



Focus on Diabetes

Impact Report 2020



Executive Summary

The American Diabetes Association® (ADA) welcomed VSP® Vision Care and Regeneron Pharmaceuticals Inc. as Visionary Partners of Focus on Diabetes™ Initiative (FOD), the ADA's new Connected for Life Therapeutic Inertia Initiative. This initiative is focused on the crucial role annual comprehensive eye exams play in the early detection, intervention, and prevention of eye disease and vision loss caused by diabetes. Our collaboration will educate the at-risk populations and people living with diabetes, their families, their caregivers, and health care providers.

Since the launch of this multi-year initiative, FOD has established impactful communications and resources to increase awareness about the connection between diabetes and eye health, and the steps to help prevent diabetes-related eye disease and preserve eyesight. Some highlights include:

- Established baseline measures by conducting research on people at risk for diabetes, people with diabetes, and health care professionals to drive the initiative strategy.
- Launched an eye health-specific microsite serving as a hub of information and resources for people to learn more about managing their eye health and diabetes.
- Healthy Vision Month—In July, FOD brought together vision care industry leaders, top medical professionals, and patient champions in a 90-minute virtual event with 100+ attendees.
- Engaged Champions—Ambassadors, who are individuals living with diabetes and diabetes-related eye health complications, shared their personal stories featured on the FOD microsite and on social media, and spoke about their experiences during the Healthy Vision Month virtual event.
- Our Ask the Experts series, a call-in platform designed to help tackle issues commonly faced by people living with diabetes, held two Q&A discussions on diabetes-related eye health. The events had a record 843 and 876 participants, far surpassing ADA's average event attendance of 500.
- The newly created Eye Health Interest Group held its first formal discussion session at the virtual 80th Scientific Sessions in June with 118 attendees. A web-based continuing education program on eye health for Doctors of Optometry and health care professionals was developed by leaders in the field of diabetes for VSP with the goal of providing cutting edge education to advance knowledge, and strategies to improve clinical practice and patient outcomes.

The ADA is very grateful to VSP and Regeneron for their partnership in helping us to bend the curve in the fight to stop diabetes and for helping both at-risk populations and people living with diabetes and their families thrive. Thank you for connecting with us—for being a leader in the health professional community and for bringing awareness about the importance of prevention and the management of diabetes and eye health to the more than 34 million people affected by diabetes in communities across America.

Tracey D. Brown
Chief Executive Officer

Charles D. Henderson
Chief Development Officer

About Our Visionary Partners



VSP Vision Care

VSP Vision Care, a VSP Global® company, which serves nearly 90 million members as the largest and only national not-for-profit vision benefits provider, is a Visionary Partner of the FOD Initiative and a National Strategic Partner of the American Diabetes Association (ADA). With a network of over 40,000 doctors worldwide, VSP is committed to raising awareness of the crucial role optometrists play as an accessible part of a person's health care team.

REGENERON

Regeneron Pharmaceuticals, Inc.

Regeneron Pharmaceuticals, Inc., a biopharmaceutical company that discovers, develops, manufactures, and commercializes medicines for the treatment of serious medical conditions, is a Visionary Partner of the FOD Initiative and a Banting Circle Elite Partner of the ADA.



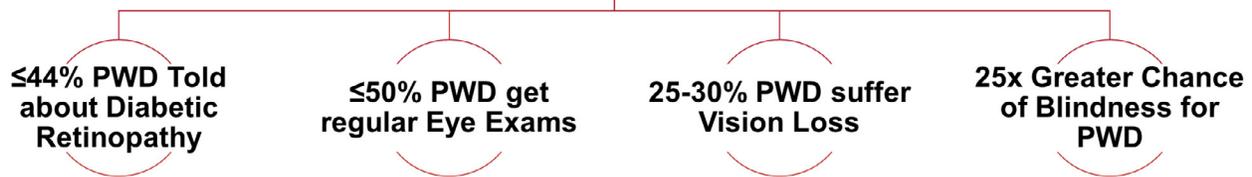
VISIONARY PARTNERS



Focus On Diabetes Overview

Focus on Diabetes is an **ADA Connected for Life Therapeutic Inertia Initiative** focused on the crucial role annual comprehensive eye exams play in the early detection, intervention, and prevention of eye disease and vision loss caused by diabetes. FOD represents ADA's second comprehensive campaign focused on a specific disease state, following the launch of **Know Diabetes By Heart™** in 2018. Both substantiate our commitment to treating the **whole** patient and are the first two campaigns targeting the gaps in the most prevalent comorbidities associated with diabetes. With the collaboration of VSP Vision Care and Regeneron Pharmaceutical Inc. as Visionary Partners in launching this exciting initiative, we are poised to bend the curve in preventing and reducing the risk of diabetes-related eye disease.

