetes at a young age
- Accepted position at Henry Ford due to my knowledge/experience with diabetes and more specifically insulin pumps
Learnings and Benefits
- Henry Ford Health System Diabetes Education and Research
- Lead Insulin Pump Program for the hospital system
- Taught all insulin pumps and devices
Diabetes Leader
- Ability to see diabetes management from a more global perspective
- Continue to use my love for teaching with more diverse disciplines and populations
- I can now empower accounts to use local resources for enhanced patient management

Linda
- Hospital based Diploma- Nursing
- Bachelor of Science in Business Administration
- Master's in Nursing Science and Healthcare Leadership
Initial Motivation
- Neurosurgical ICU. Wanted to travel. Industry- initial venture into Diabetes Care
- Becton Dickinson. Hooked after week training/education session at IDC
Learnings and Benefits
- Understood importance of networking and connecting accounts with needed resources
- Global view of Diabetes Care
Diabetes Leader
- Broke down barriers locally – President of SFBAADE
- Voicing the CDE’s perspective and impact on Diabetes Care

Kimberley
- Bachelor’s of Science Nursing
- Master of Science in Chronic Disease and Family Health
- DNP hopeful
Initial Motivation
- A professional crossroad
- What is the “best way” to utilize 24 years of diabetes experience and my expertise
- I needed to grow
Learnings and Benefits
- There will always be skeptics, but you can win them over!
- Understanding where the greatest opportunity to contribute exists
- Exposure to business strategizing, the process by which we receive new innovations and why regulations are necessary
Diabetes Leader
- Publication Coordinator - Liaison between “us and them”
- Field Community Nursing
- Influencing the “silver tsunami” that faces this country and the impact of diabetes

Stories from the Audience
- Initial Motivation
- Surprise Learning and Benefits
- Growth as a Diabetes Leader

Opportunities for CDEs in Non-Traditional Education Roles

Opportunities for Diabetes Educators
- AADE estimates that as of 2007 there is approximately 15,000 Certified Diabetes Educators, and 15,000 diabetes educators in practice who have not been certified.
- AADE currently has >14,000 members.
- A conservative estimate is that >1000 diabetes educators work in an industry role.
- Non-traditional positions are proliferating, and impact diabetes care in a direct manner.
Traditional
- Hospital
- Clinic
- Home Health
- Private Practice
- Diabetes Education Program

Non-Traditional
- Medical Device/Pharmaceutical Company
- DME/Managed Care Companies
- Independent Contractor (i.e. pump trainers)
- Advisory Board Positions with Industry Partners
- Business Owner of Diabetes Practice

Where do these fit?
- School Nurse
- Instructor in Nursing Program
- Researcher
- Writer/Blogger
- Government/Organizational Position

National Certification Board for Diabetes Educators
- A Certified Diabetes Educator® (CDE®) is a health professional who possesses comprehensive knowledge of and experience in diabetes management, prediabetes, and diabetes prevention. A CDE® educates and supports people affected by diabetes to understand and manage the condition. A CDE® promotes self-management to achieve individualized behavioral and treatment goals that optimize health outcomes.

Current Regulations
- AdvaMed/PhRMA Guidelines
- Office of Inspector General (OIG) Guidelines
  - US Anti-Kickback Statue
  - False Claims Act
- FDA – Off-Label Promotion
- Affordable Care Act – Sunshine Act
- Publication Regulations
Cost of Health Care

- $2.6 trillion in U.S. health care spending
- $4.6 trillion

Average annual cost per adult in the US:
- $3,800
- $6,402

80% of the U.S. population is responsible for almost half of health care spending.

Cost of Fraud

- Medicare and Medicaid funds lost to fraud every year:
  - Tens of billions of dollars
- Health care dollars that could be spent on medicine, elder care, or emergency room visits are wasted on greed.
- Justice Department committed to eradicating fraud.

Eric Holder, Current U.S. Attorney General

Best for Patient or Prescriber?

- AdvaMed
- Advanced Medical Technology Association
- Trade Association that represents 80% of med tech firms in US, in existence for 40 years
- Modeled after The Pharmaceutical Research and Manufacturers of America (PhRMA)
- Code of Ethics governs the companies’ interactions to maintain the highest integrity and ensure that all medical decisions are based on the best interest of the patient.

Key HCP Interactions

- Entertainment and Recreation
- Meals
- Consulting Agreements
- Educational Conferences

Two Most Critical Rules!

