

**Diabetes Care
and Education**

a dietetic practice group of the
**eat
right.** Academy of Nutrition
and Dietetics

www.dce.org

DCE | Annual Report

2011-2012





CHAIRS' MESSAGE

2011-2012 has been a busy year for the dedicated Diabetes Care and Education (DCE) volunteers. The time and effort expended by the Electronics Committee and Website Chairs allowed us to launch a new DCE website for the Food & Nutrition Conference & Expo (FNCE) of the Academy of Nutrition and Dietetics. The Webinar Committee also invested many hours in providing greater convenience to members with additional live and recorded webinars. DCE's dedicated volunteers have grown significantly, and with more volunteers, we can create even more offerings for members.

Mission

DCE members are the most valued authorities on nutrition and diabetes prevention, education, and management.

Vision

DCE members lead the future of nutrition and diabetes prevention, education, and management.

At the annual retreat in late April, the DCE leaders initiated conversations about the strategic plan. A new strategic plan cycle begins in 2013, and it is important to understand who we are today and where the dietetic practice group (DPG) is heading. The conversation led to identification of five key areas:

- 1) Practice: The goal of DCE is to support members and provide the tools necessary to meet their patients' needs.
- 2) Partnerships: Collaborations with individual group organizations can achieve mutual strategic benefit.
- 3) Membership: Increasing the volunteers within DCE can make them more connected and committed to their DPG.
- 4) Research: Specific research areas should be identified to increase Registered Dietitian (RD) value and visibility.
- 5) Public Policy: Understanding of the value of nutrition services and the RD/DTR (Dietetic Technician Registered) must be elevated among lawmakers.

We also realized that the mission statement requires adjustment. We need to expand our scope by encouraging those without expertise in diabetes to join DCE, with the goal of becoming authorities in diabetes and nutrition.

To aid in better positioning DCE and its members for the future, we have asked for member input in two areas:

- Member Survey: DCE sent surveys to members in August 2011 to identify current membership demographics and needs as well as perceptions of DCE member benefits. With greater technology, DCE has transitioned from surveying the membership every 3 years to sending brief surveys annually to obtain input from members about their needs.
- Expertise Survey: The new annual survey launched this membership year is designed to identify talents within the DCE membership to help with projects with the Academy, industry, and DCE.



The member survey was completed by 1,682 members (24% of the membership). Key findings include:

Highly credentialed:

- 50.6% are Certified Diabetes Educators (CDE)
- 1.7% hold Board Certification in Advanced Diabetes Management (BC-ADM)
- 48.7% have a master’s degree

Work Place:

- 54.1% work in the outpatient setting
- 12.4% in private practice
- 6.9% in long-term care
- 26.9% in the inpatient setting
- 73% work primarily with type 2 diabetes
- 60.3% are currently Medicare providers

Of those who engage in Diabetes

Self-Management Training/Education:

- 71.5% are part of an American Diabetes Association (ADA) recognition program
- 27.2% are part of the American Association of Diabetes Educators (AADE) recognition programs
- 1.3% are part of the Indian Health Services recognition programs

Well Connected:

- 22.4% use Facebook daily and 2% use Twitter

Involved:

- 37.6% are members of AADE
- 9.6% attended FNCE
- 8.8% attended the 2011 AADE Annual Meeting & Exhibition
- 3.6% attended the 2011 ADA Scientific Sessions meeting
- 1.5% attended the 2011 ADA Post Graduate meeting

Value:

- 62% found *On The Cutting Edge* most valuable
- 61.9% — complimentary magazines (*Diabetic Living, Diabetic Cooking*)
- 56.5% — continuing education opportunities
- 49% — *NewsFlash*
- 43% — e-updates, e-blasts
- 40.6% — website
- 39% — education slicks
- 35.3% — webinars

The Expertise Surveys:

The first survey in 2011 elicited 370 responses, and the second, sent at the end of May 2012, had 722 responses. Key findings from the 2012 survey are:

- 5.6% (41) consider themselves experts with type 1 diabetes in children, adolescents, and teens
- 2.5% (18) with athletes
- 7.8% (56) with insulin pump therapy
- 1.2% (9) with continuous quality improvement

- 6.8% (49) with obesity and weight management in pediatrics
- 1.4% (10) with media training
- 1.4% (10) with complementary medicine
- 29.8% (215) with vegetarianism
- 3% (22) with social media.

