

# The Association of Diabetes Care & Education Specialists

## Key Messages for Media

### **About Diabetes Care and Education Specialists**

For People with Diabetes/Consumer Audiences:

#### Key Messages

- Diabetes care and education specialists work with people with diabetes and prediabetes to develop a personalized plan to keep them healthy by providing comprehensive support and tools that help make that plan a part of their life.
- As an important member of the diabetes care team, diabetes care and education specialists empower people to manage and problem-solve diabetes challenges through healthy eating and physical activity, understanding how medications work, and monitoring and interpreting glucose to minimize complications.
- Research shows that when diabetes care and education specialists help people with diabetes implement lifestyle changes and technology into their everyday life, they can better manage their disease, have fewer complications and lower costs. Diabetes education is an important and necessary part of diabetes care and is covered by Medicare, many private health insurance plans and Medicaid in many but not all states.

#### Supporting Messages

- Diabetes care and education specialists come from many different disciplines. Most are nurses, nurse practitioners, dietitians and pharmacists that go on to specialize in diabetes care and education.

- In developing a personalized plan for people with diabetes, diabetes care and education specialists individualize care based on a person's background, culture, environment, access to resources and belief system.

## Call to Action:

- Learn more about how a diabetes care and education specialist can help you at [ADCES.org](https://www.adces.org). Your primary care provider or the doctor who is managing your diabetes may be able to connect you with a diabetes education program near you.

## For healthcare professionals:

### Key Messages

- As a member of the diabetes care team, diabetes care and education specialists help people with diabetes achieve behavior change goals. Research shows that when diabetes care and education specialists help people with diabetes implement lifestyle changes and technology into their everyday life, outcomes improve and costs are reduced.
- Diabetes care and education specialists partner with primary care physicians to ease the physician's workload by assessing the patient's knowledge and self-management skills while helping them understand and implement their personalized care plan.
- Diabetes care and education specialists empower people to manage and problem-solve diabetes challenges through healthy eating and physical activity, understanding how medications work, and monitoring and interpreting glucose to minimize complications.

### Supporting Messages

- Partnering with a diabetes care and education specialist and participating in initiatives with a risk-stratified population of people with diabetes can help organizations achieve their quality performance measures.

- Diabetes care and education specialists can assess barriers to care and help address social determinants of health.

### Call to Action:

- Learn more about diabetes care and education specialists and the value of diabetes education for your patients at [adces.org](http://adces.org).

## **Leveraging Technology**

### For People with Diabetes/Consumer Audiences:

#### Key Messages

- Advances in technology – including mobile apps, digital health platforms, continuous glucose monitors (CGM), insulin pumps, blood glucose meters and medication delivery systems – can help people with diabetes, prediabetes and cardiovascular and related conditions better manage their condition by allowing them to see and understand data and act on it in real time.
- A diabetes care and education specialist can help people incorporate these technologies into life and can use the data collected by the devices and apps to identify patterns in diabetes management and suggest adjustments.

### Call to Action:

- See a diabetes care and education specialist who has expertise in the latest diabetes technology for recommendations on which device, mobile health app, digital health platform, or other technology may be most beneficial for you.

## For healthcare professionals:

### Key Messages

- Diabetes care and education specialists use mobile apps, device data and telehealth to support people with diabetes, prediabetes and cardiometabolic disorders and related conditions to improve outcomes.
- Diabetes care and education specialists play an integral role in helping you define and establish a technology-enabled practice setting that is efficient and sustainable.
- Danatech.org is a website that addresses the rapidly evolving diabetes technology landscape. Diabetes care and education specialists and all healthcare professionals can find the latest information and resources they need to effectively support people with diabetes, prediabetes, and cardiometabolic and related conditions, from determining whether a patient's insurance pays for CGM, to comparing insulin pumps.

### Call to Action:

- Physicians and other healthcare professionals who want more information on the rapidly evolving diabetes technology landscape, up-to-date product information and device training can visit the Association of Diabetes Care & Education Specialists' Danatech website at [danatech.org](https://danatech.org).