

Know **Diabetes** by **Heart**™

ROLL-OUT AND IMPLEMENTATION GUIDE FOR HEALTH SYSTEMS

Putting into place a comprehensive initiative to reduce cardiovascular deaths, heart attacks and strokes among people living with type 2 diabetes.



American
Heart
Association.



American
Diabetes
Association®

About Know Diabetes by Heart™

The **American Heart Association** (AHA) and the **American Diabetes Association** (ADA) have joined efforts in a collaborative landmark initiative called Know Diabetes by Heart focused on reducing cardiovascular deaths, heart attacks and strokes among people living with type 2 diabetes. To support this goal, this campaign aims to:

- Raise awareness and understanding of the link between diabetes and cardiovascular disease.
- Positively empower people to better manage their risk for cardiovascular disease, heart attack and stroke.
- Support health care professionals in educating their patients living with type 2 diabetes on their cardiovascular risk.

By integrating Know Diabetes by Heart into your health system, you are supporting people with type 2 diabetes, their loved ones, and clinical teams in their efforts to identify at-risk patients and coordinate care plans to improve health outcomes.

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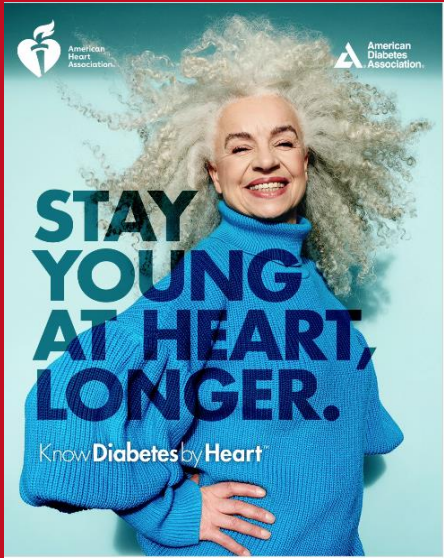
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This Roll-Out and Implementation Guide provides guidance and resources to seamlessly incorporate the Know Diabetes by Heart initiative into your current health system activities. This initiative is intended to be flexible and can be adapted to support the unique needs of your health system.

WITHIN THIS GUIDE YOU WILL FIND

1. Initiative website
2. Overview of why this matters and key facts
3. Potential health system participants
4. Steps for successful program execution
5. Program implementation and integration with existing health system activities
6. Available Know Diabetes by Heart resources
7. Answers to frequently asked questions



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KnowDiabetesbyHeart.Org

The [initiative website](#) provides a comprehensive overview of Know Diabetes by Heart, and tools and resources for health care professionals and for people living with type 2 diabetes.

- Health systems and health care professionals will find information about quality improvement efforts supporting diabetes management and insulin therapy with the new Diabetes Platform linking existing modules within the Get With The Guidelines registry, plans for the Ambulatory Diabetes Quality Improvement and Recognition Program and expansion of the ADA Diabetes INSIDE collaborative initiative.
- Health care professionals will find the latest AHA/ADA science, professional tools and resources, and educational opportunities, including a [Know Diabetes by Heart podcast series](#) and upcoming webinars to support adherence to guidelines.
- Additionally, health care professionals can download the AHA Guidelines-on-the-Go mobile app and ADA Standards of Care mobile app.
- Patients and their loved ones can take a short quiz to assess their risk, sign up for more information, watch a video, read the top 3 questions to ask their health care provider and download a guide to help them start a discussion with them.

WHY THIS MATTERS | KEY FACTS

- Cardiovascular disease is the leading cause of death and a major cause of heart attacks, strokes and disability for people living with type 2 diabetes^{1,2} – yet about half recognize their risk.³
- People living with diabetes are two times more likely to develop and die from cardiovascular disease than people without diabetes.⁴
- People living with type 2 diabetes often have risk factors such as high blood pressure, unhealthy levels of cholesterol, obesity and lack of physical activity, which all contribute to their risk for developing cardiovascular disease. The longer you live with type 2 diabetes, the higher your cardiovascular risk.
- Every 80 seconds, an adult with diabetes in the U.S. is hospitalized for heart disease, which can lead to a heart attack.⁵
- Every two minutes, an adult with diabetes in the U.S. is hospitalized for a stroke.⁵
- For adults at age 60, having type 2 diabetes and cardiovascular disease shortens life expectancy by an average of 12 years.⁶