We also have an impressive array of members who are fluent in 28 languages from Arabic to Visayan.

Our future is bright, and DCE continues to forge ahead. We will be busy creating the new strategic plan as well as adding new features to the website, including a technology corner, member highlights area, and links to best practices and member-created handouts. Our DPG is member-driven, and that tradition will continue to keep us growing.

Amy Hess Fischl, MS, RD, LDN, BC-ADM, CDE
2011-2012 DCE Chair

Andrea Dunn, RD, LD, CDE
2011-2012 DCE Chair-Elect



MEMBERSHIP ACTIVITIES

This past year saw an increase in membership benefits. These included: revision of the Membership Brochure, the Annual Membership drive (with a chance to win an iPad 2), a booth at the AADE Annual Meeting & Exhibition in August 2011 (with raffle of a cookbook at the end of each of the 3 days), and a booth at FNCE in September. An article appeared in each *NewsFlash* issue discussing the many benefits of belonging to DCE. DCE volunteers answered questions about diabetes on the student blog of the Student Community of Interest (COI).

The Mentoring Program continues to be popular. Topics requested are resources for the CDE exam, how to become a CDE, how to start a private practice, and reimbursement issues related to private practice as well as specific topics such as gestational diabetes mellitus, pump training, and requests for mentors working in specific geographic areas.

Facebook: www.facebook.com/DCEdpg; DCE Facebook committee monitors and updates timely information for our membership. A Facebook 101 article appeared in the Spring 2012 *NewsFlash* to explain how to join and use the DCE Facebook website.

PUBLICATIONS AND COMMUNICATIONS

The newsletters *On the Cutting Edge* and *NewsFlash* are each published three times a year and continue to be favorite benefits of membership. *On the Cutting Edge* is peer-reviewed, and each issue provides 3 to 4 hours of Continuing Professional Education Units (CPEUs), while *NewsFlash* keeps members up-to-date in the field of diabetes care and education.

DCE distributes over 7,000 issues of each newsletter to national and international members, RDs, and advocacy organizations as well as Academy spokespersons, industry sponsors, and dietetic education programs across the United States.

Themes: *On the Cutting Edge*

Spring 2011:

Optimizing Diabetes Care with Help from the 2010 Dietary Guidelines for Americans

Theme Editor: Kathaleen Briggs Early, PhD, RD, CDE

Summer 2011:

How Research Impacts Clinical Practice and Care in Diabetes

Theme Editor: Linda Delahanty, MS, RD, LDN

Winter 2011:

Gastrointestinal Issues Encountered in Diabetes

Theme Editor: Carol Rees Parrish, MS, RD

Patient Education Handouts

Fourteen peer-reviewed, copy-ready patient education handouts are downloadable by DCE members and non-members at one of the most visited webpages on the DCE website. The following handouts were revised for members and their patients:

- "Ready, Set, Start Counting!"
- "Sweet Taste without the Calories"

Electronic Communications

The DCE website (www.dce.org) had a major makeover to improve the user experience, with better navigation, expanded resources, and new features. Changing to a content management system allows more rapid and cost-effective updating and editing.

