

THE diaTribe  
FOUNDATION

20

# IMPACT REPORT

2020

Thank you for staying  
**connected** with us.



## LETTER FROM KELLY

# Dear Friends of The diaTribe Foundation,

It goes without saying that 2020 was a year like no other. That was definitely the case at diaTribe, where we responded by making sure people with diabetes had constant access to the most relevant and up-to-date information on COVID-19 to help them stay safe and healthy. Our articles related to COVID-19 engaged hundreds of thousands of readers and contributed to a subscriber increase of over 20%, to more than 250,000.

2020 was also a year of opportunity. With conferences moved online, diaTribe reimaged its events and made them available to the public using an interactive virtual platform. The response has been overwhelmingly positive, not least of all because real people with diabetes are now able to ask questions and share their invaluable perspectives. Our Musings Under the Moon event expanded from one to three panels, and in 2021 we will offer between four and six panels in the virtual format. Our dSeries Lightning Talks allowed us to dive into the important topic of diabetes stigma with hundreds of attendees — work that continues in our dSeries Executive Innovation Labs.

2020 was a year for diabetes advocacy. diaTribe is now fully immersed in our multi-stakeholder Time in Range Coalition, which has become a powerful voice advocating for time in range as an essential tool for diabetes management. In addition, we launched diaTribe Change, a new platform for promoting policies that will help all people with diabetes.

We learned in 2020 that the thirst for information on living better with diabetes is insatiable. Over 3.1 million readers looked to diaTribe for information they could trust, up from 2.6 million in 2019. We also saw our base of supporters continue to grow, with over \$3 million raised for the second year in a row. This success is, in no small measure, thanks to your generosity. With your support, diaTribe's work has touched an unprecedented number of people living with diabetes and made an indelible impact. Together we are improving lives and charting new courses for better diabetes prevention and treatment in the future.



Thank you!

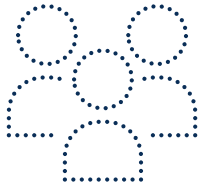
**Kelly L. Close**  
Founder, The diaTribe Foundation



## PROGRAM HIGHLIGHTS

# 2020 Year in Review

A look back at our most memorable accomplishments of 2020.



**3.1** million

diaTribe Learn readers

\* 19% increase from 2019



**250,000**

diaTribe Learn subscribers

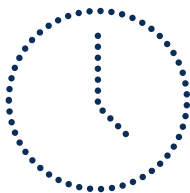
\* 21% increase from 2019



**269**

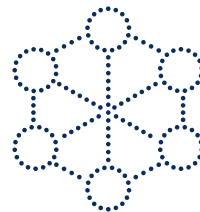
diaTribe Learn articles published

\* 42% increase from 2019



**208,000**

hours reading on site



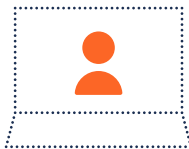
**10,500**

subscribers to our advocacy network, diaTribe Change



**\$3.6** million

raised revenue



**300%** increase

in the number of clinical, scientific, and business leaders and patients gathered through virtual events



### CO-AUTHORED:

"Enhancing resources for healthcare professionals caring for people on intensive insulin therapy: Summary from a national workshop" in *Diabetes Research and Clinical Practice*



# diaTribe Learn

In 2020, our team published 42% more articles than we did the previous year, featuring content for those just diagnosed and avoiding diabetes complications. We also provided frequent and expert advice on how we all might stay healthy during the COVID-19 pandemic.



