

## Board Update

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To: AADE Coordinating Bodies and Members  
From: Chuck Macfarlane, CEO  
Board Meeting Dates: November 10, 2018 & December 6, 2018

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The American Association of Diabetes Educators Board of Directors met on November 10, 2018, and via conference call on December 6, 2018. Several items of interest to the membership were discussed. An overview of the Board's points of discussion are provided below.

### **Strategic Plan**

The Board initiated discussion on the development of the association's next strategic plan. Terrance Barkan, Principle, GLOBALSTRAT, was retained by the Board to facilitate the project. The process was initiated with an overview of the Board's assessment of the association's strengths and opportunities across three dimensions, including clinical management, the clinical team's satisfaction/experience and self-management. This assessment was based on the organization's extensive stakeholder engagement over the last year in development of a vision for the specialty.

### **Vision for The Specialty**

The Board's Stakeholder and Member Relations Committee shared plans for the launch of the recently developed vision for the specialty. The initial member-facing components of the launch will include two live webinars and a video to provide members with an overview of the vision. The video of the presentation will be available for those not able to participate in the live webinars. Participants will also receive a list of frequently asked questions. A dedicated webpage and visual identifier for the project have been developed to build understanding and excitement for this future-forward initiative.

We encourage all members to participate in one of the webinars or to view the video at their convenience. More information about [Project Vision](#) can be found on AADE's website.

### **Programs, Products and Services**

The Board discussed current actions designed to build awareness of and participation in AADE's online Communities of Interest – a peer-to-peer resource that is free for all members. COIs provide consultation and learning opportunities for educators. COI members can ask questions and gain insight into other educators' approaches to some of the most challenging issues our members face. At the meeting, staff provided insight into the most successful COIs and the results of an extensive investigation of member value, community coordinator roles, and enhancement to staff support. Opportunities to build more robust COIs were also discussed. To access AADE's Communities of Interest, go to [My AADE Network](#).

Diabetes Advanced Network Access (DANA), AADE's new technology platform for educators, completed its first quarter of operation. Staff shared very strong metrics on the platform's performance. Expectations were exceeded with over 4,000 participants a month visiting the site. All members are encouraged to [login](#) and explore this free benefit to AADE members, which includes a free six-hour online course on continuous glucose monitoring.

The Board evaluated our Continuing Education Approver and Provider Unit that supports AADE's education development and is a resource to support the provision of education through our coordinating bodies and local networking groups.

### **Advocacy**

The Board received the attached report that outlined our Advocacy activities for the quarter. This included the appointment of Jasmine Gonzalvo, PharmD, BC-ADM, CDE, FAADE, Clinical Associate Professor, Purdue University, and Clinical Pharmacist, Eskenazi Health, Indianapolis, IN, to the Federal Clinical Care Commission – a federally mandated commission that engages across all federal diabetes-related agencies to assess and evaluate diabetes care strategies within the federal government.

### **Human Resources**

Christine Carter-Eggers, Director, Human Resources, provided the Board with an overview of AADE's human resource function. As the association's greatest expense and most valuable asset, it is important for the Board to have insight into this critical staff function. The overview included information on AADE's approach to recruitment/retention and comparisons to industry benchmarks for turnover rates, compensation, and benefits, which ensures internal parity, as well as external market alignment.

### **Budget**

Financial statements through September were reviewed, along with financial projections through the end of the year. AADE is projecting a solid year financially, exceeding budgeted net revenue and enabling a contribution to reserves. The Board also reviewed and approved the 2019 Budget which projects revenue of \$12,976,000 and a net income of \$25,000.

The Board reviewed progress toward the organization's 2018 corporate objectives, with a positive report across each area. The 2018 goals include achievement of budgeted net income, establishing a vision for the specialty, benchmarks for implementation of a diabetes prevention program product line, DANA development and launch, advancing thought leadership in population health, and expanding utilization of AADE's Communities of Interest. The Board also reviewed and discussed the draft 2019 corporate objectives and provided input into a final version designed to advance the organization.



Finally, the Board approved the 2018 Annual Business Meeting Minutes, a charge for the newly formed Awards Committee, and modest edits to several Board policies.

As a reminder, each Coordinating Body has a Board member appointed to serve as its liaison to the Board. These individuals are happy to talk with you about any issues that are concerning to your state. Find out who your Board liaison is [HERE](#).



### **AADE Advocacy Update**

The AADE Advocacy Department has been actively engaged in advancing policies that support the work of the diabetes educator, reinforce the critical importance of diabetes education, and remove barriers that may affect a person with diabetes from self-managing their diabetes. The following summary provides an overview of the main areas of focus for the Advocacy Department this quarter.