95% of Diabetes Related Eye Disease is Preventable



Diabetes and Blindness

- Diabetes is the **leading cause of blindness** in working age adults.
- Diabetes-related blindness and vision complications are predicted to **almost double by 2030**.

At-Risk Populations

- **African Americans, American Indians and Alaska Natives, Hispanics/Latinos, and older adults** are at higher risk of losing vision or going blind from diabetes.

Economic Impact

- The annual economic burden of vision loss, eye disease, and all vision disorders in the U.S. is estimated at **\$139 billion**.
- By 2030, diabetes-related eye diseases in individuals are predicted to grow on average by **61%** or **21.5 million more people affected**.

*PWD - People with diabetes

Our Initiative Objectives and **Pillars**

I. Consumer Awareness & Activation

People who have not been diagnosed with diabetes. This includes people who have been diagnosed with prediabetes.

- Reach at-risk audiences to increase awareness and initiate risk identification and eye exams

II. People with Diabetes (PWD) Support & Education

People who have been diagnosed with diabetes.

- Raise awareness of the risk of diabetes-related eye disease among people with diabetes and drive preventative behaviors

III. Professional Engagement

Primary care & eye health care professionals

- Educate primary care providers and eye health professionals and drive preventative behaviors and treatment



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Baseline Measures

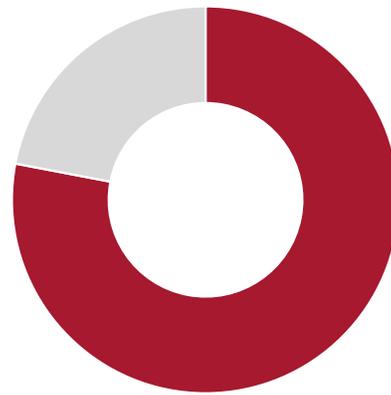
We conducted research on people at risk for diabetes, people with diabetes, and health care professionals to drive the initiative strategy and refine our goals. These metrics serve as our baseline data and our guide for where we will look to drive improvement. We assessed baseline awareness, confidence, and behaviors to find the following key insights, among others:

Consumers at Risk for Diabetes



37% are aware that diabetes-related eye disease can have no visual symptoms

People with Diabetes



78% had an eye exam within the last year

Primary Care Providers



8 out of 10 discuss the risk for diabetes-related eye disease with patients with diabetes most of the time/always

Eye Health Professionals



71% are confident they can educate patients on the chronic and progressive nature of diabetes

Focus on Diabetes **Key Messaging**

- If you are at risk for diabetes, talk to your health care team.
- Blurred vision is a prominent symptom of undiagnosed diabetes.
- Annual comprehensive eye exams play a crucial role in the early detection, intervention, and prevention of eye disease and vision loss caused by diabetes.
- Diabetic eye disease can be effectively managed and even prevented with early detection and treatment.

	Q1 2020	Q2 2020	Q3 2020	Q4 2020
Consumers & People with Diabetes	Diabetes Risk Test			
	Consumer & People with Diabetes Content			
	Living with Type 2 Diabetes	Type 1 Diabetes Resources and Engagement		
	Ask the Experts			
	T1D & T2D Engagement via Strategic Alliances			
	Online Community		Center for Information (CFI) Call Center	
Professional Engagement	Eye Health Interest Group			
	CE for Eye Health Professionals			
	Education for Eye Health Professionals			
	Eye Health engagement for diabetes HCPs			
			Scientific Sessions	
Initiative Communications	Focus on Diabetes Launch			
			Post-Launch Focus on Diabetes Communications	
Reporting & Outcomes	Baseline HCP & Consumer/PWD At Risk Market Research			
	Focus on Diabetes Program Surveys			
	Q1 Report	Q2 Report	Q3 Report	

Messaging to Consumers and People with Diabetes

Consumer awareness and patients with diabetes pillars.

Eye exams are the key drivers for the Consumer Awareness and Activation Pillar of the FOD initiative, reaching at-risk audiences to increase awareness and initiate risk identification.

People not yet diagnosed with diabetes or high-risk consumers with diagnosed prediabetes are encouraged to take the ADA's type 2 diabetes **risk test**, a simple seven question test that takes only a minute to complete. High or low results indicate a participant's risk for type 2 diabetes (T2D) and provides next steps and advice to help individuals manage their risk. If participants choose to provide their email address, they receive email communications based on their risk profile with information and access to diabetes and eye health resources, such as diabetes self-management education and support services, or how to contact an eye health provider.