**I had COVID-19 and Type 1 Diabetes**  
By: Cynthia Katsingris



**Telehealth Tips: Making the Most of Virtual Health Visits**  
By: Cheryl Alkon



**Just Diagnosed with Type 2 Diabetes? What to Ask Your Healthcare Professional**  
By: Michael Hattori



**Chronic Kidney Disease and Diabetes – What You Should Know**  
By: Eliza Skoler and Jimmy McDermott

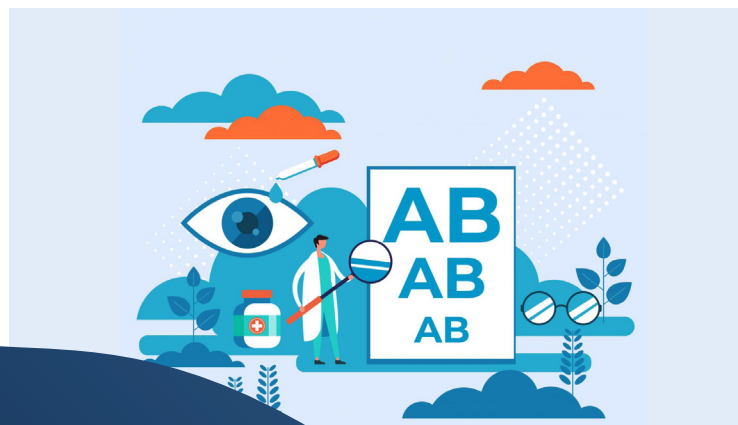
## READER QUOTES

“I am a mother of a 19-year-old young man who has type 1 diabetes. I’m constantly worried for him because of this virus that’s spreading like wildfire and won’t let him go anywhere. This article literally brought me to tears and it’s incredible to me that [the author] survived it. I would like to thank her and whoever published the article because it really gave me hope.”

**Iris Sanchez, Mother of a Child with Type 1 Diabetes**

“[diaTribe] is a much-needed resource for me to offer not just to my students but to the community. You have an amazing website with an abundance of resources that I turn to all the time.”

**Denise Yon, Professional School Health Nurse**



**Seeking Healthy Vision: Eight Strategies For Caring for Eyes**  
By: Kira Wang



## EDUCATION

# Connecting Leaders & People with Diabetes



### diaTribe Musings

#### Applying Revelations from COVID-19

We featured 10 diabetes leaders in our three-part diaTribe Musings virtual series, connecting them with over 2,500 people with diabetes and advocates.

#### Annual Diabetes Forum

Kelly Close and TCOYD's Dr. Steve Edelman hosted the 14th annual panel discussion on highlights from the ADA Scientific Sessions, with speakers from five research institutions and support from 21 industry partners.

#### Solvable Problems in Diabetes

Our event highlighted four extraordinary physician-researchers from England discussing groundbreaking discoveries on COVID-19, type 2 diabetes, and obesity.

We brought together

## 4,956

healthcare professionals, industry leaders, and patient advocates in 2020 at 11 virtual events with over 40 expert speakers who made us smarter on topics including the virtual revolution in diabetes care and stigma.

“It is frustrating when as a patient or a caregiver you have to justify why time in range is important...We need to take a more holistic picture of the quality of glucose control.”

Chris Boulton, Sanofi

“To have an integrated system, it has to be more patient-centered. Telehealth needs to become much more user-friendly for individuals who did not grow up with this technology.”

Kiersten Combs, AstraZeneca

“We need to think about ongoing virtual care, something that's not episodic, but something that is a part of the ongoing dialogue between people with diabetes and their healthcare professional.”

Jeff Dachis, One Drop

“Know your options, be informed, and [remember that] you are your own best advocate. It is a challenging time for everyone, but don't give into feelings of hopelessness.”