#### **Expanding Access to DSMT Bill (H.R. 5768, S. 3366):**

- **Senate Introduction:** On August 22, Senators Jeanne Shaheen (D-NH) and Susan Collins (R-ME) introduced the Expanding Access to Diabetes Self-Management Training (DSMT) Act (S. 3366) in the U.S. Senate. This is the Senate companion to H.R. 5768. Tiffani Williams from Baker Donelson was instrumental in coordinating the introduction of this legislation with Senator Shaheen's office.
- **Communication:** To engage our grassroots advocates, AADE communicated the introduction of the Senate bill through the following channels:
  - Social media posts including Facebook and Twitter
  - Facebook Live discussion of the bill on 8/27
  - All member e-mail
  - Advocacy Forum Post
  - Blog Post posted to all CB pages
  - Advocacy Committee targeted message
  - Update in September FORWARD
  - Outreach to individual members with congressional connections
- **Hill Meetings:** The Diabetes Advocacy Alliance (DAA) conducted over 25 meetings this quarter with key congressional offices in both the House and Senate. These include meetings with Senate Finance Committee staff, as the Senate Finance Committee has jurisdiction over this legislation in the Senate. Jennifer Summa from Baker Donelson specifically arranged a meeting with Senator Chuck Grassley's staff and Baker Donelson continues to represent AADE at these (and other) meetings. Staff has been working with Baker Donelson to generate constituent support from diabetes educators to coincide with congressional meetings.
- **AADE Engagement:** AADE members have sent over 2,100 letters and conducted numerous meetings to support the passage of this legislation.
- **2019 Strategy and Next Steps for 116<sup>th</sup> Congress:** There is little time remaining to pass this legislation in the current congress. The DAA and AADE have been working to lay a solid foundation to introduce this legislation once the new congress begins in January. DAA is also working on a cost-savings analysis for this legislation. This is an important piece in advancing the legislation.

Following the November 6, midterm elections, AADE will work with Baker Donelson and the DAA to assess what to expect in the 116<sup>th</sup> Congress and finalize the strategy for reintroduction of the DSMT legislation. AADE will then develop a plan for advancing this legislation in the 116<sup>th</sup> Congress, which will include outreach to key offices, grassroots mobilization, targeted Hill visits during the 2019 Public Policy Forum, finalizing the cost-savings analysis, and ongoing stakeholder engagement.

### **Monitoring of Federal Legislation:**

In addition to proactively advocating for the Expanding Access to DSMT bill this quarter, AADE also tracked other federal bills. Most notable include:

- **The Patient's Right to Know Act/Know the Lowest Price Act:** This legislation would ban pharmacies from using "gag clauses" which prohibit pharmacists from informing customers that their medicine may be cheaper if they pay cash for certain drugs rather than using health insurance. This legislation passed Congress in late September and was signed into law in October. Staff shared this information via the Advocacy Forum on My AADE Network and will publish in the November issue of FORWARD. Staff has also shared this information during advocacy presentations at 3 state CB meetings this quarter. (Note: The legislation was passed and signed into law in early October.
- **Federal Spending Bills:** AADE closely monitors federal spending bills affecting the agencies that oversee diabetes policy within the government. In September, the Congress passed the Labor, Health and Human Services funding bills for fiscal year 2019. AADE will keep members apprised throughout the year regarding federal spending legislation and anticipated impact on diabetes educators and people with diabetes. AADE will also look for opportunities to comment to Congress on the impact of funding for federal agencies.

### **Regulatory Activities and Submission of Federal Comments:**

AADE submitted comments to the Centers for Medicare and Medicaid Services (CMS) on issues this quarter:

- **Medicare Physician Fee Schedule Proposed Rule:** AADE provided comments to CMS in response to the Medicare Physician Fee Schedule (MPFS) proposed rule for calendar year 2019. AADE shared these comments with AADE members through My AADE Network and the September FORWARD newsletter. AADE also developed and disseminated an analysis of the provisions contained in the rule to members. CMS is expected to release the MPFS final rule in early November. AADE will communicate with members upon the release of this rule.
- **National Competitive Bidding Program:** AADE submitted comments to CMS in response to the End Stage Renal Disease (ESRD) Prospective Payment System and Durable Medical Equipment, Prosthetics, Orthotics and Supplies (DMEPOS) Competitive Bidding Program (CBP) proposed rule. AADE expressed concerns about low reimbursement for diabetes testing supplies and was able to coordinate with other stakeholders, including the Diabetes Access to Care Coalition, on this issue. The Diabetes Access to Care Coalition is a non-profit organization representing manufacturers of diabetes testing supplies. AADE collaborates with this group when there are issues of shared interest. This letter was communicated to members through the September FORWARD newsletter.

- **Medicare Advantage Plans Using Step Therapy:** In early August, CMS rescinded 2012 guidance prohibiting Medicare Advantage Plans from using step therapy. AADE sent a letter to CMS Administrator Seema Verma urging CMS to reconsider this policy change. This was also disseminated to members through the September FORWARD newsletter.

### **Federal Appointments:**

AADE looks for opportunities, when possible, to appoint diabetes educators to be involved in federal initiatives and serve on important committees and panels. These federal appointments position diabetes educators to directly influence policy decisions.

