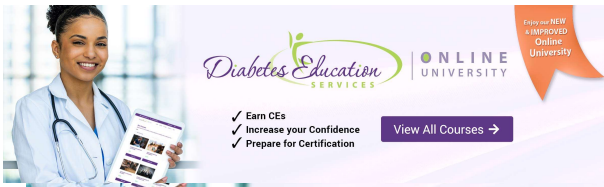




**Revitalize your Diabetes Program or Business
with Proven Strategies
with Coach Beverly**

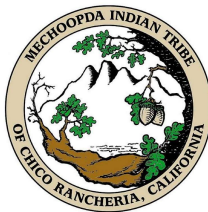
Beverly Dyck Thomassian, RN, MPH, BC-ADM, CDCES
President, Diabetes Education Services
www.DiabetesEd.net 2023



Welcome to our DiabetesEd Online University
*Our goal is to provide an exceptional user experience and
build a sense of community.*
FREE Webinars are part of our 25 Year Celebration.

Land Acknowledgment

► We acknowledge and are mindful that Diabetes Education Services stands on lands that were originally occupied by the first people of this area, the Mechoopda, and we recognize their distinctive spiritual relationship with this land, the flora, the fauna, and the waters that run through this area.



Revitalize Your Diabetes Program or Business - Objectives:

1. Strategies to create and maintain a successful inpatient education program.
2. Creating vibrant outpatient diabetes program.
3. Providing inclusive care in rural clinic settings.
4. Building community to grow, sustain and revitalize diabetes programs.

Activities you are considering, already have done, or are doing.
Great – Spread the Word

Diabetes Care and Education Specialists are a gift.



Congrats to ADCEs for 50 years, Member for 30, Company for 25 yrs #ADCEs23

Diabetes Care and Education Specialist (CDCES) Definition

“A compassionate teacher and expert who, as an integral member of the care team, provides collaborative, comprehensive, and person-centered care and education for people with diabetes”



2022 National Standards for Diabetes Self-Management Education and Support
Diabetes Care 2022;45:484-494 | <https://doi.org/10.2337/0621-2396>

When I get lost or discouraged, I remember my why.

What is your Elevator Pitch?

For the clinic:

I help people with diabetes get to their best health through collaboration and education.

Elevator Pitch for my company:

I coach health care professionals to achieve their dream of becoming certified diabetes specialists.



What is your elevator pitch?

DSMES vs Medications

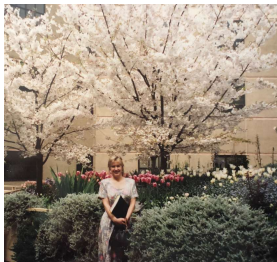
Table 3—Comparing the benefits of DSMES/MNT vs. metformin therapy (17)

| Criteria | Benefits rating | |
|------------------------|-----------------|------------------|
| | DSMES/MNT | Metformin |
| Efficacy | High | High |
| Hypoglycemia risk | Low | Low |
| Weight | Neutral/loss | Neutral/loss |
| Side effects | None | Gastrointestinal |
| Cost | Low/savings | Low |
| Psychosocial benefits* | High | N/A |

N/A, not applicable. *Psychosocial benefits include *improvements* to quality of life, self-efficacy, empowerment, healthy coping, knowledge, self-care behaviors, meal planning, healthier food choices, more activity, use of glucose monitoring, lower blood pressure and lipids and *reductions* in problems in managing diabetes, diabetes distress, and the risk of long-term complications (and prevention of acute complications).

Diabetes Self-management Education and Support in Type 2 Diabetes 2020 – joint position statement –AADE, ADA, Academy of Nutrition and Dietetics

Stanford Medical Center 1994 Diabetes Nurse Specialist



- ▶ Read Joslin manual at night.
- ▶ Devoured ADA Standards.
- ▶ Tried to appear knowledgeable.

Inpatient Diabetes Education Matters

- ▶ About 20% of CDCES's work primarily in inpatient setting.
- ▶ 30-40% of inpatients have diabetes
- ▶ Can't bill because we are part of the overhead.
- ▶ Provides unique opportunity to connect with people with diabetes to support behavior change.