Dr. Mahmood Kazemi, Abbott





## diaTribe PANELISTS 2020

### diaTribe MUSINGS PANELISTS



**Dr. Trang Ly**  
Insulet



**Dr. Mahmood Kazemi**  
Abbott



**Jeff Dachis**  
One Drop



**Dr. David Price**  
Dexcom



**Chris Boulton**  
Sanofi



**Sean Salmon**  
Medtronic



**Kiersten Combs**  
AstraZeneca



**Lili Gil Valletta**  
CIEN+ and Culturintel



**Conrod Kelly**  
Merck



**U. Michael Currie**  
UnitedHealth Group

### ANNUAL DIABETES FORUM PANELISTS



**Dr. Vanita R. Aroda**  
Harvard Medical  
School



**Dr. Irl Hirsch**  
University of  
Washington



**Dr. Eugene Wright**  
Duke Southern  
Regional AHEC



**Dr. Will Cefalu**  
National Institute of Diabetes  
& Digestive & Kidney Diseases



**Dr. Jeremy Pettus**  
University of California,  
San Diego

### SOLVABLE PROBLEMS IN DIABETES PANELISTS



**Professor Partha Kar**  
NHS England



**Professor Pratik Choudhary**  
University of Leicester



**Professor Kamlesh Khunti**  
University of Leicester



**Professor Melanie Davies**  
University of Leicester



## ADVOCACY

# Time in Range Coalition

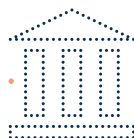
The diaTribe Foundation leads the Time in Range Coalition, a multi-stakeholder group of people with diabetes, nonprofit leaders, industry executives, and diabetes researchers. Our three workstreams include: people with diabetes, healthcare professionals, and regulatory bodies.



PEOPLE WITH  
DIABETES

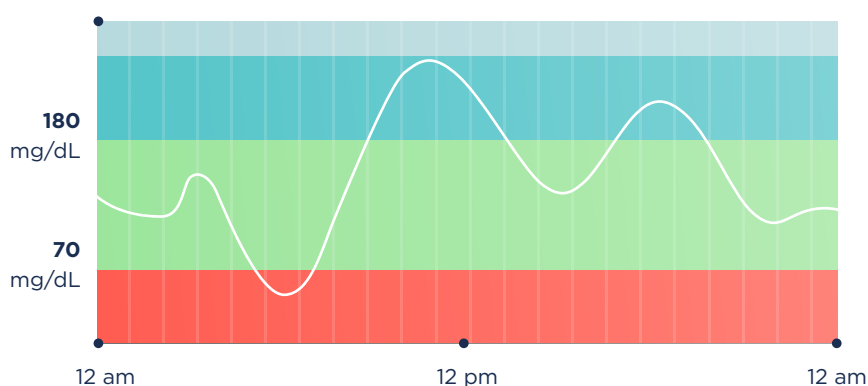


HEALTHCARE  
PROFESSIONALS



REGULATORY  
BODIES

### MORE GREEN LESS RED



\* For more information, visit:  
[diaTribe.org/TimeInRangeCoalition](https://diaTribe.org/TimeInRangeCoalition)

## FEB. 2020

Launched the Coalition at the 13th International Conference on Advanced Technologies & Treatments for Diabetes (ATTD)

## Q2 2020

Grew membership to 14 industry and organizational members

## Q3 2020

Engaged over 20 academic researchers and collaborated on a time in range “State of the Evidence” document

## Q4 2020

Published 54 time in range articles on diaTribe Learn, that have accumulated over 355,000 page views

“ Since I've been able to look at time in range and actually understand tools like the AGP (Ambulatory Glucose Profile) report, I've understood autonomy in my diabetes management in a new way. It doesn't take me six months to figure out if a behavior was a success. Or three months. Or a day. I can see a difference hour to hour. ”

**Kelly L. Close**



## ADVOCACY

# Changing the Course of Diabetes

## d20: Dismantling Stigma for People with Diabetes

Our “Lightning Talks” speakers shared their insights on the science of stigma, frame-shifting, and behavior change to help us leverage our influence to change norms and challenge assumptions about the causes and care for diabetes in America.