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HEART ATTACK AND STROKE
ARE NOT INEVITABLE

POTENTIAL HEALTH SYSTEM PARTICIPANTS AND PROGRAM CHAMPIONS

To implement the Know Diabetes by Heart initiative in your health system, it is helpful to engage a cross-functional team. This will ensure comprehensive awareness and alignment among clinical care teams and support the successful roll-out of the initiative.

Below are some suggestions on who you can engage, and how they can help.

CROSS-FUNCTIONAL CLINICAL TEAMS

- Who they are: Prescribing physician (PCP, endocrinologist, cardiologist), physician assistant, nurse practitioner, hospitalist, specialist, including psychologist, podiatrist, nephrologist and ophthalmologist or other relevant clinical stakeholders
- How they can help: Educate and activate clinicians, care teams, patients, and loved ones on reducing the risk from type 2 diabetes and cardiovascular disease

EXTENDED CARE TEAM

- Who they are: Clinical champions, coordinators, physician extenders, administrative staff, diabetes educators, community outreach coordinators, and pharmacists
- How they can help: Provide patient education and disease-management support at key phases of the patient journey

POTENTIAL HEALTH SYSTEM PARTICIPANTS AND PROGRAM CHAMPIONS

COMMUNICATION SPECIALISTS

- Who they are: Public relations, communications, spokespeople and marketing professionals
- How they can help: Distribute campaign content and drive awareness and program activities

PATIENT AMBASSADORS

- Who they are: People living with type 2 diabetes and their loved ones within your health system, who are at risk for cardiovascular disease
- How they can help: Provide testimonials and real-world support for core campaign messaging



STEPS FOR SUCCESSFUL PROGRAM IMPLEMENTATION

The following steps will help guide you through the process and may be modified to help address the needs of your health system.

1. IDENTIFY INTERNAL DEPARTMENTS:

Determine which departments will need to review the program components and implementation prior to launch. These may include but are not limited to: medical and legal, patient education and advocacy, communications, as well as IT.

2. IDENTIFY PROGRAM TEAM:

This includes program champions and the core implementation team, primary care team, cardiologists, hospitalists, endocrinologists, communication specialists, and patient ambassadors.

3. ACTIVATE CLINICIANS:

Deploy clinical champions to help educate health system peers and extended care teams. Topics may include:

- *Risks for CVD in patients with T2D*
- *Need for care team collaboration in identifying patients at risk*
- **Note:** *Resources available to support care team efforts to improve patient awareness, education, and outcomes at key phases of the journey*

4. INITIATE ACTIVITIES:

Leverage available program resources and messages across existing health system communication platforms, which may include: internal newsletters, patient waiting rooms/education centers, social media, internal print, digital platforms, provider-to-provider trainings and provider-to-patient education.

PROGRAM IMPLEMENTATION AND INTEGRATION WITH EXISTING HEALTH SYSTEM ACTIVITIES

ACTIVATE CLINICAL CHAMPIONS TO SUPPORT EXTENDED CARE TEAMS

Action

- Feature stories and updates from the clinical experts
- Showcase podcasts and professional resources

Host

- Peer-to-peer educational webinars and live activities

Disseminate

- “Ask the Experts” Q&A series

EDUCATE AND SUPPORT PATIENTS AND THEIR LOVED ONES

- “Ask the Experts” Q&A provided via webinar or phone
- Leverage existing Know Diabetes by Heart patient and loved one materials
- In-office education and resources at the point of care

HOW YOUR HEALTH SYSTEM CAN HELP SUPPORT:

CAMPAIGN IMPLEMENTATION:

Following are examples of how your health system can leverage the resources provided and elevate the voice and impact of the Know Diabetes by Heart campaign.



Activate Social Media Channels

- Follow the American Heart Association and American Diabetes Association social media handles and engage (like, comment, repost/retweet campaign posts).

