

Participation in Your Diabetes Prevention Program -it's all about retention!-

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Objectives

After attending this session, the attendee will be able to:

Recognize the financial and emotional importance of investing in participant retention

Discuss steps to improve clinical outcomes through greater participant retention

Discuss strategies to enhance engagement and motivation in a Diabetes Prevention Program (DPP)

How much music trivia have you “retained”?

See if you can name the artists

“Happy Together”

“Can’t Stand Losing You”

“Let’s Stay Together”

“When Will I See You Again?”

“Baby Hold On To Me”

How much music trivia have you “retained”?

See if you can name the artists

“Happy Together” **The Turtles**

“Can’t Stand Losing You” **The Police**

“Let’s Stay Together” **Al Green**

“When Will I See You Again?” **Three Degrees**

“Baby Hold On To Me” **Eddie Money**



What we will cover today

The Power of Retention: Examples from the non-medical world

Why Invest in Retention for Your DPP?

Real-Life Strategies

Location/Engagement and Distance Learning

Emotional Motivators

Time to Take Action!



The Power of Retention

You really need to buy a new car.

Where do you think about going?



The Power of Retention

Why do you think about going there?

How they treated you in the past

Communications since your last visit

Advertising- print, broadcast, podcast, online

Personal connection

Visit regularly for service

Better outcomes; cost benefits



The Power of Retention

You joined a local fitness club last year before your big reunion.

The reunion is long over.

Why do you maintain your membership?



The Power of Retention

What keeps you as a member?

- Convenient location, free parking
- Auto-pay options
- Friendships you made there
- Enjoy the classes
- Staff greets by name and with a smile
- Seeing positive results
- New equipment & programs



Why should Diabetes Prevention Programs Invest in Retention?

Stay Solvent! Keep Your Program
Going Strong

Positive Lifestyle Changes for
Participants May Lead to Improved
Clinical Outcomes

Personal Satisfaction for Leaders and
Participants



Participant Retention = Program Viability

Program viability (program coordinator/leader job security)

Utilization of participants as peer coaches (reduce staff burden)

Cost/time for follow-up care (improved lifestyle changes)

Reduced marketing expenses (decreased costs)



Participant Retention is Essential for Program Survival

Determine which participants are more likely to leave and **Why**:

- Age
- Culture
- Ethnicity
- Health Literacy/Health Numeracy
- How long have they been diagnosed with prediabetes
- Identified gender
- Insurer
- Location/Distance Learning
- Provider/Leader