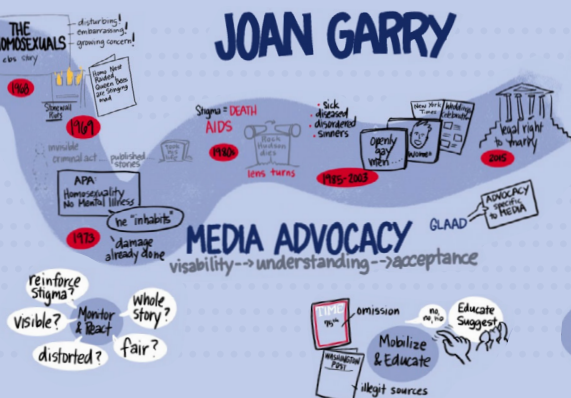
“The thing I want you to remember is that you have the power to change the story, the narrative about people with diabetes. You can change hearts and minds, and in fact, actually, it’s the only path forward. It’s the key to ending discrimination, to making real and lasting change. It’s the key to advocacy.”

Joan Garry, former executive director of the Gay and Lesbian Alliance Against Defamation (GLAAD)

LIGHTNING TALKS

d20

JOAN GARRY



ANTHONY ANDERSON

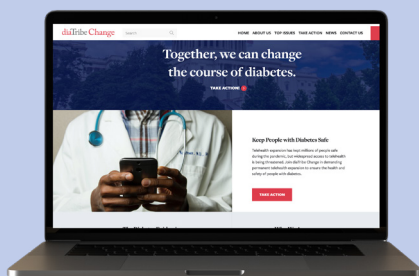


I made a decision I wasn't going to die from this disease. I'm going to live a healthy life with diabetes ... for 20 years now. I'm healthier & more fit



## diaTribe Change

In 2020, we launched diaTribe Change, a platform for advocacy and action to amplify the voices of people with diabetes, influence the national conversation, and transform the status quo.



## TELEHEALTH CALL TO ACTION

Our first Call to Action advocated for widespread telehealth access beyond the COVID-19 pandemic. We sent a letter to Congress, CMS, and HHS and received over 1,800 signatures from people with diabetes and their allies.





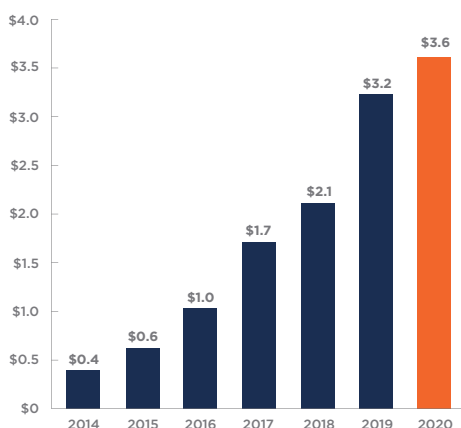
## FOUNDATION INFORMATION

### BOARD MEMBERS

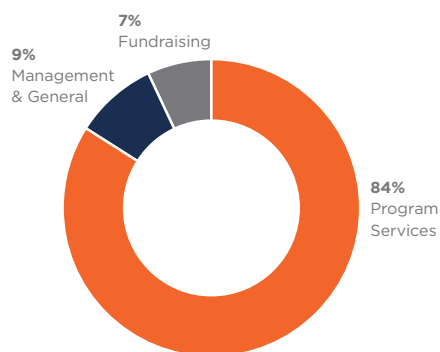
Kelly Close | John Close | Dr. Faith Foreman-Hays | Jeff Halpern  
Dr. Orville Kolterman | Dr. Alan Moses | Marjorie Sennett

### Annual Revenue 2014-2020

(\$ in millions rounded)



### 2020 Use of Funds



### OUR TEAM



### Join us for these 2021 programs:

The 6th Annual diaTribe Musings Series

The 15th Annual Diabetes Forum

The 8th Annual Solvable Problems in Diabetes

d21: The 6th Annual Innovation Lab on  
Diabetes and Prediabetes

For the latest updates on our events, please  
visit [diaTribe.org/connecting](https://diaTribe.org/connecting).

THE **diaTribe**  
FOUNDATION

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