

ADA's Mission Priorities



Research

The ADA plays a crucial role as a direct funder, driver, and shaper of national diabetes research, facilitating the introduction of innovative approaches to the diabetes community and advancing the possibility of a cure.

Quality of Care



Outcomes in diabetes — where 90% of care happens in a primary care setting — have not improved significantly, while therapeutic and technology advances continue. Improving outcomes, by driving broader adoption of ADA's Standards of Care, requires immediate action.



Food + Nutrition

Access to information and guidance about nutrition is essential in preventing and managing diabetes, and the ADA is committed to driving new patient resources, policy changes, partnerships, and healthcare professional training to support this goal.

Access + Equity



Diabetes is a striking representation of health disparities, particularly concerning prevention and treatment. ADA is spearheading efforts to minimize obstacles for all individuals with diabetes, enabling access to essential technology, medication, innovative solutions, and healthcare.