Participant Retention is **Essential** for Program Survival

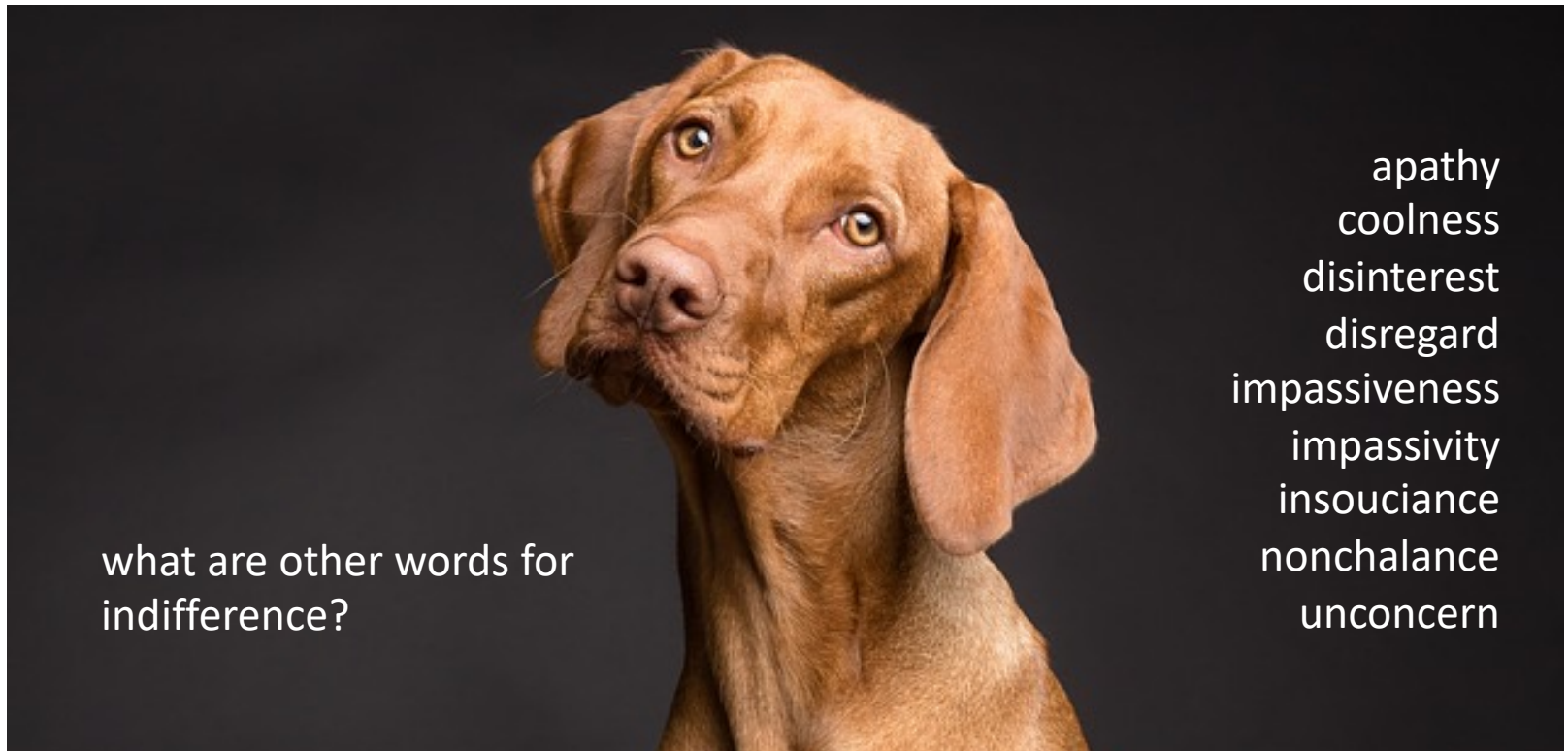
“Churn Rate” (Lost to Follow-up or LTF) should be viewed as an **Opportunity**.

Social Determinants of Health



Don't Churn and Burn

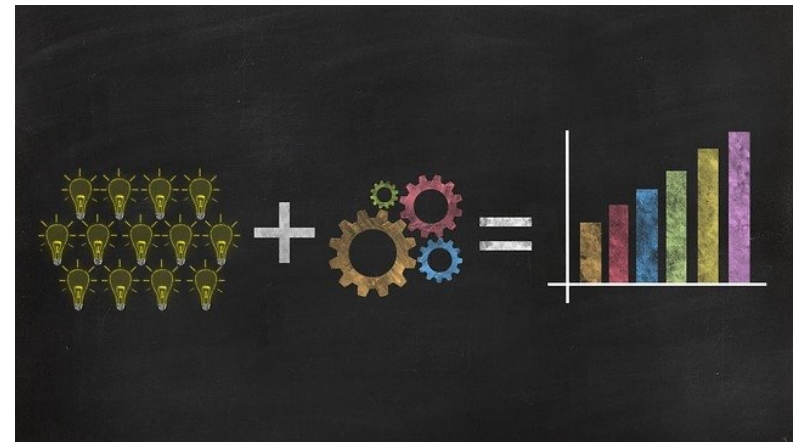
The majority of people who leave a medical practice or program do so because of a feeling of **indifference**.



what are other words for
indifference?

apathy
coolness
disinterest
disregard
impassiveness
impassivity
insouciance
nonchalance
unconcern

Marketing & Operations



Participant Retention = Benefit of a Solvent DPP

Return participants show improvement in lifestyle changes and clinical outcomes

Participants/professionals refer others to your outstanding DPP program



Retain Your Roster

- R** Retaining participants is crucial to your diabetes prevention program
- E** Existing participants should be a main focus
- T** Trust building through relationships
- A** Always focus on service quality
- I** Inspire word of mouth, social media
- N** Newsletter, apps, e-mail, apps



TRUST

A hand is shown writing the word "TRUST" in blue marker on a whiteboard. The word is written in a simple, sans-serif font. A horizontal blue line is drawn underneath the word, starting from the left edge of the word and extending to the right edge of the hand's reach.

