# diam'ne

# Patient Empowerment through Social Media

IDF World Diabetes Congress 2013: Melbourne, Australia

Kelly L. Close, Editor-in Chief diaTribe

www.diaTribe.org

@diaTribenews



# **About Us**

www.diaTribe.org

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# diaTribe

research and product news for people with diabetes

### in this issue

from the editor..... Introducing The diaTribe Foundation!

quotable quotes.....(S)he said what?!?

Another use for your insulin

diaTribe dialogue ......10 A major need for the 79 million Americans with predia-

Can more type 2 therapies be used for type 1 diabetes?

conference pearls......17
Five things people with diabetes need to know about the
Affordable Care Act.

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### from the editor



ear readers,

In honor of Diabetes Awareness Month and the spirit of the holidays, I wanted to express how thankful I am for all of our wonderful readers and the entire diaTribe family. I also want to announce some very exciting news about the future of diaTribe. Recently, we founded The diaTribe Foundation, a non-profit organization committed to improving the lives of people affected by diabetes and prediabetes and advocating for

action. We received our 501c3 status last Friday! One of our important goals is to ensure that diaTribe continues to be available to all of our readers for free and with the most up-to-date information – John and I and the diatribe team have been committed to this from the start.

As some of you know, I began dia Tribe in 2006 as a self-funded eight-page quarterly newsletter to bring patients the latest research and product news. We moved to monthly publishing in 2010, with 24-plus pages each issue, and we are proud of our growth. We wanted to build on what we have accomplished, so we decided to start The dia Tribe Foundation to allow us raise funds and to add more resources to improve the publication. As the Foundation grows, we will explore new programs that will help people with diabetes and prediabetes achieve happier and healthier lives. More on that soon!

Thank you so much to many of you who helped us when we asked for your perspective and advice earlier this year on diaTribe. I was thrilled to see the results of our reader survey: 95% said diaTribe helped them learn more about diabetes research and product news; 82% thought our content helped them have better informed conversations with their health care providers; 64% believed diaTribe helped them improve their diabetes management; and 42% even said that diaTribe helped improve their Ate. We re aiming to do more of this in the year ahead and were so helped by many specific suggestions from you.

If you would like to help us expand the scope of the Foundation, you can make a taxdeductible gift on on the website. Gifts of any size will be so greatly appreciated.

Please feel free to reach out to us with any questions about the Foundation, and you can keep up with our emails and newsletter by signing up at www.diatribe.org/user/register. We really do believe that education is essential for the management of diabetes, and we are proud of what diaTribe has accomplished to date. With your help, we are confident we will be able to bring diaTribe to more people and make an even bigger impact in the future.



- Close Concerns: founded in 2002 as a healthcare information company focused on diabetes and obesity
- Our mission: to improve patient outcomes by sharing information and insights about diabetes and obesity
- diaTribe: founded in 2006, a research and product newsletter for people with diabetes. Nearly 20,000 readers have joined diaTribe's patient advisory board (www.diaTribe.org)



