



Patient Empowerment through Social Media

IDF World Diabetes Congress 2013: Melbourne, Australia

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diaTribe

www.diaTribe.org
@diaTribenews

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About Us



- **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)

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Sign up for our free newsletter at

www.diaTribe.org

www.diaTribe.org/patientguide

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Agenda

1

(7 minutes) Background on the Diabetes Online Community

2

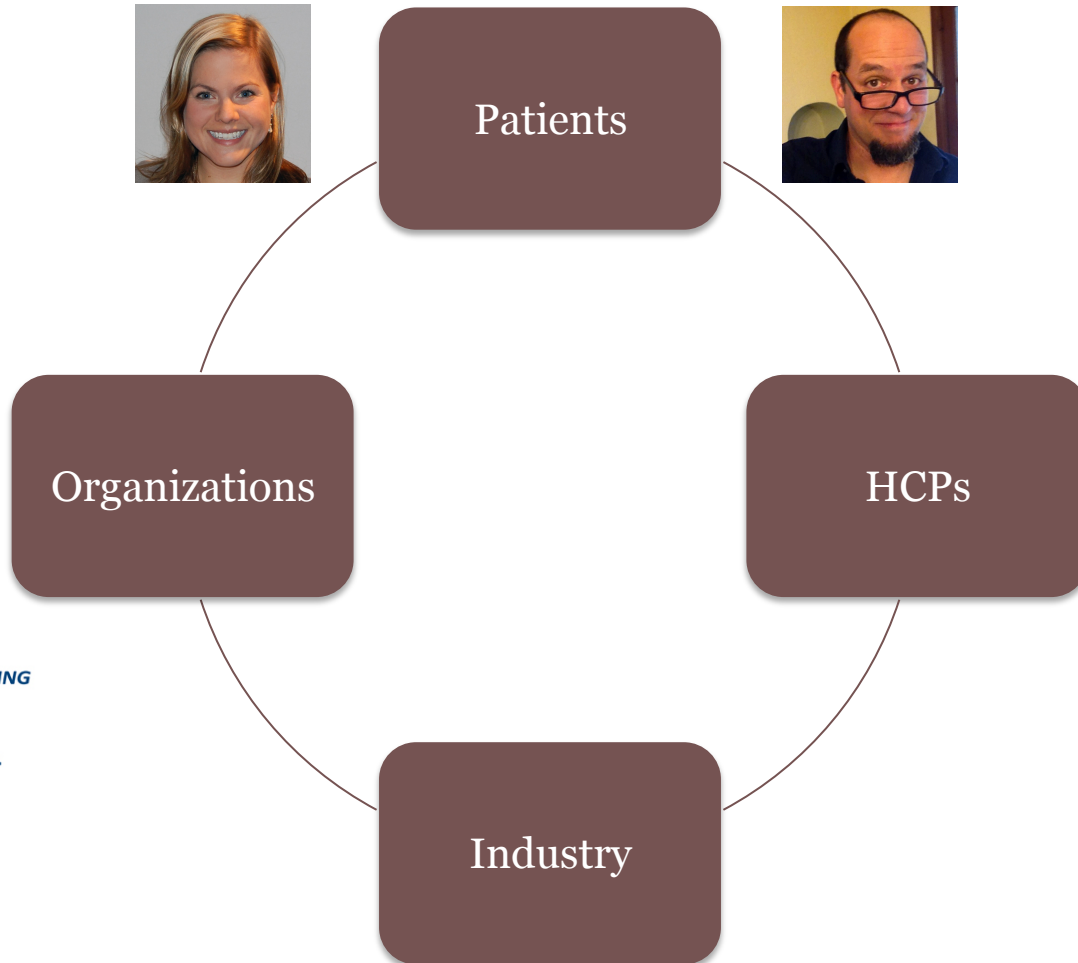
(13 minutes) Small Group Discussion

3

(10 minutes) Groups Share Key Takeaways

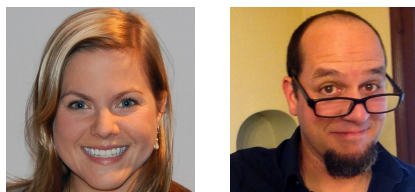
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The Diabetes Online Community



The Diabetes Online Community

Patients



HCPs

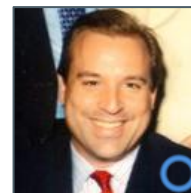


Organizations



Industry

team
novo
nordisk



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Why Do Patients Participate in Social Media?

Support

Conversation

News and Tips

Advocacy

1. Support – Personal Blogs



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!

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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 ↻ 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

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3. News and Tips



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Diabetes Mine

A gold mine of straight talk and encouragement

ASweetLife

diaTribe®

4. Advocacy



QUIZ **ISSUE** JOIN LETTER BLOG DOC ABOUT

STRIP

THE ISSUE / Strip accuracy is a matter of safety

At a recent public meeting the FDA acknowledged¹ 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.²

