

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
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 - 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.

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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.

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“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.
The referral source receives documentation
- 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




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“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




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Measurable Data Outcomes

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



Do you have the ability to track these measures??

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

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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

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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.”

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What Information Do You Need to Access and Collect?

Referral Information:	Metrics:
Physician name	A1c
Date of Initial Referral	Weight
Person with Diabetes Name	Blood Pressure
Visit dates	Lipid Levels

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TO SELL IS HUMAN
Daniel H. Pink

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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.

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SHARP

Mission Statement
It is our mission to improve the health of those we serve with a commitment to excellence in all that we do. Our goal is to offer quality care and programs that set community standards, exceed patients' expectations and are credited in a caring, convenient, cost-effective and excellent manner.

Values and Values
Sharp will transform the health care experience through a culture of caring, quality, safety, service, innovation, and excellence and be recognized by employees, physicians, patients, volunteers, and the community as:

- The best place to work,
- The best place to practice medicine, and
- The best place to receive care.

Sharp will be known as an excellent community citizen embedding an organization of people working together to do the right thing every day to improve the health and well-being of those we serve. Sharp will become the best health system in the universe. Sharp's core values are integrity, caring, safety, innovation and excellence.

Sharp HealthCare adopted seven Pillars of Excellence as the foundation for its vision to transform the health care experience. The Pillars — Quality, Safety, Service, People, Finance, Growth and Community — are a visible testament to Sharp's commitment to become the best health care system in the universe by achieving excellence in these areas.

SHARP Diabetes Centers

Sharp Diabetes Centers Mission for 2019
Sharp Diabetes Center's mission is to provide persons with Diabetes the best patient **experience, comprehensive, Diabetes Self Management Education and Support** focusing on:

- **Improved Diabetes Care primary prevention (A1C, BP, Lipid, HbA1c)**
- **Prevention of positive behavior changes**
- **Up-to-date education regarding Diabetes medications, technology and devices.**

We will provide this education in a timely manner and will communicate with the patient's physician and discuss all of Diabetes Self Management Training education activities.

Sharp Diabetes Centers Goal for 2019
To increase physician referral rates by 25% through marketing Diabetes Center 2019 and 2017 services to CME primary physicians.

To increase overall patient scores by 1% with focus on service (Surveys) and Type 2 Diabetes) as well as compliance strategies to increase the adherence for patients.

Collect and analyze outcome data for A1C, BP, Hb, and Lipid with the goal of highlighting positive outcomes of patient results.

All Diabetes education educators will pass relevant competencies on insulin teaching, insulin pumps (U100) and Diabetes medications.

Coordinate partnership with Sharp Health Care Departments to provide Diabetes education about for a larger community of interest.

Alignment to your organization is KEY! #AADE19

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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 !!!

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Ask for Exposure

Where Have We Been?
Sharp Diabetes Centers work with people diagnosed with Type 1, Type 2 and Gestational Diabetes. We are all committed to helping our patients manage their diabetes.

We teach patients how to use blood glucose meters, continuous blood glucose monitors, insulin pumps.

We educate patients about their personal diabetes management.

We assist patients in identifying correct meal plans and exercise regimens. Programs are available daily.

SHARP Diabetes Centers
Sharp Diabetes Center's mission is to provide persons with Diabetes the best patient **experience, comprehensive, Diabetes Self Management Education and Support**.

The Important Diabetes Education Team at SHARP works closely with all medical staff to achieve "Perfect Exposure Day" for all patients and provides diabetes education opportunities from the hospital.

Where We Are Going
Our new on-line diabetes education is centered on the needs of each individual patient.

We are focusing on:

- Improving Patient Experiences for those living with Diabetes
- Partnering with patient physicians to increase positive personal health outcomes of A1C and weight.
- Empowering patients to use their diabetes medications more effectively through patient education and adherence.
- Continuity of care between hospital and residential diabetes education and resources.

We'll work together to develop confident and motivated patients that allow them to achieve blood sugar control on a daily basis.


The Diabetes Self-Management Education is available at 3 different locations: Sharp Chiropractic Pavilion at 1000, Sharp Pavilion at 1000 and 1001. These educators work one-on-one with patients to help them understand self-management of Diabetes by focusing on medication, exercise and diabetes medications.

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- ☀️ 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?



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- 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

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Sharp Diabetes Centers Goals for 2019

To increase physician referral sources by 10% through marketing Diabetes Center DSMT and MNT services to SCMG primary physicians.

To increase overall patient census by 3% with focus on servicing Type 1 and Type 2 diabetes, as well as incorporate strategies to decrease no show rates for all patients.

Collect and analyze outcome data for A1C, BP, Wt. and Lipids with the goal of highlighting positive outcomes of patients' results.

All diabetes education educators will pass relevant competencies on insulin teaching, insulin pumps, CGMs and diabetes medications.

Create new partnerships with Sharp Health Care Departments to provide diabetes education classes for a larger community of interest.



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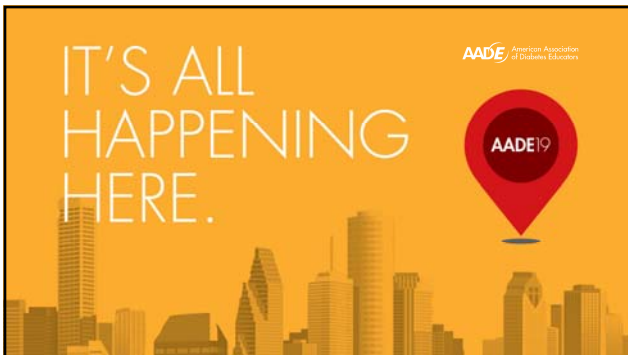
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