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A Message from the Director

2007 – A Time to Create a New Reality

News headlines throughout last year constantly proclaimed the ever-increasing incidence of diabetes in the United States. In 2006, more Americans than ever before were being diagnosed and living with the disease.

Diabetes and its Awful Toll Quietly Emerge as a Crisis

The New York Times, January 9, 2006

Diabetes is Seen as a Rising Risk in Mothers-to-Be

The New York Times, February 18, 2006

State Details a Sharp Rise in Obesity and Diabetes; Health Crisis Seen Defying Remedies

The Boston Globe, March 22, 2006

Obesity and Diabetes Present a Crisis That All Must Confront

The Boston Globe, April 20, 2006

Rising Diabetes Threat Meets a Falling Budget

The New York Times, May 16, 2006

Global cases of diabetes skyrocket

Chicago Tribune, June 11, 2006

More Americans living with low vision; Aging population and growing rates of obesity, diabetes increase incidence of debilitating loss

The Houston Chronicle, September 24, 2006

A quiet epidemic: Diabetes is now so widespread in the city, particularly in minority communities, it is almost impossible to find a neighborhood untouched

The Boston Globe, December 3, 2006

Diabetics in the Workplace Confront a Tangle of Laws

The New York Times, December 26, 2006

2007 offers an opportunity for us to *change diabetes*. There is a real passion on the part of everyone in the diabetes community to have a "win", and there is only one "win" to be had: a decrease in the number of new cases of diabetes. There do not have to be 20.8 million Americans living with the disease. We can get to 15 million, and then 12 million and eight million.

2007 offers the opportunity to rewrite history.

The National *Changing Diabetes*SM Program has enjoyed a full year of getting established in the healthcare community and partnering with others in so many innovative ways. Passion for the cause, new thinking, defining a goal, and working together are the fundamental ingredients for change.

I value the passion in each of you. Many of the projects that the NCDP is undertaking are ground-breaking. For example, the Federal Spending Impact Study, whose findings will be announced in the first quarter of this year, will report on the effect the government is having on diabetes across all federal agencies.

We have a goal, and a responsibility, to change diabetes. This means having fewer Americans diagnosed in 2007 than were in 2006, and fewer Americans with the disease experiencing complications.

The news headlines can read differently. Imagine changing the story to say:

Diabetes: Shrinking Crisis

Number of Americans Diagnosed with Diabetes Declines 5% in 2007

Quality of Life for Many Americans Improves as Diabetes Comes Under Control

On behalf of the National *Changing Diabetes* Program team, it was an honor and a pleasure to work side by side with you in 2006, and we know that the coming year is our chance to find even more passion and drive for change. 2007 is a year of hope. With all the promising opportunities we are undertaking in the new exciting year of 2007, we look forward to future collaborations and ultimately, the success of reaching our goal of *changing diabetes*.

Dana Haza



Senior Director
National *Changing Diabetes* Program

The National *Changing Diabetes* Program would like to take this opportunity to thank the individuals and organizations who lent their time, expertise, and personal vision to help promote the goals of NCDP in 2006. Thank you all!

NCDP Partners and Advisors

American Academy of Family Physicians
American Association of Clinical Endocrinologists
American Association of Diabetes Educators
American College of Physicians
American Diabetes Association
Center for Health Transformation
CNN/Time Warner
Gallup
Healthy Memphis Common Table
Kaiser Permanente

Maryland Department of Health
Memphis Business Group on Health
National Business Coalition on Health
National Committee for Quality Assurance
Princeton University
Pro Care Rx
The Robert Wood Johnson Foundation
WebMD
St. Joseph/Candler
Memphis Chamber of Commerce
University of Tennessee

NCDP Employer Workshop Participants

American Cast Iron Pipe Company
BeneScript Services, Inc.
Birmingham Jefferson Co. Transit Authority
Blue Cross Blue Shield of Alabama
Care Focused, Outcomes Driven
City of Savannah
Cobb County Government
Coca-Cola Enterprises Inc.
Drummond Company, Inc.
Element Health
Gulfstream Aerospace
Health Systems
Homrich & Berg, Inc.

Lockheed Martin Aeronautical Systems Company
Memorial Health
Moore-Handley, Inc.
Pro Care Rx
Savannah Business Group
Seacrest Partners
Shelby County (AL) Board of Education
St. Joseph/Candler
UAB School of Medicine
Unisource Worldwide, Inc.
Veal and Cloud, LLC
WellStar Health System

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Laura Hanson, Highsmith, Inc.
David Hom, Pitney Bowes, Inc.
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Federal Spending Impact Study

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Have You Checked Out www.DiabetesXChange.org Yet?

In the November newsletter, NCDP announced the launch of a new Web site, www.DiabetesXChange.org. DiabetesXChange is a first-of-its-kind online resource that brings together members of the diabetes community and showcases diabetes initiatives and programs happening all over the country. Any healthcare professional, community worker, teacher, business, or other member of the diabetes community can visit the site, fill out a description of their program, and post it to the Web site for other visitors to read about. As of the launch date on November 15, over fifty exciting initiatives addressing the needs of people with diabetes in America had been posted, and the list continues to grow.

DiabetesXChange features a searchable database of programs, information on NCDP and diabetes in general, and links to partner organizations. But NCDP is not stopping there. Thanks to your suggestions, we are exploring adding new features to the Web site, such as podcasts of interviews with diabetes experts, articles about living with diabetes, and other exciting multimedia resources for the diabetes community. Visit often to see what's new!

NCDP would like to thank everyone who has submitted their programs or initiatives so far. It is when we get together and share our collective experience that we can make a lasting difference.

If you haven't had a chance to check it out, visit www.DiabetesXChange.org today and see what the buzz is about!

