



Association of  
Diabetes Care & Education  
Specialists

# ADCES

## Strategic Plan

2024–2028

<b>OUR MISSION</b>	Empower diabetes care and education specialists to expand the horizons of innovative education, management, and support.		
<b>OUR VISION</b>	Optimal health and quality of life for persons with, affected by, or at risk for diabetes and chronic conditions.		
<b>OUR VALUES</b>	<b>EXCELLENCE</b> The Association of Diabetes Care and Education Specialists (ADCES) strives for the highest quality service, products, and resources to meet our members' needs.	<b>COLLABORATION</b> ADCES embraces diverse backgrounds and perspectives and promotes partnerships to increase accessibility of diabetes care and education. We are better together.	<b>LEADERSHIP</b> ADCES leads through education, advocacy, resources, and support to cultivate confidence, whereby our members can foster a person-centered world where thriving is a way of life.



## **GOAL 1:** **Improve Access to Diabetes Care and Education**

The intent of this goal is to address coverage, referrals, and supply of Diabetes Care and Education Specialists

### **Objective 1A: Disseminate evidence for the value of diabetes care and education**

#### **2024 Key Results**

- Review the values toolkit in 2023 to ensure completeness and quality.
- Develop and disseminate 4 patient testimonial stories for marketing the value of diabetes care and education specialists in 2024.
- Submit 2-3 abstracts to other conferences focused on sharing the value of diabetes care and education specialists in 2024.
- In our call for abstracts, include a request for research presentations containing evidence supporting the value of diabetes care and education specialists at the conference.

### **Objective 1B: Passage of legislation/regulations to improve access for Medicare/Medicaid beneficiaries**

#### **2024 Key Results**

- Outreach from grassroots to at least 100 members of Congress.
- Participate in 1 joint advocacy day per year with 1 or more other organizations in 2024.
- Support at least 2 state Coordinating Bodies per year to advocate for Medicaid coverage (new or improved) for Diabetes Self-management Education and Support in 2024.
- Reintroduce “Access to DSMT” Bill with each Congress.

### **Objective 1C: Increase the availability of diabetes care and education**

#### **2024 Key Results**

- Increase the availability of diabetes care and education in underserved communities.
- Increase the number of ADCES-accredited Diabetes Self-management Education and Support programs.



## **GOAL 2:** **Advance the Expertise of Diabetes Care and Education Specialists**

Provide resources for practice excellence

### **Objective 2A: Support and promote evidence to enhance the knowledge of diabetes care and education specialists**

#### **2024 Key Results**

- ADCES Foundation continues to fund three research projects per year.
- All funded projects are presented at the annual conference.
- Increase the number of diabetes care and education specialists who are conducting research.
- Implement and evaluate results of pre-session and post-session knowledge scores each year for a mentorship program.

### **Objective 2B: Provide evidence-based education practice guidance, resources, and expertise to advance diabetes care and education specialists at all levels of practice**

#### **2024 Key Results**

- Based on current gaps, create 3 to 5 new learning activities in 2024 including 1 to 2 programs designed to increase cultural competency.
- Increase the number of people who attend the topic-based mentorship program at the annual conference in 2024.
- Improve the year-over-year evaluation scores of the annual conference and other education offerings.
- Delivering 2 to 3 new or revised practice guidelines each year.

### **Objective 2C: Provide career advancement opportunities**

#### **2024 Key Results**

- 5% increase in CORE Concepts attendance.
- 5% increase in new BC-ADM certifications.
- Document the number of members who participate in leadership development programs to establish a baseline for growth.



## **GOAL 3:** **Grow and Diversify Membership**

ADCES seeks to diversify and increase membership in all categories

### **Objective 3A: Increase the number of members**

#### **2024 Key Results**

- Maintain membership retention of 80%.
- Year-over-year membership growth (acquisition minus churn) of 4% increase per year.
- Measure the number of student members who become full members and show increase annually.

### **Objective 3B: Collaborate with other professional organizations providing access to prospective ADCES members**

#### **2024 Key Results**

- Initiate conversations with 3 organizations to explore and potentially evaluate mutually beneficial opportunities that lead to diversified membership development for ADCES.
- For any organization that qualifies and is mutually agreeable, create a memorandum of understanding to formalize the collaboration.

### **Objective 3C: Increase the diversity of ADCES's membership**

#### **2024 Key Results**

- Establish a baseline of ADCES's current membership characteristics (race, professional level, other demographics) with ongoing, effective data-collection.
- Engage in regular communication (newsletter, social media, etc.) to members about ADCES's commitment and progress towards membership diversification.

