Use of Outcomes Data and Marketing Strategies to Sustain Diabetes Programs
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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/hours
• Conflict of Interest (COI) and Financial Relationship Disclosures:
  – Rona Schechter MPH, RD, CDE – No COI/Financial Relationship to disclose
• Non-Endorsement of Products
  – Accredited status does not imply endorsement by AADE, ANCC, ACPE or CDR of any commercial products displayed in conjunction with this educational activity.
• Off-Label/Use:
  – Participants will be notified by speakers to any product used for a purpose other than for which it was approved by the Food and Drug Administration.

Learning Objectives
• The participant will be able to identify outcomes data that can be used to promote the impact a diabetes education program has on an individual’s health.
• The participant will be able to determine several marketing strategies to highlight the importance of diabetes education throughout a health care system.
“Classic” Diabetes Education Program

- A referral comes into the education center.
- Person with diabetes is scheduled for a visit with a diabetes educator.
- Person with diabetes attends the session.
- Person with diabetes returns for follow up and there is an assessment done to acknowledge the diabetes management successes and gaps. The referral source receives documentation.

“Classic” Outcomes

Behavioral
- Checks blood sugars levels more often
- Includes activity daily
- Eating an appropriate amount of carbohydrates at meals/snacks
- Understands how the diabetes medication works and takes it as ordered
Measurable Data Outcomes

- A1c
- Time in Range
- Blood pressure
- Weight changes
- Lipid Levels

Who do you share these outcomes with?
The participant? The physician? Anyone else????

Skilled Diabetes educators should no longer be satisfied only with
- participants showing up for their appointments,
- participants making huge strides in their self management of diabetes

We need to boldly document and quantify how our expertise in the field of diabetes has allowed us to provide person centered care which has allowed a person with diabetes to improve their outcome data!

For physicians

For leadership in our organizations

Which statement has greater impact?

"The individual’s A1c has decreased to 8.2 due to greater time in goal range. In addition the participant has successfully reduced his carbohydrate intake to 45 grams at each meal and he continues to take 20 units of his long acting insulin each evening”

"Dr B, Over the last 6 months you have referred 30 people with diabetes to our diabetes education program. We would like to let you know that 83% of these individuals have decreased their A1c to <8.0. In addition, 28 of the 30 (93%) have reduced their weight by at least 5 pounds."
What Information Do You Need to Access and Collect?

<table>
<thead>
<tr>
<th>Referral Information:</th>
<th>Metrics:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician name</td>
<td>Age</td>
</tr>
<tr>
<td>Date of Initial Referral</td>
<td>Weight</td>
</tr>
<tr>
<td>Person with Diabetes Name</td>
<td>Blood Pressure</td>
</tr>
<tr>
<td>Visit dates</td>
<td>Lipid Levels</td>
</tr>
</tbody>
</table>

**Metrics:**

- Age
- Weight
- Blood Pressure
- Lipid Levels

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**Referral Information:**

- Physician name
- Date of Initial Referral
- Person with Diabetes Name
- Visit dates

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**Marketing!**

- The action of promoting your services!
- Building awareness within the health care system of your existence and the impact on health outcomes.
Alignment to your organization is KEY!

Strategy

- Everyone in your organization needs to know what you do.
- Any provider that can refer individuals with diabetes to you needs to know what you do.

Be Specific !!!

Ask for Exposure
Connect with other departments – Find out their goals
Communicate your goals to others
Be aware of those that need to know what you do
Visit with referral sources
Get involved and ASK to be included

How can the diabetes education department assist you with person centered care? Allow you to meet your goals?

Visit physician offices
  • Endocrinologist, Primary care

Offer to speak at conferences
  • Obesity, Women’s, Wellness Center

Provide diabetes education to physicians, nurses, dietitians ...
  • Home Health, Inpatient

Partner with departments to offer enhanced health care
  • Renal Transplant, Mental Health, Patient Relations, Senior Center

How Diabetes Centers failed in 2019

- Increase patient satisfaction score by 15 through Diabetes Center STAR and HCAHPS version to CMS primary physician.
- Increase referral rate score by 15 with focus on ensuring Type 1 and Type 2 diabetes goals in transition strategies to decrease in-chrome utilizations.
- Collect and analyze outcomes to IOC: A1C YoY and align with the goal of highlighting quality assurance programs’ results.
- Diabetes education education of key relevant components on trade shows, health fairs, ADA, and diabetes medications.
- Improve partnerships with Area HealthCare Departments to provide diabetes education for the larger community of patients.
Thank you!