# Sign up for our free newsletter at

www.diaTribe.org www.diaTribe.org/patientguide



# Agenda

1

(7 minutes) Background on the Diabetes Online Community

2

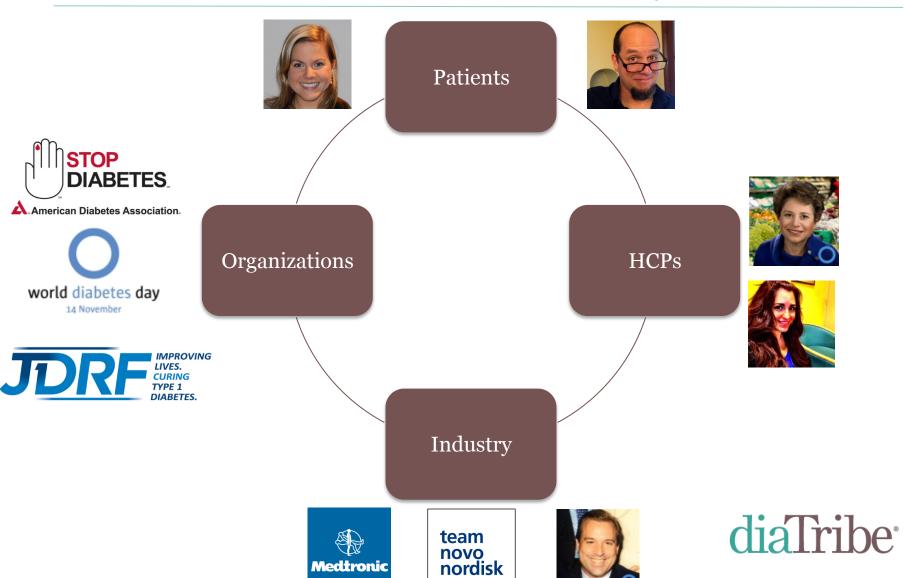
(13 minutes) Small Group Discussion

3

(10 minutes) Groups Share Key Takeaways

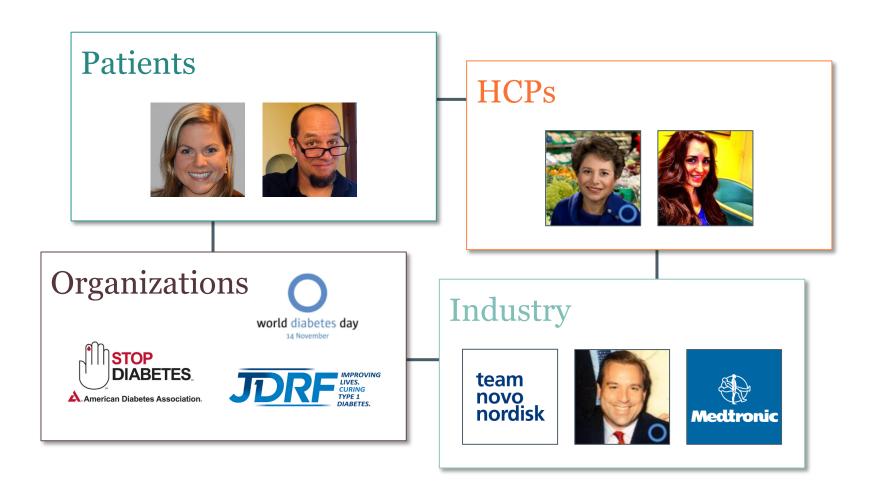


# The Diabetes Online Community



Slide 5

# The Diabetes Online Community





# Why Do Patients Participate in Social Media?

Support

Conversation

News and Tips

Advocacy



# 1. Support – Personal Blogs









### **Diabetes Dad**

Tom Karlya





# 1. Support – Communities





tudiabetes.org° estudiabetes.org°

### Popular in the Community

Has Diabetes Taught You Anything About Yourself?

A1c is a 13.5...so tired of this struggle

so what did you do after you ate Thanksgiving dinner today?

Is Glucometer an Absolute Guide in Diabetes Management?

Happy Thanksgiving!



# 2. Conversation – Twitter

**#DSMA** (tweet chat) on Twitter takes place on Wednesdays at 9 EST. Average of 784 tweets/chat!



### DiabetesSocMedAdvoca @DiabetesSocMed

20 Nov

Q4. How do you help your doctor admit to not knowing, and get on board to learn more and be on your team? #dsma

Expand

♣ Reply 13 Retweet ★ Favorite · · · · More



### DiabetesSocMedAdvoca @DiabetesSocMed

18 Sep

Q5. What is the next step - what can we do to collectively to change the way people think about diabetes? #dsma

Retweeted by StephenS and 1 other Expand



# 3. News and Tips











# 4. Advocacy



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ISSUE

JOIN

LETTER

BLOG

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ABOUT

DOC

STRIP

### THE ISSUE / Strip accuracy is a matter of safety

At a recent public meeting the FDA acknowledged<sup>1</sup> that there are some 510(k) cleared blood glucose (BG) meters and strips that do not meet the accuracy standards for which they were approved. There is currently no clear course of action to insure people with diabetes are using blood glucose strips that meet regulatory requirements.<sup>2</sup>

The Diabetes Technology Society's (DTS) held a conference May 21, 2013 titled, *Do currently available blood glucose meters (BGM) meet regulatory standards*. Diabetes industry reporters from the publication, Closer Look, said of that meeting, "Representatives from academia and industry consistently identified low-cost meters as the source of device inaccuracies on the market."

