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Letter from the Director: The Year Ahead

Across the country, the concept of change reverberates throughout our daily lives. While the new administration in Washington brings different ideas and a renewed focus on health care, the economic crisis reminds Americans of the importance of healthy living and cost savings attributed to disease prevention. This year, the National *Changing Diabetes*® Program (NCDP) continues to advance our vision of improving the lives of people affected by diabetes by creating change in the U.S. system of health care.

While we made many positive strides toward *changing diabetes*® in 2008, a great deal of work still remains to be done to continue raising diabetes on the national agenda and educating Americans about the importance of knowing their blood glucose levels and how this information can help prevent diabetes.

For NCDP, 2008 was a landmark year. We launched the National Diabetes Triple Barometer and challenged businesses and communities throughout the country to become champions of the National Diabetes Goal. I believe 2009 will prove to be just as critical to maintaining the momentum that NCDP gained last year and ensuring the battle against diabetes continues to be fought on the fronts where it matters the most—from the health care industry to the government to the homes of people affected by or at risk for diabetes.

This year, NCDP will continue to advance its ongoing initiatives, beginning with advocating for the reintroduction and advancement of National Diabetes Coordinator legislation in the 111th Congress. We will also continue catalyzing a national conversation on federal budget scoring by encouraging members of Congress to introduce new legislation that focuses on health care cost savings.

Also this year, the findings from the last of the National Diabetes Triple Barometer studies will be made public, as the Clinical Barometer study conducted by researchers at Thomas Jefferson University's School of Population Health is released. These findings will round out our efforts to capture the societal, economic and clinical aspects of diabetes in America, and will serve as a comprehensive reference for all stakeholders working to defeat diabetes.



Dana Haza, Senior Director,
National *Changing Diabetes*® Program

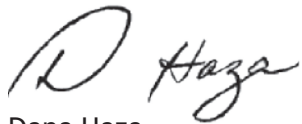
The National Diabetes Goal will also continue to raise awareness on the importance of identifying risk for diabetes, promoting blood glucose testing and taking necessary actions. NCDP will work to recruit new champions to join the 53 organizations that signed on last year and encourage their active participation in achieving the Goal.

Last but certainly not least, NCDP will begin to develop a plan for how to approach and implement changes to the health care financing structure to shift it from its current acute care model to a chronic care model that focuses on prevention.

We look forward to opportunities to make an impact on the lives of all Americans this year. With all of our initiatives, the effort cannot be done alone, and would not be complete without the insight and perspective our partners provide throughout the year. As always, my deepest thanks to those who have supported us along the way and who will continue to partner with us through the exciting changes to come in 2009.

If you have thought about becoming involved in any of NCDP's initiatives, there is always a seat at the table. Together, we will continue *changing diabetes*[®] in America.

Sincerely,



Dana Haza
Senior Director
National *Changing Diabetes*[®] Program

NCDP Takes Part in Changing Diabetes[®] International Seminar

New Global Barometer Web Site is Launched

In December 2008, Novo Nordisk, in partnership with the International Diabetes Federation (IDF) Europe and Oxford Health Alliance, hosted the first ever *Changing Diabetes*[®] Barometer International Seminar in Oxford, England. At the seminar, 120 participants from 20 countries—including medical professional, patients, policy makers and leaders in industry, media and academics—came together to discuss the value of data as a tool for change, and how the *Changing Diabetes*[®] Barometer can improve diabetes care by measuring and sharing data. Going beyond drug treatment, the *Changing Diabetes*[®] Barometer looks at issues such as access to care and access to health programs as a way to measure increased investment, improved care and better outcomes. The knowledge gained is beneficial for individuals with diabetes, health care professionals and policy makers. Videos and slides of presentations and discussions as well as photos from the seminar are available at barometerseminar.com.



Attendees at the *Changing Diabetes*[®] Barometer International Seminar in Oxford, England.

Representing the United States at the seminar, NCDP and representatives from the American Diabetes Association, American Association of Diabetes Educators, American Optometric Association, Caterpillar, Inc. and the Thomas Jefferson University took part in the discussions. According to Dr. Mike Taylor, Medical Director of Health Promotion at Caterpillar, Inc., "The international event was an outstanding opportunity to exchange ideas and benchmark our efforts with other countries. It was a unique and unprecedented event. The U.S. group is continuing the important work of developing and implementing a standard for measuring diabetes care in the U.S."

NCDP is currently working on a Clinical Barometer study, designed to evaluate the current state of diabetes in America, as part of its multi-phase National Diabetes Triple Barometer initiative. The Clinical Barometer, conducted with research partner Thomas Jefferson University's Jefferson School of Population Health, assesses how the quality of diabetes care is measured in the United States, identifies any existing gaps in these efforts and recommends improvements in the current practices of measure development, utilization and recording. Results from the Clinical Barometer will be released in 2009.

Since the launch of its Global Barometer initiative in 2007, Novo Nordisk has been collecting published data on diabetes care from around the world. Following the success of this international seminar, Novo Nordisk will be launching its global *Changing Diabetes*[®] Barometer Web site in late March: changingdiabetesbarometer.com. This information will now be available online and accessible to all stakeholders in the fight against diabetes. Featuring local data from countries around the globe, the Web site allows users to view diabetes information from a variety of categories including prevalence rates, quality of care, cost of care and access to care. Users will also be able to download source data, allowing for greater analysis and cross-referencing. The "Be Inspired" section on the new site features case studies and videos showing success stories in the fight against diabetes, including interviews with key American diabetes leaders Governor Mike Huckabee and ADA President George Huntley. The Web site will also feature the entire NCDP National Diabetes Triple Barometer when it is complete. To learn more, please visit changingdiabetesbarometer.com.