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."³

Diabetes Glossary

At Wikipedia

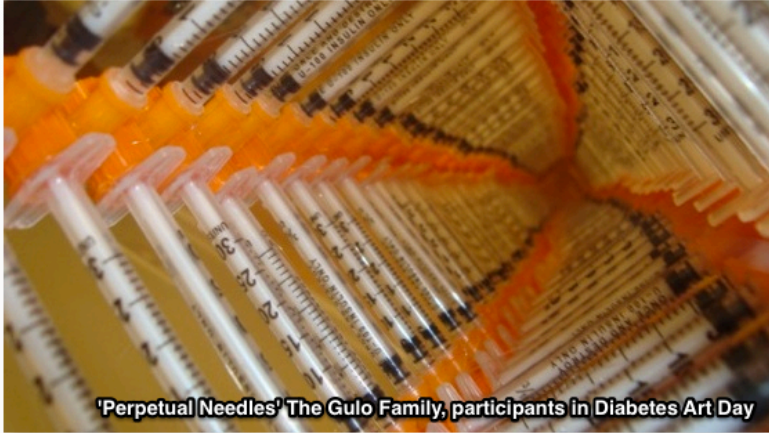
STRIPSAFELY BLOG

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

4. Advocacy

change.org [Start a petition](#) [Browse](#)


[Log in](#)



'Perpetual Needles' The Gulo Family, participants in Diabetes Art Day

Petitioning The U.S. Senate ▾

US Food and Drug Administration: Sponsor a Patient Meeting on Diabetes

 Petition by
diaTribe

Sign this petition

with 7,315 supporters

185 NEEDED

[Outside U.S.?](#)

Sign >

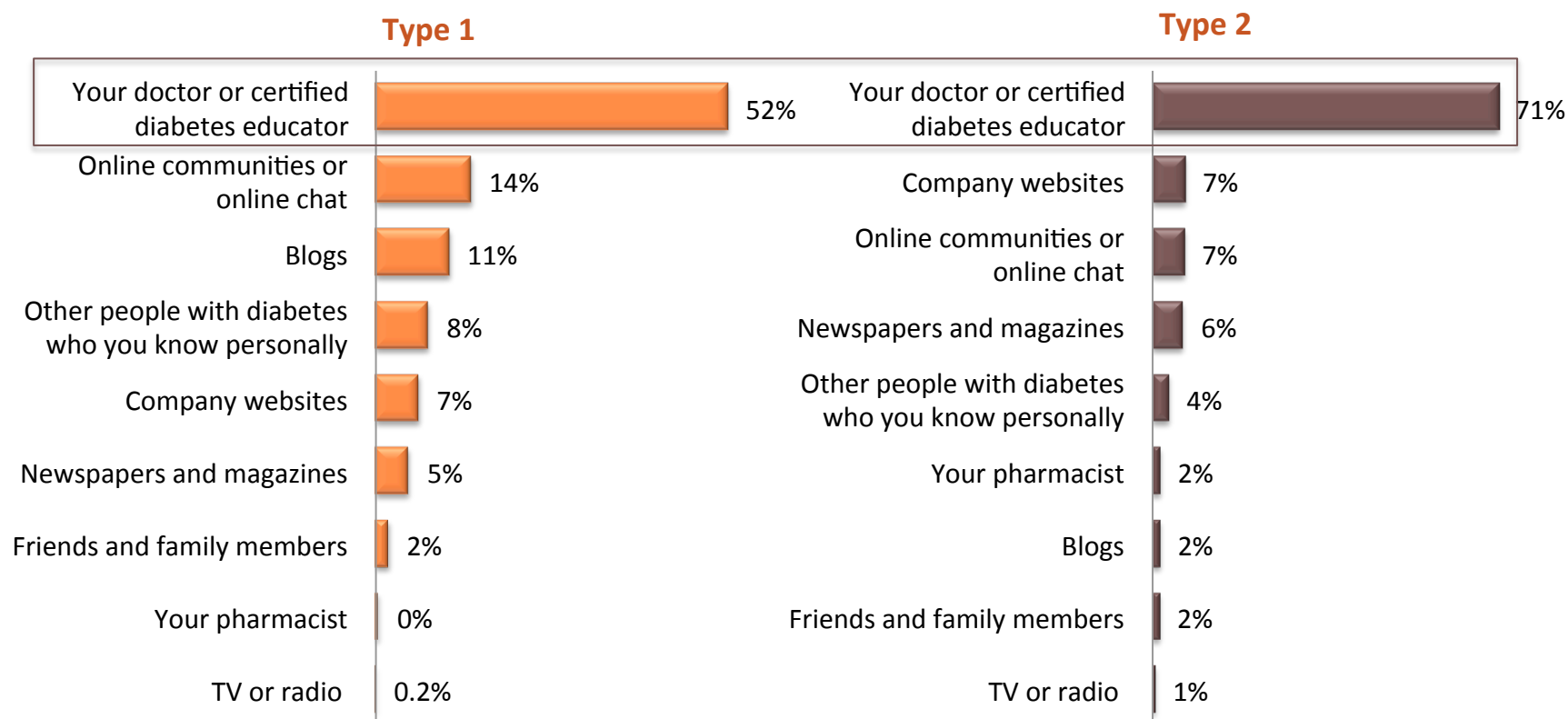
☒ Display my signature on Change.org

☒ Keep me updated on this campaign and others from diaTribe

By signing, you accept Change.org's [terms of service](#) and [privacy policy](#).

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 in-person 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

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(7 minutes) Background on the Diabetes Online Community

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(13 minutes) Small Group Discussion

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(10 minutes) Groups Share Key Takeaways

Small Group Discussion (<8 people/group)

1 LAST NAMES: A-H

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

2 LAST NAMES: I-P

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?

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THANK YOU!

kclose@diaTribe.org

@diaTribenews

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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

Sources: Self-reported from Facebook, Twitter, Pinterest and YouTube.

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“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 social media. It can be anybody!”

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