For PWD, educational and support messaging on diabetes-related eye health management and prevention was delivered through various ADA channels, encouraging annual dilated and comprehensive eye exams and intentional preventative behaviors.

The ADA's **Living With Type 2 Diabetes (LWT2D)** program, created for those recently diagnosed with T2D, offers participants an opportunity to learn about diabetes and diabetes management gradually over a 12-month period. Through this free program, available in English and Spanish, participants receive guidance on emotional well-being, healthy eating, getting active, and more through six informational e-booklets and a monthly e-newsletter.

May through December, current and past enrollees of LWT2D receiving the monthly e-newsletter which features information specific to the needs of this audience, included drivers to the <https://eyehealth.diabetes.org> microsite and featured topics such as, "**what can you do to protect your eyes?**", "**how do I choose an eye care provider?**", and "**when to get your eyes checked?**" in addition to promoting **Ask The Experts: Preventing and Coping with Diabetes-related Eye Diseases**.

ADA's Center for Information (CFI) manages the 1-800-DIABETES (1-800-342-2383) call center and provides information on diabetes and ADA programs and events. Over the last year, more than 150,000 people contacted the CFI with questions and concerns seeking support or direction about diabetes and its management. Common eye health questions ranged from seeking information about eye exams, eye health providers, patient assistance, Medicaid, prescriptions, and more. The CFI representatives were regularly updated on new eye health information, and call topics were reviewed by our content team to ensure delivery of resources and materials in demand.

The **ADA's Online Community** via ADA and FOD **Facebook** groups provided support for people recently diagnosed or living with diabetes and their caregivers. The community and users interact with peers and ADA content to advance understanding of the link between diabetes and eye health. And the **Ask the Experts** series, a monthly call-in platform designed to help tackle issues commonly faced by people living with diabetes and who want to better understand the link between diabetes and other co-morbidities, had the opportunity to engage with featured eye experts, **Jeffry Gerson, OD, FAAO** and **Blake Cooper, MD**, in June and September. The live events had a total of 1,719 attendees and received 161 participant questions. Full recordings can be accessed from our website, and podcasts from the live events were developed to expand reach. Podcasts are available from most app stores and can be downloaded from the FOD microsite.

Successes: Consumers and People with Diabetes

What we have accomplished

Living with Type 2 Diabetes

Monthly e-newsletter + e-booklets, in English & Spanish



3.0M+
e-news delivered

250k
Circulation

Ask the Experts Series LIVE EVENTS + PODCASTS

Q&A program to help tackle issues faced by people living with diabetes.

American Diabetes Association
Ask the Experts

Diabetes and Eye Health

June 23, 2020 at 2pm ET

Join us for a live Q&A. Learn about the importance of annual comprehensive eye exams to prevent or delay eye disease and vision loss.

Sign up for free at diabetes.org/experts or text "EXPERTS" to 833-898-5483.

FOCUS ON DIABETES

Visionary Partners
vsp Vision Care REGENERON

Diabetes Risk Test

This online tool provides an accurate diabetes **risk assessment** in 60 seconds with achievable next steps based on results. Get a blood test to find out if you have diabetes or prediabetes.

Online Community

Provides engagement for people recently diagnosed or living with diabetes and their caregivers, via a community of peers and ADA content.

Center for Information (CFI)

Over the past year, more than **150,000** people contacted the CFI.

Most asked about topics:

- Eye complications
- General eye
- Financial assistance

Health Care Professional Engagement

Professional Engagement Pillar

The FOD Initiative educates both primary care providers (PCPs) and eye health professionals. The goal of FOD for PCPs is to educate them about the relationship between diabetes and diabetes-related eye disease. An additional goal is to educate eye health care professionals (HCPs) and office staff on signs, symptoms, and complications of diabetes.

Scientific Sessions & Eye Health Interest Group

In June 2020, the ADA's 80th Scientific Sessions included the first-ever Eye Health Interest Group discussion session. The interest group's leadership team organized the discussion. The topics and speakers included Drs. Richard Calderon and Richard Shuldiner. Dr. Calderon presented on common ocular symptoms and addressed questions people had about their eye health. Dr. Richard Shuldiner also presented on several devices that are used to improve the quality of life for patients with low vision. The discussion had 140+ unique views and the recorded videos are available for viewing on the FOD microsite.