- **National Clinical Care Commission:** Jasmine Gonzalvo, PharmD, BCPS, BC-ADM, CDE, LDE, FADE has been appointed by U.S. Secretary of Health and Human Services Secretary Alex Azar to represent diabetes educators as a member of the National Clinical Care Commission (NCCC). Jasmine will be sworn in on October 31, the day of the NCCC's first meeting. A press release has been scheduled to go out on October 31 per the request of the NCCC.
- **2020 Dietary Guidelines Advisory Committee:** Joanne Rinker, MS, RD, CDE, LDN, FADE has been nominated to serve on the 2020 Dietary Guidelines Advisory Committee. AADE is awaiting a response regarding finalization of appointments to this committee.

### **State Activities:**

- Staff presented at 3 CB meetings this quarter including California, Utah, and Kentucky. Staff will provide an update at the Iowa CB meeting in mid-November.
- Staff is seeking state monitoring platforms to better track state level legislation and proactively inform state CBs when issues arise.
- Effective 12/1/2018, Michigan Medicaid will cover CGM. The MI Dept of Health and Human Services initiated a comment period to address coverage. AADE engaged the MI CB and submitted comments in response to this proposed rule. AADE also communicated with Dexcom and Abbott regarding submission of comments.
- AADE responded to an issue affecting children under California Children's Services (CCS), a subset of California Medicaid (Medi-Cal). The state made policy changes resulting in decreased reimbursement for therapeutic CGM. This brought reimbursement for suppliers well below acquisition cost leading to disruption in care for children with diabetes under this program. AADE is working with the California CB, Dexcom, and other stakeholders to take action on this issue.
- Staff engaged the Ohio CB to promote a lobby day for the Ohio Coalition to End Step Therapy. This lobby day will take place in Columbus on November 13.

### **Member Engagement:**

- **My AADE Network:** Staff has been working with the Advocacy Committee to improve member engagement, especially regarding advancing the Expanding Access to DSMT bill. The Advocacy Department has been focused on more frequent communications to members on advocacy activities and using the Advocacy Forum on My AADE Network to engage members on advocacy issues. The Advocacy Department is working to build an advocacy network in the following two ways:

- Increase subscribers to the Advocacy Forum on My AADE Network
- Increase content and communications on this site.

The Advocacy Committee is developing a communications plan to create regular content for this site. There have been 12 (almost weekly) discussion posts and two blog posts this quarter and increase from previous quarters.

- **Advocacy Webinar:** Baker Donelson will be conducting an advocacy webinar on December 4. This cover will cover the Expanding Access to DSMT Act, the November elections, and the outlook for the 116<sup>th</sup> Congress. AADE will be offering CE for this webinar. This webinar was made possible by the sponsors of the 2018 Public Policy Forum and we will use this webinar as an opportunity to recognize the support of these sponsors.
- **Advocacy Website:** The Advocacy Department has been working with the Marketing and Communications Department to update and revise this section of the website. A preliminary redesign plan has been submitted and is in progress.
- **Public Policy Forum:** Planning is underway for the 2019 Public Policy Forum. This event is set to take place in Washington, DC May 19-21. Staff has been working to identify new ways to engage participants in this event.

#### **Stakeholder Meetings:**

AADE monitored and/or participated in key meetings this quarter. These include coalition meetings and governmental meetings:

- Staff and a representative from Baker Donelson attended the September 12 DAA quarterly in-person meeting in Washington, DC.
- Baker Donelson represented AADE at the October 12 Alliance for Aging Research informational meeting focused on the upcoming FDA Advisory Committee Meeting examining the FDA's guidance that requires pre- and post- approval cardiovascular trials (CVOTs) for type 2 diabetes drugs. AADE will monitor the actual FDA Advisory Committee of the Endocrinologic and Metabolic Drugs Advisory Committee scheduled for October 24 and 25.
- AADE participated in an October 16 meeting hosted by the Office of Minority Health. This was a meeting of their advisory committee on minority health.
- AADE monitored an October 9 workshop hosted by the National Academy of Sciences, Engineering and Medicine (NASEM) addressing the "Current Status and Response to the Global Obesity Pandemic."
- AADE will attend the November 7 DAA/Office of Disease Prevention and Health Promotion Healthy People 2020 diabetes stakeholder meeting on diabetes self-management education and support. Leslie Kolb, Chief Science and Practice Officer, was asked by the meeting hosts to help guide the content development and in the identification of and outreach to speakers.
- AADE will also monitor the FDA Patient Engagement Advisory Committee (PEAC) meeting scheduled for November 15. The PEAC provides advice to the FDA Commissioner on complex issues relating to medical devices, the regulation of devices, and their use by patients.

- AADE continues to actively engage with the Health Equity Collaborative. Leslie Kolb leads the Strategic Design Workshop as co-chair.
- Staff met with advocacy representatives from Dexcom, Insulet, Sanofi, Xeris, and the National Diabetes Volunteer Leadership Council to discuss shared advocacy interests.