American Heart Association:

[Facebook](#) (@AmericanHeart)

[Instagram](#) (@American_Heart)

[Twitter](#) (@American_Heart)

American Heart Association (Professionals):

[LinkedIn](#) (American Heart Association)

American Diabetes Association:

[Facebook](#) (@AmericanDiabetesAssociation)

[Instagram](#) (@AmDiabetesAssn)

[Twitter](#) (@AmDiabetesAssn)

American Diabetes Association (Professionals):

[Facebook Pro](#) (@DiabetesPro)

[LinkedIn](#) (American Diabetes Association)

[Twitter Pro](#) (@ADA_DiabetesPro)

Internal distribution of E-newsletters and other digital/print resources, including patient and provider resources

- Integrate campaign messaging and calls-to-action into your e-mail or print newsletters, internal magazines, etc.

CAMPAIGN RESOURCES

FOR PATIENTS AND HEALTH PROFESSIONALS

Your health system can use any or all these resources to support the campaign.

[KnowDiabetesbyHeart.org](https://www.knowdiabetesbyheart.org)

RESOURCES FOR HEALTH CARE PROFESSIONALS

[KnowDiabetesbyHeart.org](https://www.knowdiabetesbyheart.org)

Health Care Provider Discussion Guide

[One-page printable piece](#) that contains a brief overview about the connection between type 2 diabetes and cardiovascular risk and provides a list of questions that patients and their loved ones can use to guide the conversation with their health providers.

Uses: Patient/provider conversations, take-home patient education, waiting room print material.

Podcasts

The Know Diabetes by Heart Podcast Series focuses on relevant topics such as up-to-date standards of care, guidelines and their implications for type 2 diabetes and cardiovascular disease, and approaches to shared decision making.

Uses: Feature on your organization's internal channels.

Know Diabetes by Heart Initiative Infographic

[One-page fact sheet](#) highlighting the importance of the initiative and impact of type 2 diabetes on cardiovascular health.

Uses: In-office and take-home patient education, patient/provider conversations, waiting room print material.

What Is Diabetes? Fact Sheet

[Two-page fact sheet](#) that provides a diabetes overview, who is at risk, how it's diagnosed and how to manage it and reduce the risk of heart attack and stroke.

Uses: Patient/provider conversations, take-home patient education, waiting room print material.

RESOURCES FOR PEOPLE WITH TYPE 2 DIABETES AND THEIR LOVED ONES

Know Diabetes by Heart Initiative Infographic

[One-page fact sheet](#) highlighting the importance of the initiative and impact of type 2 diabetes on cardiovascular health.

Uses: In-office and take-home patient education, patient/provider conversations, waiting room print material.

ADA Ask the Experts Q&A Series

This free [Q&A series](#) with expert health care professionals is designed to help people living with diabetes overcome barriers and challenges in managing their diabetes.

Register at KnowDiabetesbyHeart.org or call 1-855-565-0595.

All events will be held at 1:00 PM CT | 2:00 PM ET unless otherwise noted.

Uses: Patient education.

ADA's Living with Type 2 Diabetes Program

[FREE 12-month program](#) for people with type 2 diabetes, includes:

- Six digital, printable journeys to help you learn to live well with diabetes
- A monthly e-newsletter with tips, stories and more resources
- Six free issues of our award-winning Diabetes Forecast® magazine
- Access to our Award-winning online community and local events

Uses: Patient/provider conversations, educational resource.

Health Provider Discussion Guide

[One-page printable piece](#) that contains a brief overview about the connection between type 2 diabetes and cardiovascular risk and death, providing a list of questions that patients and their loved ones can use to guide the conversation with their health providers.

Uses: Patient/provider conversations, take-home patient education, waiting room print material.

Patient Brochure

[Educational brochure](#) that provides an in-depth look at the risk between type 2 diabetes and the risk of heart attack and stroke.

Uses: Patient education, patient/provider conversations, take-home patient education.

What Is Diabetes? Fact Sheet

[Two-page fact sheet](#) that provides a diabetes overview, who is at risk, how it's diagnosed and how to manage it and reduce the risk of heart attack and stroke.

Uses: Patient/provider conversations, take-home patient education, waiting room print material.

