CASE STUDY

The Diabetes Education System

*Helping people with diabetes better manage their disease*

A collaboration of the American Diabetes Association, StayWell, and Merck’s Journey for Control

The Diabetes Education System launched in October 2010 as a customized, multimedia platform supporting education standards and overall diabetes self-management. The collaboration efforts focused on promoting awareness, action, and healthy behaviors among patients, while being recognized as a well-respected diabetes resource among certified DSME (Diabetes Self-Management Education) educators and healthcare professionals.
CASE STUDY

Project Overview

The American Diabetes Association (ADA), in collaboration with the StayWell, sought to provide the staff of ADA recognized Diabetes Self-Management Education programs, a complete suite of self-management patient education tools, and a DSME curriculum at no charge.

These resources now include web-based tools, printed materials, and interactive Go-To-Guides that diabetes educators can use with their patients.

The StayWell created these patient resources with support from Merck’s Journey For Control program for use along with the Conversation Map program. The Conversation Map Program trains educators and provides the Conversation Maps and map resources to educators who have attended the training. Using Conversation Maps, Certified Diabetes Educators lead groups and one-on-one engagement sessions. This allows people with diabetes to gain the knowledge and skills needed to make behavioral changes to better manage diabetes on an ongoing daily basis.

THE GOALS:

- Easy to use
- Low literacy
- Low numeracy
- Educate and engage
- Compatible with other ADA/Merck tools
- Support multiple languages
- Meet DSME national standards
CASE STUDY

The Challenge

In order for people to learn the skills necessary to be effective self-managers, DSME is critical in laying the foundation to maintain gains made during education with ongoing support. The challenge was to create a system of education materials that would:

• Provide an innovative delivery system for diabetes education content that promotes awareness, action, and behavior change among patients
• Facilitate direct access of diabetes health content to educators and their patients
• Give new programs a head start toward curriculum design reflecting national standards and supporting the DSME program accreditation process
• Offer ease of use that allows for personalization by individual client and program population while providing appropriate literacy levels and multi-cultural resources

Our Approach

We set out to collaborate for success, leveraging the skills and intellectual capital of the American Diabetes Association subject matter experts, its credibility as an independent patient organization, and its wide reach via the Education Recognition Program. This is the largest Medicare National Accreditation Organization for DSME in the U.S., with 8,811 educators reaching more than 850,000 patients annually.

Combined With

• StayWell’s vast library of diabetes material, credibility among healthcare providers in patient education, delivery through innovative content distribution systems
• Merck’s Journey For Control, the first major initiative to bring group learning to diabetes education with a focus on diabetes educators and patients and its validated tools such as the Conversation Map combined with the Diabetes Education System’s Living Well With Diabetes workbook series

“...The Diabetes Education System is one of the leading benefits of Diabetes Self-Management Education (DSME) programs being recognized by the American Diabetes Association. The education resources are impactful for all programs that use them, but most importantly, they are the sustainable education tools for programs serving populations with health disparities, which are the populations most affected by diabetes.”

Jo Ellen Condon, RD, CDE, Managing Director
Education Recognition Programs, American Diabetes Association
CASE STUDY

The Solution

DSME focuses on setting individual goals and creating an education plan personalized for an individual’s needs and lifestyle. Having a suite of flexible, interchangeable, and related resources allows diabetes educators to curate a library of resources to support their curriculum and adapt resources to reflect the needs of the unique population they serve, while personalizing the materials for the individual.

The resources accommodate a variety of education settings for individual, telephonic, or group sessions. The system extends DSME resources beyond interaction with a diabetes educator to offer support and promote continued learning by individuals as they seek to incorporate knowledge into daily life.

Multiple learning formats were used to enhance the adult learner’s engagement through audio, video, animation, and interactive activities. A mixture of words, compelling visuals, and roll-over text promotes understanding. The ADA Diabetes Education System easily fits with additional Journey for Control resources, such as the Conversation Map, and integrates well, in part or as a whole, with the diabetes educator-generated curriculum.

The Living Well With Diabetes book reinforces the teaching that we provide, especially during first group class that discusses what is diabetes, living healthy with diabetes, medications, monitoring, and healthy coping/behavioral change. EVERY participant enrolled in our program receives this book.

For our participants with diabetes who have Internet access, the interactive version is fun, because they can listen again to the things we have said about good diabetes self-care. We also use Krames On-Demand® handouts, especially the prediabetes and nutrition handouts, to send or give to people who want a little more information, but who do not qualify for our program.”