New features include:

- A new, dynamic homepage that includes a Find a DCE RD by location
- Calendar of events
- DCE Facebook feed
- Individual member pages that include a member profile and a history of CPEUs earned as well as media and orders purchased
- Market site, allowing purchase of CPEU opportunities, including DCE webinars
- Research section

Popular sections and pages were updated, including:

- Access to DCE newsletters (both current and archived issues) and CPEU quizzes
- Webinars and other educational opportunities
- Copy-ready, peer-reviewed patient education handouts
- Articles about diabetes, credentialing, standards and scope of practice, medical nutrition therapy (MNT), and public policy updates
- Recipes of the Month and more than 80 archived recipes
- DCE member benefits, leaders, sponsors, awards, and volunteer and mentoring opportunities.

Each month, the DCE website had approximately 6,000 visits and 30,000 page views. The committee has continued to work on more new features and updates to make the website an even a more valuable member resource.

Other Electronic Communications

- The DCE e-Update, a monthly e-newsletter, features DCE announcements, news, and opportunities to keep members informed.
- Periodic e-Blasts are used to communicate urgent messages to members
- Electronic mailing list (EML) or listserv is very popular and active, with approximately 1,000 subscribers. EML facilitates asking questions and sharing ideas, tools, and nutrition information worldwide among DCE members. DCE EML averaged about 500 messages per month (more than 17 messages per day).

PROFESSIONAL DEVELOPMENT PROJECTS

DCE conducted five live webinars offering CPEUs. The webinars were attended by both members and non-members, and all achieved high satisfaction ratings. The webinars were recorded and are stored on the DCE website for 1 year. Participants could also earn CPEUs after viewing the recording and successfully completing a quiz for all webinars after June 2012.

- **“Strengthening the Diabetes Community: Social Media for Dietetic Professionals and People with Diabetes” - June 25, 2011.** Opportunities for use of social media by RDs and DTRs to strengthen the diabetes community were discussed. Attendees heard examples of how RDs and DTRs can benefit from and become involved with social media.
- **“Money Matters in MNT & DSMT: Reimbursement Basics for RD’s” - October 25, 2011.** This webinar examined how to charge Medicare

and private payer MNT and Diabetes Self-Management Education (DSME) dollars. Highlights included Medicare’s coverage guidelines related to MNT-DSME referrals, MNT telehealth, CPT, ICD-9 and revenue codes, billing guidelines, the new “tiered” payment rates and fee setting and specifics related to private payer reimbursement, prediabetes billing, and appropriate documentation to meet requirements of the Centers for Medicare & Medicaid Services and other regulatory agencies.

- **“Ominous Octet: Non Insulin Therapies of Diabetes” - January 17, 2012.** The human pathophysiology that contributes to hyperglycemia and why multitherapeutic modalities benefit a person with type 2 diabetes were discussed.
- **“Ominous Octet: Insulin Therapies in Diabetes” - February 21, 2012.** The normal insulin secretion

pathway of human physiology and different methods of insulin injection therapy that might benefit glycemic control were described.

- **“Supplements for Type 2 Diabetes” –May 4, 2012.** Dietary supplements that patients may be taking, how these supplements work, and how to use them safely in clinical practice were reviewed.

The Technology & Diabetes Task Force

Articles were published in *NewsFlash* to advance DCE members’ use of technology for managing diabetes.

Topics included available apps, how to communicate blood glucose data with providers, and a look at new insulin delivery systems. New avenues were explored to inform members of technology advancements, including the option to use the DCE website for current updates and trainings.

PUBLIC POLICY AND REIMBURSEMENT

The October 2011 DCE webinar on reimbursement prompted more than 200 questions from participants. For the next 4 months, the presenters’ responses were posted on the DCE website. The Academy’s Public Policy Workshop (PPW) provided further information on reimbursement issues. DCE members need to be informed about legal issues, such as funding/reimbursement, for advocating DCE positions to state legislators. Building relationships with state reimbursement chairs at the PPW can create connections to distribute diabetes-related reimbursement issues/knowledge to DCE members and future members.

For the upcoming year, reimbursement topics will be displayed prominently on the DCE website, which will also address current legislative issues related to reimbursement. DCE will take a proactive role in communicating with the state reimbursement chairs.