Diabetes Glossary

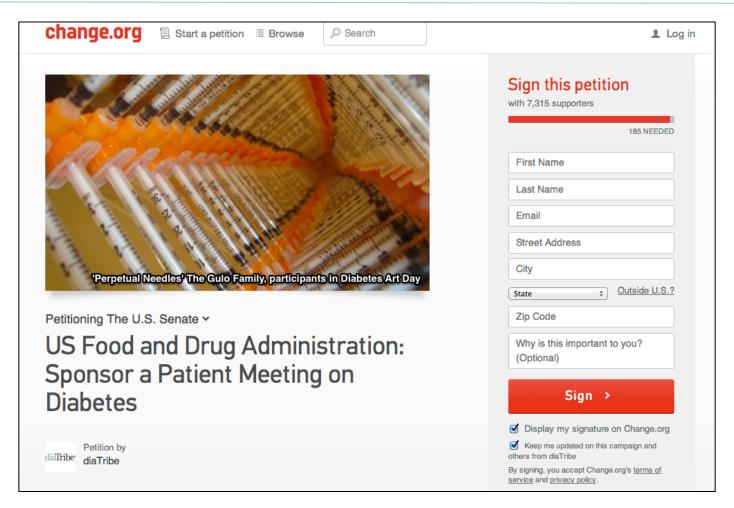
At Wikipedia

### STRIPSAFELY BLOG

- > FDA Twitter Chat
- Nice report on meter accuracy by Mike at Diabetes Mine.
- > Diabetes Technology Meeting 9.9 Highlights



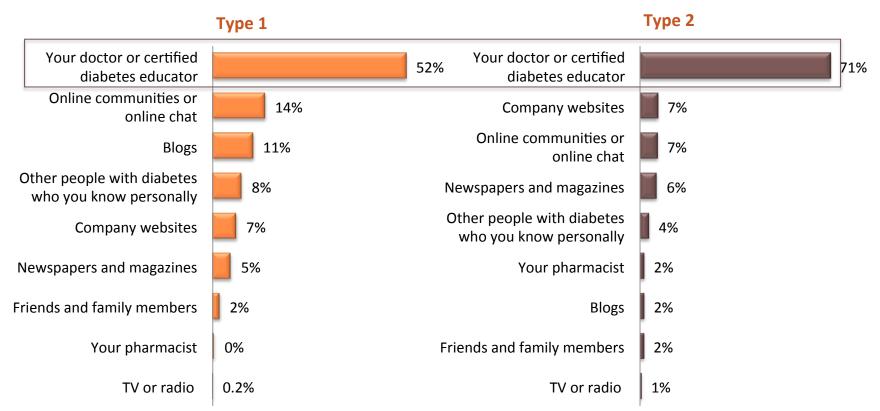
# 4. Advocacy





# But patients still look to their HCPs!

Where do you get information about managing and living with diabetes?



Base: Type 1 (n=1,050), Type 2 (n=2,985).

Note: Percentage of sample does not sum to 100% because each respondent

may select up to 3 sources.



# Conclusion

- The Diabetes Online Community fulfills many roles for many different individuals
  - Patients, HCPs, industry, organizations
  - Support, conversation, news, tips, advocacy, and more!
- Social media is NOT a replacement for HCPs and inperson diabetes care – it's a supplement!



# Conclusion

- HCPs will gain additional perspective on patients' unmet needs by engaging with social media
- HCPs should recommend high quality social media resources to their patients



# Agenda

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(13 minutes) Small Group Discussion

3

(10 minutes) Groups Share Key Takeaways



# Small Group Discussion (<8 people/group)

# 1 LAST NAMES:

What is needed to validate social media in the minds of healthcare providers and diabetes organizations?
What would studies look like?

# 2 LAST NAMES:

What are the biggest risks and concerns over patients using social media? How could these be mitigated?

# 3 LAST NAMES: A-H

If healthcare providers were to prescribe social media, what would a such a prescription look like?



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# Small Group Discussion – Takeaways

1

What is needed to validate social media in the minds of healthcare providers and diabetes organizations?
What would studies look like?



# Small Group Discussion – Takeaways

2

What are the biggest risks and concerns over patients using social media? How could these be mitigated?



# Small Group Discussion – Takeaways

3

If HCPs were to prescribe social media, what would a such a prescription look like?



# THANK YOU!

kclose@diaTribe.org

@diaTribenews



# **Appendix: Additional Questions**

- Do you recommend your patients use social media? If so, why? If not, why not?
- What would make you more comfortable with social media?
- Why aren't more patients on social media? Could healthcare providers work to change this?
- What is the biggest benefit of social media for patients? For healthcare providers?



# Appendix: The Impressive Reach of Social Media



1+ billion active monthly users



1+ billion active monthly users



200+ million active monthly users



20+ million active monthly users



# "If at all possible, don't do diabetes alone. Managing diabetes day after day is so much easier when you have people in your life who are rooting for you. So think about what you need and who you could ask. Reach out to a good friend, a family member, a neighbor, a coworker, or even someone you meet through

Dr. William H. Polonsky,
 Behavioral Diabetes Institute,
 San Diego, CA

social media. It can be anybody!"