Implementing Retention Strategies for Diabetes Prevention Programs and Practices

Retaining Existing Participants

Create Engaging Content

Build a Social Community

Listen to the voice of participants with prediabetes

Getting Back Lost Participants

Ask Them Why They Left

Provide Social Proof

Be helpful



Population Health - Value Based Model

Do we need to expand DPP efforts?

Additional delivery modalities

Telehealth/Distance Learning

Digital therapeutics

Wider footprint for curriculum delivery



STRATEGY

- S** “Surprise” participant’s with EXCITING information
- T** Trust building through relationships
- R** Roadmap KPIs (Key Performance Indicators)
- A** Automation of marketing to engage participant
- T** Tool Kit: Participant Feedback Survey’s
- E** Expectations should be set
- G** Get going on participant complaints
- Y** Your communication calendar

Emotional Connections as a Science

Inventory your customer insight data

Analyze current participant roster

Language of emotional connection



Algorithms Don't Feel. People Do



Emotional Motivators

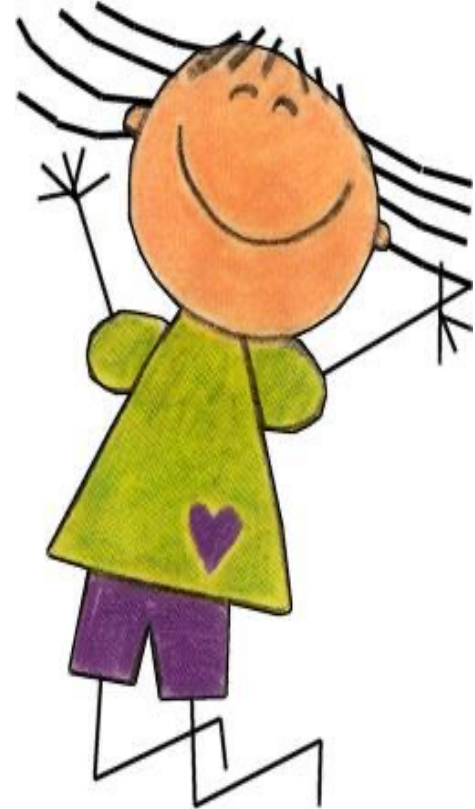
Family, community, security

Staying connected

Milestones

Shared values

Details matter



Emotional Motivators

I am inspired by a desire to:

- Stand out from the crowd
- Have confidence in the future
- Enjoy a sense of well-being
- Feel a sense of freedom
- Feel a sense of thrill
- Feel a sense of belonging
- Protect the environment
- Be the person I want to be
- Feel secure
- Succeed in Life

**How Does This
Apply to Diabetes
Prevention
Programs?**

Polling Question #1

Why should diabetes prevention programs invest in participant retention?

1. Staying financially solvent keeps your program operational
2. Positive lifestyle changes and improved clinical outcomes
3. Personal satisfaction for leaders and participants
4. All of the above

Staff/Leader Skills Matter

Staff/Leader development is more than a “one-off” activity

Provide continuous coaching to improve leader performance

Measure results (i.e. participant requests a specific staff member?)

Identify skill gaps

Turn deficiencies into opportunities

Monitor/observe interactions

Tracking leader performance



Incentivize Your Participants

Tackle “must-do’s” and add “want-to’s”

Offer “idea bounty” to active members

Switch up offerings

Blow off steam (e.g. yoga in the ‘classroom’)

Encourage downtime

Make it about the community!



