

Ideas for Keeping DSMES Programs Strong

Streamline Your Processes

Find processes in your program that can be streamlined to lessen the administrative burden. For example, instead of creating a program and materials from scratch, lean on best practices and proven resources.

Incorporate Branding Into Your Program

Branding is very important. Develop a logo and use it consistently across your materials and in your marketing and giveaways. It helps with building awareness of your program and presenting a professional image.

Articulate Your Value

Be sure that you come up with an “elevator pitch” about your program that tells providers and referral sources specifically what’s in it for them. Gather outcomes from your program and capture success stories. Share them with providers to help them understand how the utilization of the DSMES can complement their practice.

Get Out of Your Office

Just because you build it doesn’t mean participants or referrals will come. Get out of your office and make one-on-one contact with providers and referral sources in your community. Attend wellness screenings and have your flyers on hand at community events. Consider offering your DSMES at locations where the participants live, work, and play.

Contact Your State Health Department

Find out what resources are available to you and your participants. There is more than enough diabetes to go around, and we all have to work together to help each person with diabetes to live their best life.