New NCDP Project Initiatives Starting in 2007

National Diabetes Report Cards

NCDP will develop a national benchmark assessment tool to measure the current state of diabetes in America in three important areas: Societal, Economic & Clinical.

The National Diabetes Report Cards are designed to evaluate the current state of diabetes, focusing on public knowledge and perception of diabetes, the economic impact of diabetes, and the current state of clinical outcomes and their impact on diabetes in the United States. The National Diabetes Report Cards will serve as a benchmark against which future changes in the state of diabetes can be measured. The National Diabetes Report Cards will be published in 2007.

Renewed Reimbursement Models

NCDP will start exploring how traditional reimbursement models can be broadened and how to develop consumer incentives that will encourage proactive engagement in diabetes management.

One of NCDP's objectives is to identify and cause the adoption of positive incentives for good care and wise choices. Toward this objective, NCDP will collaborate with physicians and payers to develop a renewed reimbursement model and methodologies which include developing positive consumer incentives. The reimbursement project is expected to be launched in 2007.

The National *Changing Diabetes* Program Prepares for a New Web Site!

In January 2007, members of the diabetes community will be treated to a new NCDP Web site at www.ncdp.com. The new site will include features describing current programs, partners, and information on how you can get involved in NCDP. Information on NCDP's history and links to interesting and participating organizations will be listed. Please stand by for more information as we approach the launch of this exciting new resource!

NCDP Work Groups: Movement Forward in 2006

Coaching Work Group Finds Strength in Numbers

We all know that some things are easier to do with a friend. If you've ever tried a new diet or exercise regimen, you know that having a partner who is going through the same process can make you more likely to stick it out. This year, NCDP has taken that principle and applied it to the practice of patient care, to find out how peer coaching can help people with diabetes maintain behaviors or treatment that will lead to better health outcomes.

The patient coaching model was identified in the formative days of NCDP as a major focus area for the campaign. At a meeting in Chicago, IL, on November 15, NCDP officially kicked off its Coaching Work Group. The meeting brought together leaders in patient-controlled medical care, peer-to-peer patient care, and medical research to discuss models for NCDP to affect the way people with diabetes manage their own health.

Attendees of the launch meeting presented their professional research and personal experience to plan for the creation of a pilot program for NCDP to support. The goal of any resulting programs will be to provide people with diabetes with a support structure of individuals with similar experiences and challenges.

Employer Work Group Takes on Diabetes at Work

Employers and employer-supported healthcare programs have a great deal of influence on the health of their employees and their dependents. In September 2006, NCDP held its first meeting in Washington, DC to discuss the day-to-day challenges for employees living with diabetes and the economic cost of the disease for employers.

In December 2006, Employer Work Group members met again to report progress on program partnerships, and discuss return on investment and other incentives to encourage employers to become engaged in the pursuit of quality diabetes care.

Health Information Technology Helps Diabetes Get WIRED

Electronic medical records (EMRs) and personal health records (PHRs) will soon be standard throughout the healthcare system. NCDP leaders know that Health Information Technology allows individuals to be more responsible for the management of their healthcare. For a chronic disease like diabetes, it is essential for individuals to have the necessary tools and support systems available and easily accessible to manage their disease.

To address this need, NCDP has brought together leaders in health technology to form WIRED (Wellness, Information, Rewards, and ePHR's for People with Diabetes). The work group was launched in June and followed by monthly meetings with stakeholders, including healthcare professionals, computer technology experts, and patients. The PHR they are developing will work primarily by using a patient's existing support structures to encourage a change in patient and family behavior.

In 2006, the WIRED Work Group focused on developing a personal health record module for diabetes that can be incorporated into existing PHR and health management systems, while creating of an incentive program to maximize PHR adoption among people with diabetes.

NCDP Regional Projects: Bringing Change to Your Neighborhood

Maryland Diabetes Information Network

www.DiabetesInformationNetwork.com

Residents of Maryland now have a new resource in the fight against diabetes. Designed to be easy to replicate for other states, the Diabetes Information Network of Maryland launched its Web site in November, linking Maryland locals to relevant diabetes resources in their area. Resources on the site are organized by self-care behaviors, including healthy eating, being active, monitoring, taking medication, problem solving, healthy coping, reducing risks, and diabetes education.

Tennessee State Health Department - Continuing Medical Education

Until recently, public healthcare in Tennessee focused primarily on communicable diseases, lacking focus on chronic care generally and diabetes care specifically. As a result, poor control among people with diabetes has led to devastating complications. Now that the Tennessee Department of Health is shifting focus to Primary Care, NCDP will use a chronic care model to develop and provide diabetes medical education to public health employees.

Behavior Modification in Chicago, Illinois

Being active is a key component to the prevention and control of diabetes. In Chicago, IL, NCDP has partnered with three clinics—University of Chicago, St. Joseph Hospital and Medical Center, and St. James Diabetes Center—to implement a structured walking program among patients with diabetes. Participants will track their steps with a provided pedometer and be prompted with incentives to continue with the program. NCDP will use this new program to identify and share best practices that help individuals adopt healthy habits and ultimately healthy outcomes.

Georgia, Alabama, and Tennessee Employer Engagement

In 2006, the NCDP Employer Action Committee identified cities in Georgia, Alabama, and Tennessee to host diabetes workshops geared toward employers in those states. These workshops brought together professionals from local employers to discuss the clinical and economic impact of diabetes. The participants of these workshops were offered a free service called "Virtual Mentor", which provides healthy workplace counsel specific to each employee population and needs. The objective of these engagements was to aid employers in becoming more informed purchasers of healthcare benefits, ultimately leading to improved health and productivity for their employees living with or at risk for diabetes.