Reintroducing National Diabetes Coordinator Legislation in Congress

Updates on the Federal and State Levels

Representative Jay Inslee (D-WA) and Senator Thad Cochran (R-MS) have indicated that they hope to reintroduce the National Diabetes Coordinator legislation early in the 111th Congress.

The National Diabetes Coordinator Act of 2008 (H.R. 4836, S.2742), originally introduced by Rep. Inslee and Sen. Cochran, calls for the creation of the position of National Diabetes Coordinator within the Department of Health and Human Services, to serve as the "principal advisor to the Secretary on ways to save lives, improve the quality of life and save money for taxpayers and patients by reducing the rates of diabetes and its complications." It also gives the Coordinator specific responsibilities and authority to utilize and coordinate assets within the federal government to work toward preventing and reducing instances of diabetes in the country. The legislation includes a sunset provision, which would allow Congress to reexamine the legislation after five years to decide if it should be reauthorized.

Along with obtaining bipartisan support in Congress, the bill has received support from the American Diabetes Association, American Association of Diabetes Educators, American Association of Clinical Endocrinologists and American Optometric Association.

This bill is an exciting development resulting from recommendations presented to Congress by NCDP in 2007, stemming from the Federal Spending Study research conducted by Mathematica Policy Research, Inc. The study found a serious lack of coordination on diabetes spending among federal agencies, which collectively spent nearly \$80 billion in 2005 to treat people with diabetes. While nearly all departments in the federal government—18 out of 21—have some level of spending that impacts diabetes, coordination is needed to maximize the effectiveness of the various agencies and programs.

In addition to the renewed effort at the federal level, eight states (Florida, Georgia, Kentucky, Mississippi, New York, South Carolina, Tennessee and Virginia) have passed or are considering proposals to create a state-level Diabetes Coordinator position to ensure coordination across all state-administered programs with an impact on diabetes.

Economic Barometer Finds Diabetes Costs United States \$218 Billion Annually

Forbes Magazine Highlights Impact to Employers

Recently, the National *Changing Diabetes*® Program (NCDP) released the results from its Economic Barometer research. The research, conducted by The Lewin Group, builds on the 2007 American Diabetes Association/Lewin Group economic research that estimated the direct and indirect costs of diabetes in the U.S. at \$174 billion annually. NCDP's new economic research factored in the additional costs to the nation for undiagnosed diabetes, pre-diabetes and gestational diabetes—**bringing the total price tag for diabetes in the United States to \$218 billion**. The full results of the Economic Barometer will be published in the peer-reviewed journal *Population Health Management* this spring.

This research was released in November 2008 by NCDP at a *Forbes Innovation in Health Care* Forum in New York City to discuss the role and opportunities businesses and employers have with the high cost of diabetes. The forum was held in the Forbes Galleries and was attended by a select group of business leaders, health care leaders and NCDP Member Associations, as well as key-note speakers Governor Mike Huckabee and Harvard Business School professor Dr. Clay Christiansen. Following the event, *Forbes* magazine featured a two-page advertorial showcasing the Economic Barometer research in its March 2 issue.



Forbes Innovation in Health Care Forum in New York. From left to right:

Gov. Mike Huckabee; Andrew Purcell (Novo Nordisk); Jeffrey Frazier (Novo Nordisk); Dana Haza (NCDP); Roger Merrill (Perdue Farms Incorporated); Erin Byrne (NCDP); Clayton Christensen (Harvard Business School); Bruce Upbin (Forbes Magazine); Tim Dall (The Lewin Group)

NCDP will continue to engage the employer community on its role in reducing the cost of diabetes by partnering with the Center for Health Value Innovation (CHVI). Together, NCDP and CHVI will host a dinner in Austin, Texas, in late March to discuss the role of employers in diabetes prevention and management with NCDP Member Associations, CHVI board members and other business leaders.

National Diabetes Goal Champion Spotlight:

PatientAssistance.com

Helping Uninsured Patients Get Free Medication

Patient Assistance, an online resource dedicated to helping uninsured patients obtain free medication and a champion of the National Diabetes Goal, recently showed its commitment to increasing diabetes awareness by conducting an online diabetes risk awareness survey.

The survey is featured as a pop-up questionnaire for all visitors to the site, and contains questions that assess the level of diabetes awareness among uninsured and underinsured populations. The questions ask visitors if they have ever been told by a doctor that they are at risk for diabetes, if they have ever been tested for diabetes, and if they know their blood glucose levels.

The initial findings from the survey, with nearly 4,000 respondents, include the following:

- 32% of respondents have been told by a doctor or other medical professional that they are at risk for diabetes.
- 12% of respondents feel they are at risk for diabetes.
- 62% of respondents have been tested for diabetes.
- 44% of respondents know their blood glucose level.
- 69% of respondents feel there are actions they can take to prevent and/or manage diabetes.
- The most common ways respondents feel diabetes can be prevented or managed include diet, exercise and medication.

Rex Bowden, the president of Patient Assistance, remarked that the survey results provided an “enlightening look at the current level of diabetes awareness, specifically among the uninsured.” He added, “the majority of the uninsured do believe they can make a difference in preventing the onset of the disease, and that many are aware of options available to them, including those options not requiring medical services or medications which may not be as accessible to those without medical insurance.”

To learn more about Patient Assistance, please visit patientassistance.com.

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