Gather Data to Eval Where we Were

- ▶ Stanford gave me one year to demonstrate that I could save as much as my annual salary.
- ▶ Position had to pay for itself.
- ▶ A1C levels?
- ▶ Measured
 - ▶ Glucose levels
 - ▶ Rates of hypoglycemia
 - ▶ Rates of hyperglycemia
 - ▶ Monitor length of stay for those with diabetes in diagnostic code
- ▶ Document & Share

Chart audits reveal 50% hyperglycemia

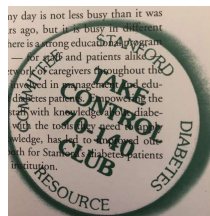
- ▶ Issues
 - ▶ No standardized insulin approach
 - ▶ Blood glucose management not perceived as worthwhile
 - ▶ Interns followed what the residents taught them.
 - ▶ Transcription mistakes.
- ▶ This led to
 - ▶ Frequent hyperglycemia
 - ▶ Some hypoglycemia
 - ▶ Co-associated with longer lengths of stay
 - ▶ Frustrated
 - ▶ Inpatients
 - ▶ Providers
 - ▶ Pharmacists
 - ▶ Nurses

**We can't do this by ourselves.
Gather Teams**



- Diabetes Resource Committee**
- One person from each unit
 - Meet monthly
 - Distribute new information to peers
 - Help keep teaching packets in stock
 - Measure outcomes
 - Hallway consults
 - Became Stanford Diabetes Certified

**Incorporate Person Centered Care
into messaging – Have Fun**



- ▶ It's not your fault!
- ▶ Lift the Sheets and look at the Feet
- ▶ Guilt Free diabetes education
- ▶ No such thing as "cheating"
- ▶ Recognize the individual's expertise

Building a Successful Inpatient Program

- ▶ Invest in training and mentoring
- ▶ Share what you are accomplishing with management and stakeholders.
- ▶ Newsletter
- ▶ Diabetes Resource Committee
- ▶ Certificate training program
- ▶ Provider trainings
- ▶ Present at orientation

Sharing your success isn't bragging. Own your successes. You earned it!

- ▶ No one will know all the great things you are doing unless you let it be known.
- ▶ Newsletter
- ▶ Reports
- ▶ Email
- ▶ Newspaper articles
- ▶ Poster Sessions
- ▶ National Conferences
- ▶ During meetings



Consider a success you feel great about!

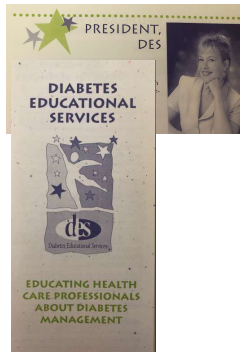
Consider a Success You Feel Great About


- ▶ No matter how big or small.
- ▶ Please add it to the chat, so we can acknowledge your accomplishment as we conclude the program.



1998 – A Turning Point

- ▶ Got married
- ▶ Started my company, Diabetes Education Services
- ▶ Hired to set up inpatient program then ADA Recognized DSME Program at local Rural Hospital





CLASS TOPICS

TRAINING 1

- Intro and LiveWell Strategies
- Healthy Foods to Nourish Your Lifetime Journey
- LiveWell with Everyday Foods

TRAINING 2

- Calibrate Your Diabetes Compass
- Step It Up – Get Moving
- Stairs & Walkers – Managing the Highs & Lows


TRAINING 3


- Navigating Restaurant Menus
- Safely Lifting “Springs”
- Medications and Insulin: What’s Right for You

TRAINING 4

- Keep Those Vessels Flowing
- Weathering the Storms of Diabetes
- Healthy, Happy Feet
- Graduation Day Festivities

Live Well Diabetes Program





FOR MORE INFORMATION AND TO REGISTER, CALL
(530) 876-7297

2018 Education Program Schedule


| LOCATION | TRAINING 1 | TRAINING 2 | TRAINING 3 | TRAINING 4 |
|---|------------|------------|------------|------------|
| Health Feather River | Jan 17 | Jan 17 | Jan 23 | Jan 24 |
| Orange (lower level of 4th floor portico) | Feb 7 | Feb 7 | Feb 13 | Feb 20 |
| May | May 8 | May 8 | May 15 | May 22 |
| July | July 17 | July 17 | July 24 | July 31 |
| August | Aug 7 | Aug 14 | Aug 21 | Aug 28 |
| October | Oct 8 | Oct 8 | Oct 15 | Oct 22 |
| November | Nov 6 | Nov 13 | Nov 20 | Nov 27 |

ask if it fits your computer and for more information

Marketing Question


Build it and they will come?