Eye Health Interest Group

Chair:

George King, MD

Chief Scientific Officer, Joslin Diabetes Center; Professor of Medicine & Ophthalmology
Harvard Medical School

Timothy Kern, PhD

Professor of Ophthalmology; University of California, Irvine School of Medicine

Adrienne Stevens, EdD, MEd, MA

VP Head of Scientific Strategy; Healio Strategic Solutions

Renu A. Kowluru, PhD, FARVO

Professor and Director of Translational Research, Ophthalmology, Visual and Anatomical
Sciences Wayne State University, Kresge Eye Institute

Jinan Saadine, MD, MPH

Medical Epidemiologist, Centers for Disease Control and Prevention, Division of Diabetes Translation

Richard J. Shuldiner, OD, FAAO, FIAVS

Clinical Director, Low Vision Optometry of Southern California, CEO, Optometric Practice
Consultants, President, International Academy of Low Vision Specialists

CE and Non-CE Eye Health Education

On behalf of VSP, FOD developed diabetes continuing education (CE) for optometrists in two formats. A webinar was presented live to VSP network optometrists on four separate occasions, and a self-guided version is also distributed through VSP's learning management system. More than 500 optometrists have earned CE credit for participating. VSP has made the FOD CE materials a core part of their optometry curriculum.

FOD also developed non-CE for health care professionals. *Diabetes and Eye Health: A Guide for Primary Care Clinicians* was developed as a series of three narrated videos that are accessible on the microsite. *An Overview for Optometry Clinic Staff* has been developed and launched as a series of four narrated videos for VSP network office staff through VSP's learning management system. The goal of the series is to provide short, accessible information to the entire team in an optometrist's office to help them understand the basics about diabetes, which affects a large percentage of the patients they see.

The **Scientific & Medical Advisory Group** was established to guide the development of FOD professional education materials. Members include:

George King, MD

Chief Scientific Officer, Joslin Diabetes Center; Professor of Medicine & Ophthalmology, Harvard Medical School

Thomas Gardner, MD, MS

Professor of Ophthalmology & Visual Sciences, Molecular & Integrative Physiology and Internal Medicine, University of Michigan Medical School

Amy Butts, MPAS, PA-C, CDCES, BC-ADM

Endocrine Physician Assistant, Wheeling Hospital

A. Paul Chous, MA, OD, FAAO

Doctor of Optometry, Chous Eye Care Associates and Associate Professor of Optometry, Western University of Health Sciences

Jeffry Gerson, OD, FAAO

Optometrist, Grin Eye Care

Professional Strategic Alliances

Our impact is felt across the country every November with the American Diabetes Month® engagement campaign that communicates the seriousness of diabetes and the importance of diabetes prevention and control. FOD used this platform to build awareness of diabetes-related eye disease by engaging with strategic alliance partners in the conversation about eye health and prevention in media events, and by highlighting topics on health equity and the connection between eye health, diabetes, and wellness on social media, via our online community, Facebook group, and the CFI.



for a chat about the link between eye health and diabetes with ADA's Dr. Robert (Bob) Gabbay, Chief Scientific and Medical Officer, and the National Eye Institute's Dr. Emily Chew, Director of Division of Epidemiology and Clinical Applications and Chief of Clinical Trials.

Join Us
TUESDAY, NOV 10th
4:30PM ET

NIH National Eye Institute we stand greater than

National Eye Institute (NEI)

The mission of the NEI is to conduct and support vision research and education programs that protect and prolong vision.

On November 10, an episode of *Dialogue with ADA* with ADA's Chief Scientific and Medical Officer, Dr. Robert Gabbay featured Dr. Emily Chew, Director of the Division of Epidemiology and Clinical Applications and Chief of Clinical Trials at the National Eye Institute. On LinkedIn Live, they explained the relationship between diabetes and eye health and answered questions from viewers. They discussed scientific advancements that have been made in the treatment of diabetic eye disease and ongoing research to find additional therapies. The conversation emphasized the importance of regular dilated eye exams. Both consumers and professionals tuned in with 1,500+ views.



ASRS Podcast

In November 2020, the ADA collaborated with the American Society of Retina Specialists (ASRS) and featured Dr. Robert Gabbay and Natalie Karabel, a Healthy Vision Champion, on an episode of their Retina Health for Life podcast. The conversation centered on the signs, symptoms, and risk factors people with diabetes should know to protect their sight. Natalie shared her experience and emphasized how important regular dilated eye exams are for early diagnosis, management, and treatment of diabetic eye disease. The episode has more than 200 views and continues to be promoted to both consumers and professionals.