RESEARCH COMMITTEE

Evidence-based research continues to drive our members’ practices. This past year, DCE provided several resources to encourage members to become active users of research and to conduct their own research. Although it is challenging for many DCE members to conduct research studies, investigations are needed to document the value of RDs and MNT in the care of persons with diabetes. The summer issue of *On The Cutting Edge* highlighted the impact of research on our jobs and included two articles designed to increase DCE members’ comfort level with reading and conducting research. The Academy supported these efforts with the publication of the Research Toolkit, which was offered free to members. Links to these resources are on the updated research pages of the DCE website.

2011 ACADEMY AWARD RECIPIENTS

Medallion Award

Linda Delahanty, MS, RD, LD

Excellence in Management Practice

Jackie Boucher, MS, RD, LD, CDE

2011 DCE AWARD RECIPIENTS

Legislative Activity Award

Michele Chynoweth, RD, CDE

Distinguished Service Award

Patti Urbanski, MEd, RD, LD, CDE

Diabetes Educator of the Year Award

Marlisa Brown, MS, RD, CDE, CDN

Diabetic Living's People's Choice

Diabetes Educator of the Year Award

Patti Geil, MS, RD, FADA, CDE

Publications Award

Maggie Powers, PhD, RD, CDE

Champion Award

Patricia Babjak, MLIS

Legislative Stipends

Janice Fisher, PhD, RD, LD, BC-ADM, CDE

Educational Stipends

Sarah C. Buice, RD, LD, CDE

Lisa K. Roche, MS, RD, CD, CDE

Carolyn Gaydos, MS, RD, LD, CDE

Linda Rocafort, MPH, RD, LDN

Carrie Swift, MS, RD, BC-ADM, CDE

Speaker Stipends

Cindy Brinn, MPH, RD, CDE

Cyndee Stegeman, EdD, RDH, RD, LD, CDE

Amy Stephens, MS, RD, CDE

Diane Reader, RD, LD, CDE

Cecilia Sauter, MS, RD, CDE

Student Stipend Recipients

Cassie Alvarado

Jacob Atwood

Julie Przbyla

Rachel Stricjney

Tiffany Tjaarda

Michael Zанovec

2011-2012 UNAUDITED FINANCIAL REPORT

DCE's executive board continues to be fiscally responsible, holding an ample amount of funds in reserve in the event of a downturn in the economy. The following financial report reflects our success in maintaining low expenses and meeting our fundraising goals.

	YTD Actual	YTD Budgeted
REVENUE		
Membership Dues	\$184,511	\$187,332
Meeting Registration Fees	11,026	0
Publication Sales/ Subscriptions	30	0
Grants/Contracts	241,046	284,500
Interest Incomes	(4,635)	0
Miscellaneous Receipts	0	6,600
Donations and gifts	5,500	0
Merchandise Sales	99	0
Total revenue	\$437,577	\$478,432
EXPENSES		
Lodging/Food/Transportation	\$88,409	\$168,314
Professional/Consulting	146,067	97,968
Postage	24,488	58,321
Mailing Service	4,192	7,260
Office Supplies	2,130	3,804
Stationery/Forms	108	1,764
Telephone	1,475	3,996
Teleconference Expenses	996	3,156
Advertising/Promotion	1,725	9,360
Depreciation	0	5,316
Other Expenses	452	0
Books/Subscriptions	60	0
Membership Dues/Seminar Fees	11,619	21,569
Credit Card Processing Fees	4,805	2,808
Donations/Contributions	50	1,500
Outside Services	0	14,856
Donations/Contributions	6,600	6,600
Honorariums/Awards	25,758	34,692
Rental – Off-site	828	804
Audio Visual	1,725	0
Expo/Meeting Services	290	9,696
Food Service	70,922	55,764
Printing/Copying	958	46,252
Total Expenses	\$393,657	\$553,800
Net profit/(loss)	\$(48,197)	\$(71,968)
Net Investment reserves	\$654,680	

OUR 2011-2012 CORPORATE SPONSORS

The generous support of industry sponsors allows DCE to fulfill our mission and vision. We sincerely thank the following industry sponsors for their support of DCE initiatives during the fiscal year of June 1, 2011 through May 31, 2012.