A. True
B. False



Increase Provider Referrals

- ▶ Office visits
- ▶ Tally provider referrals & share
- ▶ Get to know front staff
- ▶ CE activities
- ▶ Hallway conference
- ▶ Welcome packet for new MDs
- ▶ Participant Testimonials
- ▶ Holiday cards, healthy gifts
- ▶ Create something to give away with your logo (PocketCard, Cheat Sheets)



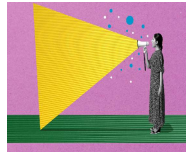
Increase Self Referrals

- ▶ Events - health fairs
- ▶ Community presentations
- ▶ Direct mail /email
- ▶ Special events
- ▶ Word of mouth
- ▶ Internet –TV interviews
- ▶ Advertising
- ▶ Community Member as promoter



Vibrant Outpatient DSME Strategies

- ▶ Visibility is key
- ▶ Shine Your Light
 - ▶ Attend medical meetings
 - ▶ Share successes
 - ▶ Newsletter articles
 - ▶ Present at volunteer meetings
 - ▶ Present at community meetings
 - ▶ Create program brochure that connects with your community
 - ▶ Make sure to have a presence on org website that accurately represents your services



Addressing Defeats

“You may encounter many defeats, but you must not be defeated. In fact, it may be necessary to encounter the defeats, so you can know who you are, what you can rise from, how you can still come out of it.”–
Maya Angelou



*Keep asking for that Billboard with a smile.
Keep showing up, Coach Beverly*

Providing Care at a Rural Indian Health Services Clinic



Rural Setting Best Care

- ▶ Get colleagues on board
- ▶ You may have the most diabetes expertise
- ▶ Share your knowledge
- ▶ Leverage technology for appointments
- ▶ Case management
- ▶ Identify resources and build bridges with community health workers
- ▶ Reach out to those who don't show up
- ▶ Role model person centered language

What Individual Is Doing Right

- We transmit our belief in others through body language, affirmation and encouragement.
- Using a strength-based approach, confidence in success increases – for both.
- Use phrases like, “You’ve overcome this in the past and I believe in your ability to figure this out.”



Our belief in people is powerful & contagious.

Limit Advice Giving, Expand Curiosity

- As the person with diabetes is sharing their “story”, we might be thinking of a whole range of solutions that will fix the situation.
- The truth is, the person sitting across from us knows what will fix the situation. Our goal is to help them in the process of self-discovery.
- By being curious and asking questions, we can help them explore different strategies and determine the best fit.



“Our goal is to find the expert within”

At Group Class for Tribal Members, I asked,

“What prevents you from getting to your best health?”



- ▶ Lack of transportation.
- ▶ Not enough money to buy healthy foods.
- ▶ No local grocery stores.
- ▶ Afraid of being judged.

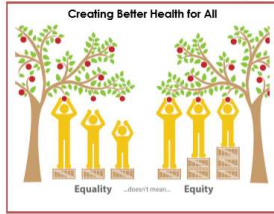
Social Determinants of Health

- ▶ The conditions in which people:
 - ▶ Play
 - ▶ Live
 - ▶ Work
 - ▶ Learn
 - ▶ Pray
- ▶ Directly affects their health risks and outcome



AADE Population Health & Diabetes Educators Evolving Role 2019

Striving for Equity in Health Care



“Equitable care ensures optimal outcomes for all patients regardless of their background or circumstances.”

“Equitable care does not mean treating every patient exactly the same”.

Equality SOUNDS fair.
Equity IS fair.

Source: The Roadmap to Reduce Disparities, Robert Wood Johnson Foundation (2014)

<http://www.communityview.ca/index.html>

Creating an Environment Where Everyone feels welcome

- ▶ Unknowingly, we may be creating an environment that doesn't reflect the community we serve.
- ▶ Display local artwork, sculpture or vegetation.
- ▶ Handouts that are meaningful to the people we serve.
- ▶ Appreciating showing up for appointment.
- ▶ Diabetes Self-Care Swag bags



Discovering your Vision: Goals of Diabetes Education Services

- ▶ Provide training and education for the next generation of diabetes care and education specialists.
- ▶ Offer Free resources and content that is useful in clinical practice.
- ▶ Evidence-based content without financial support from industry.
- ▶ Guilt-free approach infused with kindness and compassion.