- Off-Label Promotion
- Anti-Kickback/Anti-Inducement Rule
Gov’t Taking Action

In accordance with the Sunshine Act, need to annually report to the Department of Health and Human Services (“DHHS”) payments and other transfers of value furnished to physicians and teaching hospitals.

Beware Social Media!

Publication Regulations

• International Society for Medical Publishing Professionals
  • Mission
    • Advance the medical publication profession globally through:
      – enhanced integrity and transparency in medical publications
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  http://www.ismpp.org/

Guiding Transparency

Interprofessional and Intraprofessional Collaboration: Diabetes Educators in Industry.
Definition

- Interprofessional collaboration
  - Interprofessional collaborative practice has been defined as a process which includes communication and decision-making, enabling a synergistic influence of grouped knowledge and skills*
- Intraprofessional collaboration

Canadian Interprofessional Health Collaborative, 2010

Elements of collaborative practice

- Responsibility
- Accountability
- Coordination
- Communication
- Cooperation
- Assertiveness
- Autonomy
- Mutual trust and respect

Elements of collaborative practice

Canadian Interprofessional Health Collaborative, 2010

The Importance of Interprofessional Collaboration

- Institute of Medicine Committee on Quality of Health Care in America Report
- The complexities of chronic disease
- The extent to which different healthcare professionals work well together can affect the quality of the health care that they provide

Zwarenstein, Goldman, & Reeves, 2009.

Different Cultures-Different Perspectives

- Educational experiences
- Socialization processes
- Values
- Beliefs
- Attitudes
- Customs: Sacred Cows
- Professional behaviors and expectations

Hall, 2005

The Impact of Specialization

- 120 specialties and subspecialties in medicine*
- 104 nursing specialties`
- 19 COI in AADE

AMA, 2015
Johnson and Johnson, 2015

Moving forward

- What encourages IC?
- What sustains IC?
- How can we break down our own barriers between CDE’s in traditional education practices and those who are in nontraditional educator roles?
- What do we lose or risk if we do not embrace IC

AMA, 2015
Johnson and Johnson, 2015
‘Coming together is a beginning, staying together is progress, and working together is success.’ - Henry Ford

‘…bringing light into the dark.’

Future Opportunities

- Industry AADE Board Member
- Community of Interest Group
- Research and Publications
- Workshop Sessions on Collaborative Best Practice

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- Unethical in approach

“So you have decided to go the Dark Side…….”
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What are the Benefits of CDEs in Industry?

- Bridging Network and Services
- Patient Education
- Innovation
- Research
- Consultant

How can AADE Embrace their Expertise and Leadership?

- Establish clearer guidelines for partnership to meet needs of the organization
- Ongoing discussion of best practices
- Collaboration in research to drive innovation
- Partner to expand network and quality education to patient
- Networking in support of diversity
- Greater support for advocacy and reimbursement

Stories

Mary

- Bachelors of Science - Biological Sciences/Genetics
- Associates Degree - Nursing

Initial Motivation

- Neurosciences Intermediate Care Unit
- Recognized realities of healthcare, passion for teaching, and dedication to patients

Learnings and Benefits

- Opportunity to actively participate in development of resources and understand necessity of said resources
- Creation/revamp of insulin pump program
- Diabetes research opportunities
- Potential for broader impact for diabetes community

Diabetes Leader

- Regional insight to enable local offices (resources, in-services, program development, etc)
- Active in local JDRF, AADE, ADA, insulin pump, and diabetes research
- Cultivated relationships with young professionals with diabetes
- Promote efficiencies and leadership among fellow CDEs
Kelly

Education
- Master Degree in Nursing: Family Nurse Practitioner
- Bachelors of Science- Nursing
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Initial Motivation
- Home health care nursing focused on diabetes education
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- Broke down barriers locally – President of SFBAADE
- Voted on-site at IDF leadership position in Diabetes Care

Kimberley

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- Bachelor of Science Nursing
- Masters of Science in Chronic Disease and Family Health
- DNP hopeful

Initial Motivation
- ER dissatisfaction
- Patient Education made the most sense to stop the preventable things I had to “fix” in the ER
- A passionate mentor, a patient navigator, and a promise

Learnings and Benefits
- Stay open, explore it all and then decide where your gifts and talents are best utilized
- Understanding where the greatest opportunity to contribute exists

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AADE15

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