Abbott Diabetes Care

- DCE Leaders Breakfast at 2011 AADE Annual Meeting & Exhibition

Abbott Nutrition

- 2011 DCE Past Chairs' Dinner at FNCE
- DCE Member Breakfast and Simulcast at FNCE
- 2011 DCE Spring Leadership Retreat luncheon

American Diabetes Association

- Complimentary *Diabetes Forecast* magazine subscription for members

BD Medical — Diabetes Care

- Spring 2011 *On The Cutting Edge*

CanolaInfo

- Cosponsor of the DCE and Weight Management Practice Groups' Joint Member Reception at 2011 FNCE

Corn Refiners Association

- Sponsor of the Membership Breakfast at 2011 FNCE

Cumberland Packing, Inc. for "Agave in the Raw"

- Sponsorship of two E-Updates

Daisy Brand Cottage Cheese

- Cosponsor of 2011 DCE Awards Breakfast at FNCE
- Sponsorship of two E-Updates

Diabetic Cooking Magazine

- 2011 DCE Diabetes Educator of the Year award
- Complimentary magazine subscription for members

Diabetic Living Magazine Meredith Corporation

- Complimentary magazine subscription for members
- Sponsor of the 2011 DCE's People's Choice Diabetes Educator of the Year award

Dreamfields Pasta

- Support of 6 DCE Speaker Stipends

Eli Lilly and Company

- Review of corporate educational handouts
- Fall 2011 *NewsFlash*

General Mills, Inc.

- Sponsor of the DCE Executive Members' Meeting breakfast at the 2011 FNCE

Health Management Resources

- Support of five DCE Educational Stipends

Janssen Pharmaceuticals, Inc.

- Cosponsorship of DCE reception at 2011 AADE Annual Meeting & Exhibition

McNeil Nutritionals

- Sponsor of the DCE Networking Reception at the 2011 AADE Annual Meeting & Exhibition
- Cosponsor of the DCE and Weight Management Practice Groups' Joint Member Reception at the 2011 FNCE
- 2011 DCE Distinguished Service Award

National Starch Food Innovation

- Sponsor of 2012 Spring Leadership Retreat Breakfast

NovoNordisk

- DCE Advisory Services for Consumer Education

Sanofi-Aventis

- Sponsor of 2012 Spring Leadership Retreat Breakfast

DCE INVOLVEMENT WITH THE NATIONAL DIABETES EDUCATION PROGRAM (NDEP)

DCE members have been and continue to be instrumental in the development of NDEP resources and the NDEP strategic plan. DCE has representation on several NDEP Task Forces and Groups. The Supporting Behavior Change Task Group reviews materials for HealthSense, which strives to provide easy access to resources that can help people with or at risk of developing diabetes and the BetterDiabetesCare Website Task Force, whose purpose is to "provide a practical resource to help physicians, health care teams, and health care organizations across the country to transform the delivery of diabetes prevention and management services to achieve improved patient outcomes." DCE is also represented on the NDEP Promotions Task Force and the Strategic Directions Group.

2011-2012 EXECUTIVE COMMITTEE

FROM LEFT TO RIGHT:

Back row: Amber Wamhoff, Carolyn Harrington, Susan Yake, Andrea Dunn, Lisa Brown, Patti Unbanski, Maggie Powers, Amy Hess Fischl

Front row: Judy Giusti, Susie Wang, Molly Gee, Liz Quintana, Maryann Meade



2012-2013 EXECUTIVE COMMITTEE

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