Office Smarts - In-Person or Distance Learning

Make appointment scheduling a breeze

Confirm, confirm, confirm

Professional website

Updated events calendar

Sit in your own waiting room

Rethink your hours/availability

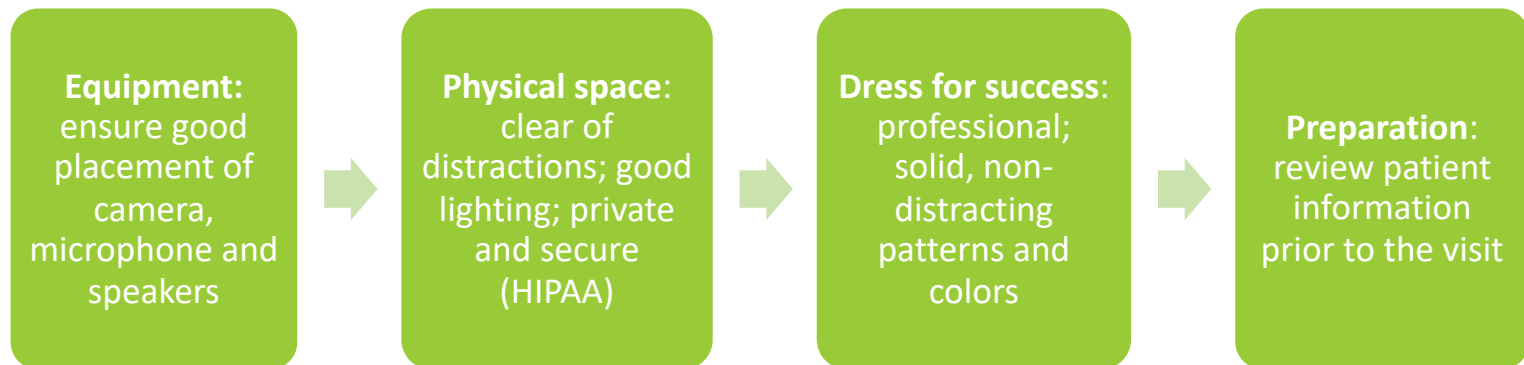
Meet people where they are

ASK what you can do BETTER



Telehealth/Distance Learning: Communication is Key

- Equipment
- Physical space
- Dress for success
- Preparation



Telehealth and Distance Learning: Participant and Provider Opportunities

Participant

Apps or other digital devices

More economical: Saving time/money/childcare

No need to travel (helpful if living with visual impairment or mobility issues)

Real time discussions in the kitchen and pantry!

Medication taking habits potentially improved via text or in-app messaging reminders

Decreased exposure to Covid-19

Improved access to on-demand education

Provider

Increased connection and access to data

Improved data analysis

Can join in kitchen assessment/provide virtual grocery tour

Real time kitchen discussions

Increased ability to create and provide webinars or other video education

Creativity in remote care: review data beyond the numbers

Tips for successful distance learning

Reduce the participants stress level

Make sure the participant or client are comfortable with the technology.

Check in often, be certain the person understands you; acknowledge any questions or concerns

Limit the number of applications the individual has to use to reduce tech difficulties

Encourage the participant to find a quiet private space for the conversation

Avoid displaying sensitive data in the video display

Offer on-demand education for scheduling flexibility



Challenges for distance learning

No access to internet/video technology

Limited access to strong WIFI internet

Home distractions (childcare, etc)

Declines to accept telehealth option

Age (may be difficult for the elderly)

Language or cultural differences

Vision, hearing, dexterity impairment

Firewalls or barriers to software install



ADJUST your approach to prevent participant burnout!

A Assess and adjust the program as needed

D Develop culturally relevant materials

J Join in! Develop a “participant champion” program to help with recruitment and roster building and retention

U Use financial incentives (i.e. free items) to motivate participants

S Spread the word. Reach out via social media, webinar and on-demand presentations and phone calls

T Target your population. Consider the demographics, and needs within the community



Purpose

Feeling like you're part of something bigger



Communication

Meet people with prediabetes where they are!

