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
Implementing Retention Strategies for Diabetes Prevention Programs and Practices

<table>
<thead>
<tr>
<th>Retaining Existing Participants</th>
<th>Getting Back Lost Participants</th>
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<tbody>
<tr>
<td>Create Engaging Content</td>
<td>Ask Them Why They Left</td>
</tr>
<tr>
<td>Build a Social Community</td>
<td>Provide Social Proof</td>
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<tr>
<td>Listen to the voice of participants with prediabetes</td>
<td>Be helpful</td>
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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**

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

**Equipment:**
- ensure good placement of camera, microphone and speakers

**Physical space:**
- clear of distractions; good lighting; private and secure (HIPAA)

**Dress for success:**
- professional; solid, non-distracting patterns and colors

**Preparation:**
- review patient information prior to the visit
## Telehealth and Distance Learning: Participant and Provider Opportunities

<table>
<thead>
<tr>
<th>Participant</th>
<th>Provider</th>
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<tbody>
<tr>
<td>Apps or other digital devices</td>
<td>Increased connection and access to data</td>
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<tr>
<td>More economical: Saving time/money/childcare</td>
<td>Improved data analysis</td>
</tr>
<tr>
<td>No need to travel (helpful if living visual impairment or mobility issues)</td>
<td>Can join in kitchen assessment/provide virtual grocery tour</td>
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<tr>
<td>Real time discussions in the kitchen and pantry!</td>
<td>Real time kitchen discussions</td>
</tr>
<tr>
<td>Medication taking habits potentially improved via text or in-app messaging</td>
<td>Increased ability to create and provide webinars or other video education</td>
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<tr>
<td>reminders</td>
<td>Creativity in remote care: review data beyond the numbers</td>
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<td>Decreased exposure to Covid-19</td>
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<td>Improved access to on-demand education</td>
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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!

Assess and adjust the program as needed

Develop culturally relevant materials

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

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

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

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

Source: Zak PJ. How Stories Change the Brain, greatergood, Berkeley.edu. Published December 17, 2013
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
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.
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<thead>
<tr>
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<th>Urgent</th>
<th>Not Urgent</th>
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<tr>
<td><strong>Important</strong></td>
<td><em>Quadrant I</em> Urgent &amp; Important</td>
<td><em>Quadrant II</em> Not Urgent &amp; Important</td>
</tr>
<tr>
<td><strong>Not Important</strong></td>
<td><em>Quadrant III</em> Urgent &amp; Not Important</td>
<td><em>Quadrant IV</em> Not Urgent &amp; Not Important</td>
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Source: Stephen Covey, 7 Habits of Highly Effective People
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

[Links]

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susan@susanweinernutrition.com
THANK YOU
Resources & References


Rhee et al. The Diabetes Educator 31 (2), 2005.

Hwang et al. J Gen Intern Med 30(10), 2015: 1426-33


Zak PJ. How Stories Change the Brain, greatergood, Berkeley.edu. Published December 17, 2013


ADCES DANATECH https://danatech.org/