A Conversation about Diabetic Eye Disease with the American Diabetes Association

New Retina Health for Life Podcast
A Conversation about Diabetic Eye Disease Featuring:

Timothy G. Murray, MD, MBA
President, Foundation of the American Society of Retina Specialists

Robert A. Gabbay, MD, PhD
ADA Chief Science & Medical Officer

Natalie Karabel
ADA Healthy Vision Champion

FOCUS ON DIABETES Look closer of Eye Health

American Diabetes Association. Connected for Life

Visit asrs.org/RetinaPodcast to watch and listen.

Watch on YouTube

Initiative Communications

The ADA's FOD campaign was developed to raise awareness on the often-overlooked connection between diabetes and eye health. The COVID-19 pandemic resulted in transforming all live events to virtual throughout the year with impactful communications activity that established a seamless, unified voice for the initiative and delivered health behavior change objectives. A microsite was created which integrates diabetes and eye health content aimed to inform HCPs, PWD, consumers, and the media.

Social media plays a significant role in communicating and raising awareness of the FOD initiative. Significant messaging was posted on Facebook and Twitter and engaging live social media events were held. The social media posts increased awareness and allowed everyone living with diabetes to engage with the initiative. They also increased FOD website pageviews to 9,749, earning an overall social reach of ~1.21M, and an average of 1.5K views per live stream.

The FOD initiative will continue to create resources that will help people living with diabetes manage their eye health, use innovative ways to spread awareness, and engage with HCPs, equipping them with tools they need to better assist their patients.

Healthy Vision Month Virtual Event

To commemorate Healthy Vision Month in July, FOD hosted an interactive 90-minute virtual event to explore the connection between diabetes and eye health, with more than 100 in attendance. ADA CEO, Tracey D. Brown, and leading experts in the diabetes and eye health fields, illustrated how people can help save their vision through regular, comprehensive eye exams and early intervention. Patients and advocates shared their personal experiences and how they manage diabetes-related eye disease.

During the event, attendees and members of the media participated in a 15-minute Q&A session, learned more about the link between diabetes and eye health, and walked away with concrete advice and tips for their next eye doctor appointment. Members of the press had an opportunity for phone or email interviews before and after the event.



Our Focus On Diabetes Champions

Our patient Champions shared their personal stories about diabetes and the various complications of eye disease they've experienced. Each of them provide a unique perspective and is a testament to what's possible when you take control of your health. Read more about these truly inspirational Champions:

Natalie

Natalie, an avid world traveler and dancer, lives with type 1 diabetes. One morning she realized she couldn't see out of one eye. Today she is recovering, and her experience is an inspiration and a cautionary tale for us all.

Read more about Natalie's story.



Roger

Roger, a career-focused husband and father, believed he was doing enough to control his A1C to prevent progressing from prediabetes to diabetes. After years of ignoring the signs, he decided to do something about it and is now one of our Champions.

Read more about Roger's story.



Patricia

Patricia has been a pilates instructor for 27 years. She lives with type 2 diabetes and has suffered severe complications to her eyesight. However, she continues to live a full life and shares her story to caution others about the possible effects of diabetes on eye health.

Read more about Patricia's story.



Thank You

Visionary Partners

- Regeneron Pharmaceuticals, Inc.
- VSP® Vision Care

Strategic Alliances

- American Academy of Ophthalmology (AAO)
- American Optometric Association (AOA)
- American Society of Retina Specialists (ASRS)
- Children With Diabetes (CWD)
- National Eye Institute (NEI)
- The diaTribe Foundation

Steering Committee

American Diabetes Association

Charles D. Henderson, Chief Development Officer

Regeneron

Fouad Amer, Global Head of Ophthalmology

Kevin Clark, VP, Ophthalmology Business Unit

Emmanuel Hamon, Executive Director, Marketing

Amanda Seeff-Charny, Senior Director Patient Advocacy

Elizabeth Hackbarth, Director, Patient Advocacy

VSP Vision Care

Patrick McNeil, Chief Communications Officer

Terri Wilson, SVP/GM Health Care Partners and Solutions

Connie Vavricek, Director, Provider Relations

Christi Ballard, Strategic Communications Advisor

The People We Serve



#SALUDTUES
tweetchat

Healthy Vision Month: Eye Health Is My Health

1 pm ET, Tuesday, July 28, 2020

Host: @SaludAmerica
CoHosts: @NatEyeInstitute
@NHMAmd @AmDiabetesAssn

Salud NEI 2020 healthy vision month American Diabetes Association. NHMA



There's nothing we
can't accomplish
when we're
Connected for Life.