Please complete the Handout
“Identify Your Strengths and Opportunities”

1. Rate Your Key Skills
   – 1: You are rock star
   – 2: I am good
   – 3: Opportunity for growth
2. Which industry are you most interested in?
3. Rate your Skills

Where the Industry Jobs Are and the Skills You Need to Land them
“Diabetes Educators in Industry”
COI Spotlight

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Disclosure to Participants

Notice of Requirements for Successful Completion
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:
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Course Outline
- Current Healthcare Environment
- Journey of 4 CDEs
  - Mobile and Digital Health
  - A Pharmaceutical View
  - Start-ups and Device Technology
  - Exercise
- Interactive Tool

Learning Objectives
- Discuss the changing healthcare landscape
- Identify new roles for diabetes educators
- List critical skills for new roles
- Discuss leadership opportunities
- Discuss lessons learned in navigating new roles

Healthcare Environment in 2016

Disruptive trends are revolutionizing the health industry today. These trends are impacting the delivery of healthcare care:

- Connectivity
- Interoperability
- Personalization
- Telemedicine
- Behavioral Health
- Digital Health
- Wearables
- IoT
- Artificial Intelligence
- Big Data
- Blockchain

497 reviews (read below)
More Focus On Diabetes

Diabetes Leaders Needed

Education is Key

Time to Lead and Innovate

Mobile Health
aka
mHealth, Wireless Health, Digital Health, Connected Health, eHealth, Remote Monitoring

“Healthcare is a Click Away”
You can’t list your iPhone as your primary-care physician.

Early 1980s: Biostator Research – “What the heck is a biostator and a glucometer?”
1980s: For Profit Diabetes Centers – “I don’t believe in for-profit healthcare.”
1990s: Diabetes Disease Management Programs – “There should be standards for these things”
Late 1990s: High Risk Population Management – “What does a diabetes capitated life even mean?”
Early 2000s: Med Device Integrations/Wrap Around Services – “FDA Regulations, is that like JCAHO?”
Today: Diabetes mHealth – “User Interface, platforms, bugs… huh?”
The Future: Retirement – “Hmmm, I wonder if I could start my own company then and…?”

There’s An App For That!

Is Mobile Healthcare The Future?
What is mHealth?

No Common Definitions

- Foundation for the National Institutes of Health (FNIH)
  mHealth is “the delivery of healthcare services via mobile communication devices”

- NIH Consensus Group
  “mHealth is the use of mobile and wireless devices to improve health outcomes, healthcare services and health research.”

Growing Industry With Unique Offerings

Working in mHealth is Happiness

- Opportunity for innovation/creativity
- Working remotely
- Continuously learning
- Diabetes knowledge & patient experience is valued
- The “Big Bang Theory” in real life
- Helping millions vs. hundreds
- Growth and new skill sets
- Chance to change the world
- Potential financial rewards
Working in mHealth Requires An Appetite for New Challenges

- New language/terminologies/translation
- Virtual working
- Bridging the gap
- “Teaching the Elephant to Dance” syndrome

Types of DE Roles & Skills/Knowledge

- Founder! - why not?
- Innovation
- Regulatory/Quality
- Marketing/Sales
- Clinical
- Operations
- Consumer Engagement
- Change Agent
- Smartphones/Software
- Acumen
- FDA
- Social Media
- Project Management
- Sense of Humor

Laurel’s Lessons Learned

A Pharmaceutical View

3 Key Messages about Pharma

- Medication adherence limits the patient’s ability to successfully manage their diabetes.
- There are many ways to support PWD and their HCPs
- There is a bright future in industry for CDEs and our patients need us there.

Medication Adherence Matters

- Adherence to long-term therapy for chronic disease in developed countries averages approx 50%.
- Reduced medication adherence not only results in poor health outcomes but also has a significant impact on healthcare costs.
- “Taking Medication” is one of the AACE 7 Self-Care Behaviors®

There is a growing evidence base that DSME improves clinical measures, reduces complications, and improves patient quality of life. Economic analyses show that DSME reduces health care system utilization and costs. A meta-analysis of several studies linked DSME to fewer hospitalizations, lower direct medical costs, and positive return on investment.

Who is getting diabetes education?

