

**Diabetes Care
and Education**

a dietetic practice group of the
eat right. American Dietetic
Association

www.dce.org

DCE | Annual Report

Diabetes Care and Education Dietetic Practice Group

2009–2010



DCE Mission

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

DCE Vision

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

Chair's Message

Among DCE's many goals for 2009-2010, leveraging online technology to improve communication, engage members and broaden our reach was a top priority. To achieve these objectives, we appointed an electronic communications coordinator to the executive committee who helped us maximize our online presence and increase our membership to over 6,100.

DCE continues to be well-represented in the research arena. Building on the activities of the last 30-plus years, in 2009-2010, DCE members:

- Authored articles
- Helped develop white papers and patient-education materials
- Spoke at global conferences

Internally, DCE assigned a new research coordinator position to the executive committee and added our own delegate to the House of Delegates who represents our practice group to ADA leadership. We continue to work with nutrition professionals to bring medical nutrition therapy (MNT) and diabetes self-management training (DSMT) to payors, government officials and our clients, as well.

In 2009-2010 DCE:

- Completed a new three-year strategic plan cycle
- Launched an online awards system for member recognition
- Established the first diabetes technology group
- Introduced Citrix® GoToMeeting® functionality
- Implemented an online newsletter review process

- Partnered with weight management and renal dietitians to expand professional development offerings, including e-learning modules for Registered Dietitians (RD)
- Redesigned support staff functions and incorporated shared online tools
- Opened the leadership retreat with a session to introduce social networking
- Published six peer-reviewed newsletters, which provided RDs and dietetic technicians, registered (DTRs) the opportunity to earn continuing professional education (CPE) credits
- Participated in global diabetes conferences
- Released new patient education materials
- Served on national committees

DCE's work is not done. According to Dobson | DaVanzo & Associates, LLC, the DSMT benefit is not being used to its full potential and people living with diabetes lack access to a DSMT program¹. The MNT benefit is also underutilized, but with our members' and industry sponsors' support, we will continue to provide the best evidence-based care to those in need. Data from Centers for Medicare & Medicaid Services indicates reduced use of the MNT benefit, resulting in less revenue paid to RDs — further evidence that we have a lot of work ahead.

As leading authorities in diabetes education, prevention and management, DCE provides continuing professional education, networking, mentoring and authoring opportunities; supports research and legislative issues; publishes communication tools; and sponsors awards and grants. Through these activities, DCE strives to change the future of diabetes care and combat the diabetes epidemic worldwide.

— Joan Hill, RD, CDE, LDN
2009-2010 DCE Chair

¹Cost Estimation of H.R. 2425 using Congressional Budget Office Scoring Methodology: Medicare Diabetes Self-Management Training Act of 2009, American Association of Diabetes Educators | July 28, 2009

Planning for the Future

“Compulsive perfectionism polishes the past when bold new skills are needed to unlock future.”
— Dag Hammarskjöld

DCE is a bold organization driven by dedicated members and leaders. Using the strategic plan as our beacon, DCE will continue the work of our previous leaders and rise to meet the new challenges of the domestic and global diabetes and obesity epidemics.

In the year ahead, we will leverage research; evidence-based practice; technology and its many alliances. Additionally, we will initiate a new membership drive and enhance member benefits through these activities:

- Provide quarterly continuing education webinars
- Offer on-demand webinars on hot topics
- Release an updated version of the website, with Web 2.0 functionality
- Expand our reach using social media channels (i.e., Facebook and Twitter)

Evidence-based practice is what sets DCE members apart from other health care professionals. To be uniquely qualified in diabetes management amid the ever-changing health care environment, we will continue our commitment to outcomes research, and our research coordinator will identify projects that highlight the member research agenda.

The 2010 update of the Diabetes Care Standards of Practice/Standards of Professional Performance (SOP/SOPP) for Registered Dietitians (Generalist, Specialty and Advanced) will be completed and published in the

Journal of American Dietetics Association. Plans are underway to offer this as a CPEU webinar for all ADA members.

To maintain excellence in clinical practice, publications offer collaborative opportunities. In partnership with Renal Dietitians Practice Group, a new patient education tool on diabetes and renal disease will be published.

The latest member survey underscored DCE members’ dedication to preventing and managing diabetes both domestically and globally.