DiabetesEd.net Website

DiabetesEd.net Website

Start your journey
Celebrating 25 Years in Diabetes Education

- Online University & Live Seminars
- Certification Tools & Resources
- Accredited Continuing Education

GET STARTED

Beverly Thomassian, RN, MPH, CDCES, BC-ADM
CEO, coach, instructor, cheerleader, mentor

PocketCards

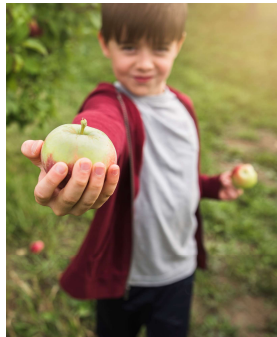
CDCES Coach App

73 live having a coach in your pocket! CDCES Coach App

www.DiabetesEd.net | info@diabetesed.net | 530-893-8635

A Surprising Truth

- ▶ The more I give away with loving intention, the more my community grows.
- ▶ Ask yourself, how can I share and give away?



Create Community through Sharing

- ▶ PocketCards
- ▶ Cheat Sheets
- ▶ Stickers
- ▶ Bags
- ▶ Blogs / Newsletter
- ▶ Share expertise with others
- ▶ Mentor
- ▶ Support

- Incorporate Fun
- Question of the Week
 - DiaBingo
 - Teaching Tools



NEW Accordion 2-sided PocketCards



Live in San Diego: DiabetesEd Basic Training Conference | Oct 11-13, 2023 | Earn 30+ CEs

\$ 599.00

Live in San Diego: DiabetesEd Deluxe Training Conference | Oct 11-13, 2023 | Earn 30+ CEs

\$ 699.00

CDCES® Coach App – Download Success

CDCEs Coach App | Copyright © 2018 Diabetes Education Services

HOME THE APP HOW IT WORKS ABOUT US REVIEWS CONTACT

"It's like having a coach in your pocket!"

CDCEs Coach App

Download on the App Store or Download on Google Play

Standards of Care
Meds PocketCards
Question of the Week
Online Course Viewing

Direct camera to QR code to get to CDCES app page


DiabetesEd SWAG & Shirts




| | | | |
|---|---|--|--|
|  DiabetesEd T-Shirt \$14.99 |  DiabetesEd Bag \$15.99 |  Write Success in Your Success! *Kerolan with FREE Shipping \$4.99 |  Write Success in Your Success! *Mason with FREE Shipping \$5.99 |
|  DiabetesEd Pen \$2.49 |  DiabetesEd Pen \$3.99 |  DiabetesEd Calculator \$4.99 |  DiabetesEd Calculator \$2.99 |

Believe In You

- Don't allow imposter syndrome to stop you from moving forward.
- Allow room for self-grace.
- Getting it done is more important than getting it perfect.
- Find people that can support you when the going gets tough.
- Create community.



You are Enough!
Brene Brown

Mentoring for the Future



Share & Be Generative.
Ideas flow in a generative nature, building on one another.

Good News

“Everyone has inside of her a piece of good news. The good news is that you don’t know how great you can be, how much you can love, what you can accomplish, and what your potential is.”

— **Anne Frank**



Sharing your success isn't bragging. Own your successes. You earned it!

- ▶ No one will know all the great things you are doing unless you let it be known.
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- ▶ Reports
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Consider a success you feel great about!

Keep in Touch



- ▶ Facebook: <https://www.facebook.com/DiabetesEducationalServices>
- ▶ Twitter: <https://twitter.com/CDCESCoach>
- ▶ Instagram: <https://www.instagram.com/cdcescoach/>
- ▶ Linked In: <https://www.linkedin.com/in/beverlythomassian/>
- ▶ Monthly Newsletter: <https://diabetesed.net/monthly-newsletter-past-issues/>
- ▶ Sign up for Blog Bytes – Question of Week: <https://diabetesed.net/diabetes-blog-bytes-sign-up/>





- ▶ Questions?
- ▶ Email info@diabetesed.net
- ▶ Web www.DiabetesEd.net
- ▶ Phone 530-893-8635

Thank You