CDC reports on adults with diabetes and private insurance 2011-2012

7% within 1 year of diagnosis
4% with Medicare
Opportunity

http://www.cdc.gov/mmwr/pdf/wk/mm6346.pdf
Accessed April 10, 2016

My Journey to Industry

- RDN, CDE with 25 years Clinical Experience
  - 20 years private practice
  - 5 years Manager Professional DM Education Program
- AADE chapter president, BOD of BDI, Peer reviewed publications
- My Passion: Diabetes
- What I bring to Industry: Patient and HCP perspective, clinical skills, Education/behavior change, translate science, creative, relationships
- What I do in Industry: Program development, Training, Human Factors Studies, Networking

Pharmaceutical Industry

Benefits
- Reach a broad audience
- Diverse roles
- Growth opportunities
- Self motivated colleagues
- Opportunity to learn
- Autonomy
- Content expert

Challenges
- Comply with regulatory and compliance
- Perceived differently
- Getting colleagues to understand value you bring
- No boundaries
### Field Sales Representative

**What You Do**
- Sell and promote products
- Implement marketing and sales strategies
- Communicate technical and scientific data
- Responsible for achieving goals
- Assigned territory

**What You Need**
- Bachelor’s degree
- Self-starter
- Goal and results driven
- Strong customer service
- Work independently
- Sales experience

### Clinical Educators

**What You Do**
- Product/Disease State education to PWD and HCP
- Territory and clientele
- Build relationships and trust
- Full or part-time
- Advocacy

**What You Need**
- Clinical Management
- Education/Behavior/MI
- Patient and HCP perspective
- Communicator/Presenter
- Work independently

### Science Liaison

**What You Do**
- Build advocacy
- Disease state consultation
- Presentations to internal and external audiences
- Deliver clinical and scientific information to professionals
- Research studies
- Advisory boards

**What You Need**
- Advanced professional license or CDE
- Mastery of disease state and product knowledge
- Stellar presentation skills
- Expert interpersonal skills
- Effectively communicate medical data/concepts
- Ability to travel

### Home Office

**What You Do**
- Medical
- Training
- Advocacy
- Medical Information
- Call Center
- Marketing
- Vendor

**What You Need**
- Clinical Management
- Patient and HCP perspective
- Communication skills
- Team Player
- Presentation skills
- Tech savvy

### 3 Key Messages about Pharma

- Medication adherence limits the patient’s ability to successfully manage their diabetes.
- There are many ways to support PWD and their HCPs
- There is a bright future in industry for CDEs and our patients need us there.

### Disruptive Technology Start-Up Opportunities
Back in 1986

• Technology brought me to diabetes care
• Did not “loose my skills”, developed new ones
• Brought Light to the Dark Side
• Collaborative Atmosphere

Skills I learned along the way

• Presenting and Persuading
• Work independently in a group
• Selling is just good listening, educating and fulfilling needs
• Take/create opportunities to lead

Diabetes Device Market

New Roles and Opportunities

• Product development, engineers need us!
• Training and education
• Sales/Customer Support
• Create leadership roles
• Remote Monitoring, learn new technology

AP in the next 5 years

View of the future

• It is still diabetes – need education and problem solving techniques
• Remote communication – augments care, does not replace in-person communication
• More inter-professional collaboration needed
• Diabetes Educators have to be leading
Exercise is Medicine

**Exercise**

- **BENEFIT:**
  - Health, Body and Mind

- **TYPES:**
  - Strengthening exercises
  - Cardiovascular exercises
  - Flexibility exercises
  - Relaxation exercises

- **Different dose for different folks**
  - Frequency
  - Intensity
  - Time commitment
  - Types of exercises
  - Health Condition
  - Fitness capacity
  - Personal situation/preference

**Clinical Exercise Physiologist**

- Healthcare professional in exercise training in medical environment
- **Expertise – Chronic Diseases / Disorders**
  - Cardiovascular Diseases
  - Pulmonary Diseases
  - Metabolic Diseases/disorders
  - Others

**Opportunities as a CEP, CDE**

- Cardiac rehabilitation
- Exercise program for variety of patient
  - Clinical programs / Community based programs
  - Private practice – patients under physician care
  - Post-operation, post-therapy exercise training
- Diabetes Self Management Education
- Certified Pump Trainer
- Research

**CEP in Diabetes Education**

- **Benefits**
  - Exercise is Medicine ~ Insulin
  - Extension of the CEP profession
  - KSA in dietary intake

- **Challenges**
  - “New kid in the block”
  - Additional area for KSA for CEP
  - Not well understood component of DM

**Interactive Tool**
Your Turn

• Partner up or reflect on your own
• Identify Your Next Steps and How You Will Get There

Join Diabetes Educators in Industry

Thank You and Remember…

Or….

Go to Italy.
Be a zamboler.