DCE leaders strategically seek out opportunities to help our members abroad and support our dietetic colleagues in other nations. Planned activities include:

- Provide speakers at international conferences and American Overseas Dietetic Association events
- Meet with key thought leaders in targeted countries
- Connect with influential DCE members

DCE has the vision and expertise to lead the future of nutrition and diabetes prevention, education and management. It’s an exciting time to be a DCE member, and I look forward to working with you on this journey.

— Molly Gee, MEd, RD, LD
2009–2010 DCE Chair-Elect



International Activities

Charlotte Hayes, MMSc, MS, RD, CDE represented DCE at the International Diabetes Federation (IDF) 20th World Diabetes Congress in Montreal, Quebec, Canada. The five-day program included scores of sessions presented by speakers from all continents, which afforded members a true global perspective of diabetes. During the congress, DCE met with IDF leaders, diabetes care providers from the United Arab Emirates, and Project Hope representatives.

Network/Alliance Report

Over the last year, DCE members served on national organizations’ committees and work groups, and held key leadership positions in diabetes organizations, including the American Diabetes Association and the American Association of Diabetes Educators. Specific alliance activities included:

- Participated in the Diabetes Educators Leadership Forum, which was comprised of representatives from the major national organizations involved in diabetes education
- Served on the National Diabetes Education Program (NDEP) coordinating committee, NDEP health care professional work group and the NDEP supporting behavior change committee

2009–2010 Audited Financial Report

DCE's executive committee continues to be fiscally responsible, holding 50 percent of our budgeted expenses in reserves in the event of a downturn in the economy. The following financial report reflects our success in maintaining low expenses and meeting our grants and contract goals while providing outstanding member benefits.

| REVENUE | Actual | Budgeted |
|---------------------------------|----------------|----------------|
| Membership Dues | 179,400 | 182,115 |
| Meeting Registration Fees | 330 | 11,000 |
| Publication Sales/Subscriptions | 93 | 0 |
| Postage | 222 | 0 |
| Royalties | 187,171 | 3,000 |
| Grants/Contracts | 1,171 | 189,000 |
| Interest Income | 71,283 | 0 |
| Miscellaneous Receipts | 198 | 0 |
| Total revenue | 441,558 | 385,115 |

| EXPENSES | Actual | Budgeted |
|------------------------------|-----------------|-----------------|
| Publications | 13,366 | 0 |
| Lodging/Food/Transportation | 61,865 | 123,450 |
| Professional/Consulting | 83,286 | 88,684 |
| Postage | 34,671 | 57,404 |
| Mailing Service | 4,959 | 5,170 |
| Freight | 801 | 0 |
| Office Supplies | 3,665 | 1,500 |
| Stationery/Forms | 264 | 200 |
| Telephone | 2,053 | 2,241 |
| Teleconference Expenses | 860 | 2,543 |
| Advertising/Promotion | 0 | 7,550 |
| Depreciation | 0 | 2,960 |
| Other Expenses | 4,226 | 0 |
| Membership Dues/Seminar Fees | 8,563 | 22,019 |
| Credit Card Processing Fees | 3,305 | 2,113 |
| Donations/Contributions | 200 | 0 |
| Outside Services | 0 | 1,770 |
| Donations to ADAF | 20,900 | 20,600 |
| Honorariums/Awards | 52,400 | 33,300 |
| Rental — Off-site | 50 | 0 |
| Audio Visual | 4,427 | 0 |
| Expo/Meeting Services | 0 | 11,990 |
| Food Service | 29,886 | 46,650 |
| Printing/Copying | 584 | 46,599 |
| Total expenses | 330,341 | 476,743 |
| Net profit/(loss) | (81,247) | (91,628) |

| | |
|--------------------------------|----------------|
| Net investment reserves | 626,476 |
|--------------------------------|----------------|

Member Benefits and Networking

“Problems can become opportunities when the right people come together.

— Robert South

Of the many benefits DCE membership affords, having the opportunity to network with other diabetes-care professionals through a variety of channels is the one both novice and veteran members appreciate most. Building on this knowledge, over the past year, DCE demonstrated its commitment to meeting clinicians' needs by focusing on enhancing the resources available through these opportunities.

Many of today's professionals and consumers prefer to communicate using social networking sites such as Facebook and Twitter. With this in mind, DCE's leadership retreat focused on expanding our knowledge about social networking, and helping us understand how our members would utilize these tools. A social networking chair and committee has been identified to better engage our youngest members and enhance overall communication.