- Peer Support Communities
 - Diabetes in-person or online community
 - Diabetes organizations or peer support communities
 - Podcasts
- Social Media/Blogs/Videos
- Phone calls/text messages/emails



Peer support Communities

American Association of Diabetes Educators (ADCES) – A resource to find in-person and online peer support communities

The Beyond Type 2 Community: The American Diabetes Association (ADA) and Beyond Type 2 (BT2) – A free desktop and mobile app hosted by non-profit organizations to share resources on diabetes management and connect for virtual meetups

DiabetesSisters – A non-profit organization for women with diabetes to connect online or in-person

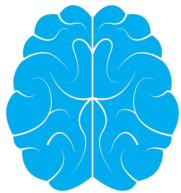
Diabetes Social Media Advocacy – Twitter discussion on various diabetes-related topics using the hashtag #DSMA

Diversity in Diabetes – A non-profit organization dedicated to sharing voices of underserved communities through online events, panels and conferences

Taking Control of Your Diabetes (TCOYD) – A non-profit organization offering practical resources and a peer support group for people with T1D and T2D

Storytelling- Can be used within peer support

The human brain is hardwired to enhance memory and connect with others



Emotional stimulation is the foundation for empathy



Driven by the neurochemical Oxytocin



When Oxytocin is stimulated, people become more trustworthy and compassionate



Leading them to be more sensitive and helpful towards others

Polling Question #2

How can in-person peer support or online peer support strengthen your DPP?

1. Emotional support of another program participant with a similar lived experience
2. Discussion of issues which may be difficult to address with DPP program staff or coordinators
3. Sharing of topics discussed in DPP sessions to further understanding and knowledge
4. All of the above