Nina K. Lovern BSN, RN-BC, CDE

For our annual visits, we use the Conversation Map and Living Well With Diabetes booklets. Our patients enjoy the visual cues from both tools to help in discussions on topics of specific interest to them … patients often tell us at the end that they really do like the format of the Conversation Map and appreciate having the Living Well With Diabetes booklets as a new, current resource to take home with them.”

Lana M. Kruse, RD, LD, CDE
CASE STUDY

How it Works

• Introduced to all ADA Education Recognition Program educators via ERP news, application packets, conferences, and presence on diabetes.org/erp
• Monthly training sessions for ADA recognized programs
• Journey for Control website presence
• Krames On-Demand® custom HealthSheets cross-promoting resources like the interactive LWWD Go-To-Guide, alongside custom content on topics requested by educators
• Krames On-Demand access for ADA recognized programs and ADA program applicants in support of becoming an ADA ERP

RESOURCES INCLUDE:

• Comprehensive print workbooks available in English and Spanish
• Interactive multimedia workbooks available in English and Spanish
• Print-on-demand educator interface capability through Krames On-Demand
• Program-level library personalization and curated content arranged in folders to support accreditation standards
• Krames On-Demand with all diabetes HealthSheets in English and Spanish, plus key sheets in multiple languages, including Chinese, Arabic, Armenian, French, Tagalog, Polish, and Vietnamese
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Results

More than 5,000 diabetes educators have integrated the *Living Well With Diabetes* booklet into their core DSME curriculum.

Another 515 Diabetes Self-Management Education programs, with ADA recognition status, are using Krames On-Demand to:

- Actively email health information
- Actively print and distribute diabetes education materials
- Create customized program curriculum libraries for easy, print-on-demand access

97% overall satisfaction with the program

"We use the *Living Well With Diabetes* booklet with our Halifax County Diabetes Education Recognition Program, at our first initial assessment appointment to start an informed conversion with patients. This booklet is an excellent overview to get patients started on healthy habits while preparing for their education classes.

Patients have provided feedback on booklets, and enjoyed it as a resource. We check pre and post Hgb A1C, weight, and blood pressure values for our program, with over 95% of patients showing Hgb A1C reductions.

Thanks for the resources!"

EB Odom, RD, LDN

staywell.com / 6
CASE STUDY

Results

We surveyed diabetes educators who are using these resources to better understand the impact on their program. Here’s what we learned:

A1C CHANGES POST EDUCATION OF THOSE PROGRAMS TRACKING:
- 46% reported a 1-2% decrease
- 13% reported a 20-39% decrease
- 33% reported 50% or more decrease

A1C

LWWD GO-TO-GUIDE USER SURVEY RESULTS:
The English Living Well With Diabetes online book received

5,768 visitors

- 96% satisfaction rating with the interactive Living Well With Diabetes online book
- 100% agree or strongly agree after reviewing the interactive LWWD online book they have a better understanding of their condition
- 92% say they feel more confident about managing their condition
- 100% say they will use the ideas in LWWD to improve their health

KNOWLEDGE CHANGES POST EDUCATION:
- 57% saw 60-100% change in NUTRITION knowledge
- 53% saw 60-100% change in MONITORING knowledge
- 33% saw 85-100% change in TAKING MEDICATIONS knowledge
- 42% saw 20-84% change in TAKING MEDICATIONS knowledge

As a result of this resource, 100% of visitors reported they increased their knowledge about:
- Getting exams and checkups
- Monitoring blood glucose
- Eating healthier
- Feeling better about their diabetes and emotional health
- Working more closely with their healthcare provider

GETTING MORE ACTIVE/EXERCISING

staywell.com / 7
About StayWell
StayWell is a health engagement company that helps its clients engage and educate people to improve health and business results. StayWell brings decades of experience working across the healthcare industry to design solutions that address our clients’ evolving needs. We fuse expertise in health engagement and the science of behavior change with an integrated portfolio of solutions and robust content assets. Our customizable programs and solutions are proven to effectively engage people to make positive healthcare decisions—across even the most challenging populations. For more information about other StayWell products, call 800-920-0870 or visit kramesstore.com. To learn more, visit staywell.com

Contact your StayWell representative today:
Call us at 336-547-8970, ext 3361
Email jnance@staywell.com