The DCE mentoring program is another way for members to connect with one another. Under this members-only program, seasoned diabetes-care and RDs help new or less-experienced members navigate the challenges of working in diabetes care. Mentors and mentees connect with each other using the electronic listserv, online student forums and other DCE communication tools. In 2009-2010, 18 matches occurred — three times the matches that occurred last year.

As membership in DCE steadily climbs, so does DCE's voice. Over the last year, whether through the many member-authored articles published in *On the Cutting Edge* to members' involvement in driving legislative change — DCE is further evidence that there is strength in numbers.

Our 2009–2010 Corporate Sponsors

We would like to thank our generous corporate sponsors who graciously made the commitment in 2009 to support our 2009 or 2010 activities that demonstrate DCE's mission and values.

Abbott Nutrition

- 2009 DCE Past Chair Breakfast
- Support of 2009 DCE Executive Committee Strategic Planning Session

American Diabetes Association

- Complimentary magazine subscription for members

BD Medical — Diabetes Care

- Support of 2009 Pre-FNCE workshop, "Diabetes and Disordered Eating"
- Spring 2010 *Newsflash*

California Walnut Board

- Winter 2009–2010 *Newsflash*

CanolaInfo

- Co-sponsor of the DCE and Weight Management DPG Joint Networking Reception at 2009 FNCE
- Winter 2009 *On the Cutting Edge*, "The Metabolic Triad: Diabetes, Cardiovascular Disease, and Inflammation"

Diabetic Cooking Magazine

- 2009 DCE Diabetes Educator of the Year Award
- DCE Awards and Industry Recognition Breakfast at 2009 ADA FNCE
- Complimentary magazine subscription for members

Diabetic Living Magazine

- Complimentary magazine subscription for members
- 2010 DCE People's Choice Diabetes Educator of the Year Award

Eli Lilly and Company

- Fall 2009 issue of *Newsflash*

General Mills, Inc.

- DCE Members' Meeting Breakfast at 2009 ADA FNCE

Health Management Resources

- Support of four 2009-2010 DCE Educational Stipend Awards

Kraft Foods

- 2009 DCE Executive Committee Strategic Planning Breakfast

LifeScan, Inc.

- 2009 DCE Distinguished Service Award

McNeil Nutritionals

- DCE Networking Reception at 2009 AADE Annual Meeting & Exhibition
- Co-sponsor of the DCE and Weight

Management Practice Group Joint Networking Reception at 2009 FNCE

Roche Diagnostics

- Spring 2010 *On the Cutting Edge*, "Diabetes in Tough Economic Times"
- Fall 2010 *Newsflash*

SOYJOY®

- Summer 2010 *On the Cutting Edge*, "Diabetes Education in the Primary Care Setting"

SweetSurprise.com

- Member Breakfast at 2009 FNCE

T-fal

- DCE Welcome Reception at 2009 FNCE



2009–2010 Key Projects

Publications and Communications

Newsletters

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 three to four hours of CPE-units; 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 ADA spokespersons, industry sponsors and dietetic education programs across the United States.

On the Cutting Edge themes in the past year included:

Summer 2009:

Diabetes and Life Transitions

Theme Editor: Gretchen Benson, RD, LD, CDE

Winter 2009:

The Metabolic Triad: Diabetes,

Cardiovascular Disease and Inflammation

Theme Editor: Liz Quintana, EdD, RD, LD, CDE

Spring 2009:

Diabetes and Tough Economic Times

Theme Editor: Susan Yake, RD, CD, CDE, CLC

Patient Education Handouts

Handouts produced for members and their patients this year included:

- A Spanish translation of “Advanced Insulin Management: Using Insulin-to-Carb Ratios and Correction Factors”
- An updated version of “Know Your Blood Glucose Numbers”

- “Continuous Glucose Monitoring”
- “Prebiotic Basics: Helping Your Health from the Inside Out”
- “Mealtime Insulin Management”

To access an archive of all patient education handouts, visit the publications section of the DCE website. Members may download free PDF versions to distribute to patients and clients.

Electronic Communications

The DCE website, www.dce.org, provides access to a variety of information about professional development resources and DCE member benefits, including:

- Awards
- Credentialing
- Annual reports, sponsorships, networks, mentoring program
- Educational opportunities
- Member accomplishments
- Publications, including patient educational handouts
- Recipe of the Month feature

Members also had access to:

- *Newsflash* and *On the Cutting Edge*
- The ability to record CPE hours online earned by reading *On the Cutting Edge*
- Electronic communications archives
- Diabetes and nutrition newswire reports
- Key articles of interest
- MNT and public policy updates
- Slides of past pre-Food & Nutrition Conference & Expo (FNCE) workshops and DCE-sponsored sessions at FNCE



Over 1,000 subscribers strong, The electronic mail

list (EML) continues to be a very active forum where users can share ideas, tools and clinical information with other diabetes and nutrition professionals.