Keep it fresh





An emotional
connection

Plus confidence in your
program

Equals participant
retention

Keep ahead of the technology curve



Be proactive
























































































































Track results

Evolution of the Desk

1980 - 2014



Apps

 Diabetes M Simma Medical St *****	 mySugr: the bloo mySugr GmbH *****	 Standards of Medical Care American Diabet American Diabet *****	 Diabetes & Diet MyNetDiary.com ***** \$9.99	 Diabetic Diet Gato Apps *****	 forDiabetes: diabi Tessera Multime *****	 Glucose Buddy D Azumo, Inc. *****	 Beat Diabetes Tipbook *****	 Type 2 Diabetes Deeswad *****	 Sugar Sense - Di StavWell *****	 Diabetes Klimaszewski SZ *****	 Diabetic Recipes Fitness Circle *****	 Diabetic Recipes Doctor Apps *****	 Diabetes Nutritio ACE GROUP *****	 Diabetes Manag Hilltop_apps *****	 Diabetes Connect SourceMed Soft *****	 Diabetic Diet Plan Slav Im Vogue Ap *****
 Diabetes diary - H mEL Studio *****	 Diabetes Tracker Miq Super *****	 Diabetes, Blood Justin Taylor Dev *****	 Diabetes Test Progressive Pro *****	 Diabetes Plus SquareMed Soft *****	 Diabetes Monitor HuanNguven *****	 Blood Glucose Tr Little Bytes Soft *****	 All About Diabet Beracah *****	 OnTrack Diabet Vertical Health *****	 meinDiabetes, di Kirchheim-Verlag ***** \$6.18	 Onduo for Diabet Developed with C *****	 Diabetes Meals xsmrApps *****	 Diabetes Journal Suderman Soluti *****	 Diabetes Results Games&AppsRM *****	 Healthy Cook Dis Hasym Develop *****	 My Glycemia: Dis InSyncApp *****	 DiabetoMeter Ghrian Technol *****
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 Remedy to cure Creative app dev *****	 Easy Diabetes Claudio Deigoan *****	 Diabetes *****	 CONTOUR DIAB Ascensia Diabet *****	 One Drop - Diabet One Drop *****	 RVC Pet Diabet The Royal Veterin *****	 Diabetes Checker Sachin Kumar Av *****	 Libre Scan (Diab MedianApps *****	 Diabetes Record bowApp ***** \$2.49	 Diabetes Forum Diabetes Digital I *****	 Diabetes Prevent Patia *****	 Diabetes Care Custom-made Ar *****	 Diabetes Contig Asociación Mexi ***** \$0.99	 Diabetes Digital Planete St *****	 Diabetes Journal NovoNordisk A/S *****	 Health2Sync - Dis H2 Inc. *****	 Dr. Mohan's Diab Jama Care *****
 Pet Diabetes Tra Internet Internat *****	 Diabetes Pal Telcare LLC *****	 Kill Diabetes in 3 diagnost ***** \$9.49	 Diabetes Mellitus clar millennium *****	 Diabetic Dosage Kaitenne Neuma ***** \$2.99	 GetBetter - Fight Vision Commer *****	 Fundación para l Fundación para l *****	 AgaMatrix Diabet AgaMatrix Inc *****	 Carbs & Cals - Di Chello Publishin ***** \$4.99	 Type 1 Diabetes Alman Ahmad *****	 BG Monitor Diab Gordon Wong ***** \$5.99	 Teste de Diabet Games&AppsRM *****	 Mx of Diabetes M Dr Kibria *****	 Diabetes Tracker Motiscreen *****	 Diabetes Control Fusion Inc. *****	 Diabetes Journal Suderman Solut ***** \$2.00	 Glucosio: Diabet Glucosio *****
 DiaLog: Diabetes David Froehlich ***** \$6.99	 Diabetes Nature CombiaApps *****	 BG Monitor Diab Gordon Wong *****	 Diabetes and Syn Appz Inventors *****	 YOGA FOR DIAB Home Studio *****	 Pregnant with di heyworld dk *****	 Diabetes Diet and GanqaareBoy *****	 Diabetes Educat VELA Viberina Et ***** \$2.99	 Diabetes Mellitus Radioapps *****	 Diabetes Control Dudly World *****	 Diabetes mellitus Utopia product *****	 Certified Diabet CleverEdu, LLC. *****	 Diabetes Sympto USD Apps *****	 Gestational Diab Byzero Technolo *****	 Diabetic Recipes Rafy Technologi *****	 Dario: Diabetes M Dario Health *****	 Diabetic Food Medanta Apps *****
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Health Literacy and Numeracy



Assess health literacy/numeracy

Evaluate individuals desire to use an app

Provide options based on need

DANATECH is the smartest online destination for all things diabetes technology.

Always on hand with the right advice, right when you need it.



Prevent healthcare worker/leader burnout: Embrace self-care!

Are you sleeping well? Do you have time to prepare healthy meals? Exercise?

Practice stress reduction techniques: deep breathing exercises, yoga, and meditation.

Take time off before burnout sets in.

Reduce isolation- Connect with friends and colleagues

Keep up with your own health. Schedule appointments with your health care team to maintain good physical and mental health.

Speak with your supervisor if your workload or schedule is becoming overwhelming.

Reach out for professional support to help you process your feelings and address concerns.

	Urgent	Not Urgent
Important	Quadrant I Urgent & Important	Quadrant II Not Urgent & Important
Not Important	Quadrant III Urgent & Not Important	Quadrant IV Not Urgent & Not Important

Knowledge is Power for Retaining Participants

Think Baseball -

The best hitters study pitchers



Strategic Case Study



A.K. is a 47 Year Old African American Single Mother

Diagnosed with prediabetes 3 years ago

Expresses time limitations for cooking and physical activity

Feels developing diabetes is “inevitable”

Distrusts Health Care Professionals

Strong affiliation with local church

Expresses interest in attending community events

Meet people where they are. Start here:

Use non-judgmental language in all aspects of communication

Invite to group or online classes with others from the community

Flexible hours, safe/free parking/offer transportation/childcare

DPP Peer Support Communities (between visit support)

“Surprise” reminders (Just thinking about you)

Calendar reminder of FREE events (culturally relevant focus)

“People don’t always remember what you say or even what you do, but they always remember how you made them feel.”

Maya Angelou



Questions?



Contact Susan Weiner

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THANK YOU

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