Our monthly e-newsletter, *DCE e-Update* keeps members abreast of DCE news, opportunities and announcements. Members also receive e-blasts periodically about matters requiring urgent action.

Professional Development Projects

2009 Pre-FNCE Workshop, Diabetes and Disordered Eating Denver, CO

Ann E. Goebel-Fabbri, PhD and Pamela Kelle, RD, CDE, LDN presented at the free member benefit Pre-FNCE workshop, “Diabetes and Disordered Eating” on October 17, 2009.

Over 100 DCE members attended this highly rated interactive workshop.



University Diabetes Outreach Program (UDOP)

Gita Patel, MS, RD, CDE, LD represented DCE at the 16th Annual UDOP conference held in Jamaica on March 25–28, 2010. DCE annually funded program speakers addressed an audience of 400 people on “Nutritional Implications and Management of People with Diabetes Who Smoke.”

Slides from these presentations are available for download at www.dce.org.

During her presentation, Ms. Patel discussed smoking as one of the modifiable cardiometabolic risk factors contributing to increased cardiovascular disease risk in people with diabetes.

DCE Webinars

Since January 2010, the DCE webinar work group has surveyed members and developed a new series of four webinars which will be broadcast in the coming year and offered as a member benefit.

Technology and Diabetes Task Force

The primary goal of the Technology and Diabetes Task Force is to provide RDs with the tools and support they need to successfully work with patients using all forms of technology. In its third year, the task force used members’ feedback, questions and comments to increase diabetes-care technology proficiency.

Public Policy and Reimbursement

Through the services of its members, the public policy liaison and the reimbursement chair, the DCE DPG has been strategically involved in many exciting initiatives over the past year. Highlights included:

- Over 100 DCE members attended the ADA online 2010 Public Policy Workshop, where they advocated for people living with diabetes and expressed the need for diabetes-related health care coverage in health care reform.
- DCE’s advocacy efforts had a significant amount of activity focused on engaging members to participate health care reform initiatives. These activities included:
 - ◇ Sending members’ responses to ADA Action Alerts
 - ◇ Contacting members of Congress about topics of interest for diabetes education published in *Newsflash* and DCE e-Updates
 - ◇ Appointing a liaison from DCE to serve on the American Diabetes Association’s advocacy committee
 - ◇ DCE leadership continues to meet frequently with the ADA Policy Initiatives and Advocacy Team to discuss priority issues.
- The public policy liaison met with the American Diabetes Association advocacy committee. Topics discussed ranged from health care reform and advocacy training to federal and state legislative priorities.

2009 ADA Award Recipients

Medallion Award

Kessey Kieselhorst, MPA, RD, CDE, LDN

2009 DCE Award Recipients

Legislative Activity Award

Rita Kashi Batheja, MS, RD, CDN

Diabetes Educator of the Year

Amy Hess, MS, RD, LDN, BC-ADM, CDE

Distinguished Service Award

Charlotte Hayes MMSc, MS, RD, CDE

Champion Award

Rita Saltiel-Berzin, RN, MPH, CDE, CHES

Publications Award

Diane Reader, BS, RD, LD, CDE

Educational Stipends

Sandra Dickison, RD, LD

Sandra Carpenter, MEd, RD, LDN, CDE

Elizabeth Quintana, EdD, RD, LD, CDE

Sandra Parker, RD, CDE

Speaker Stipends

Marion Franz, MS, RD, LD, CDE

Christine Quan, RD, CDE

Cindy Brinn, MPH, RD, BC-ADM, CDE

Janet Hoffman, RD, LD, CDE

Mary Lou Perry MS, RD, CDE

Student Stipend Recipients

Jeanette Wieczorek

Maly Tossey

Leda Tello

2009–2010 Executive Committee

In this picture (left to right):

Back row: Naomi Wedel, Carol Hamersky

Front row: Pat Severson-Wager, Patti Urbanski,
Joan Hill, Molly Gee, Jo Jo Dantone-DeBarbieris,
Carolyn Harrington

Missing from picture:

Andrea Dunn and Maryann Meade



2010–2011 Executive Committee

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