ACCESS THESE RESOURCES AT

KNOWDIABETESBYHEART.ORG*

Digital Banners

ASK YOUR DOCTOR HOW YOU CAN REDUCE YOUR RISK.

People living with diabetes are 2x more likely to experience heart attack, stroke, or cardiovascular disease.

Know **Diabetes** by **Heart**™



YOUR BEST DEFENSE BEGINS WITH KNOWING.

People living with diabetes are 2x more likely to experience heart attack, stroke, or cardiovascular disease.

Know **Diabetes** by **Heart**™

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STAY YOUNG AT HEART, LONGER.

Know **Diabetes** by **Heart**™

Two-Sided Postcard



KNOW DIABETES BY HEART.

People with diabetes are two times more likely to have a heart attack, stroke or cardiovascular disease.

Know **Diabetes** by **Heart**™

REDUCE YOUR RISK.

If you are living with type 2 diabetes, ask your doctor how to reduce your risk of heart attack and stroke.

Download the top 3 questions, take a quiz and find more resources at

KnowDiabetesbyHeart.org

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Sample Newsletter Copy for Use

Patient



STAY YOUNG AT HEART, LONGER.

Ask your doctor how.

Did you know? People with diabetes are two times more likely to have a heart attack, stroke or cardiovascular disease than people without diabetes. Despite this, know that heart attack and stroke is not inevitable.

Ask your doctor how to reduce your risk. Download the top 3 questions to ask your doctor and a discussion guide. And stay young at heart, longer.

<Link to knowdiabetesbyheart.org>

Health provider



HELP YOUR PATIENTS STAY YOUNG AT HEART

Patients living with diabetes are two times more likely to develop and die from cardiovascular disease. Yet, only about half recognize their risk or have discussed their risk for heart attacks or strokes with their health providers.

Help them reduce their risk. Start with our patient discussion guide. <Link to KnowDiabetesbyHeart.org>

The American Heart Association and the American Diabetes Association launched Know Diabetes by Heart™ to reduce cardiovascular deaths, heart attacks and strokes in people living with type 2 diabetes.

- Listen to the podcast series for expert guidance on the latest treatment guidelines and their practical implications for caring for patients with diabetes and CVD
- Download the health provider discussion guide <Link to KnowDiabetesbyHeart.org>



ANSWERS TO FREQUENTLY ASKED QUESTIONS

FAQ: Know Diabetes by Heart

Why are the AHA and the ADA and the supporting companies launching this new initiative?

Although some progress has been made in recent decades, the national public health impact of cardiovascular disease in people living with type 2 diabetes is tragic and a critical issue.

Cardiovascular disease is the leading cause of death and a major cause of heart attacks, strokes and disability for people living with type 2 diabetes – yet about half recognize their risk.³

This problem is too big for any one organization to address on its own, which is why the AHA and the ADA, with founding sponsors the Boehringer Ingelheim and Eli Lilly and Company Diabetes Alliance, and Novo Nordisk, and national sponsor Sanofi joined forces to create this new multi-year landmark initiative.

Why does the initiative only focus on people living with type 2 diabetes?

Cardiovascular disease is the leading cause of death and a major cause of heart attacks, strokes and disability for people living with type 2 diabetes. There may be opportunities to expand the scope of the initiative in the future, but our current focus is on helping people living with type 2 diabetes reduce their risk of death, heart attacks, strokes and cardiovascular disease given the elevated risk for these individuals.

FAQ: Know Diabetes by Heart and Get with the Guidelines Hospitals

The American Heart Association and American Stroke Association recognize hospitals for their success in using Get With The Guidelines (GWTG) to improve quality of care for heart disease and stroke patients. Through national and local education, GWTG hospitals will be encouraged to look at diabetes related measures and work on improvement strategies.

What is the timeline for hospitals to start collecting data? Hospitals are encouraged to continue entering diabetes related data. In early spring, there will be a diabetes measure set announced that will offer hospitals the opportunity to gain honor roll recognition based on adherence.

When would a hospital be eligible for the honor roll distinction?

Once honor measures are announced in early 2019, hospitals would be eligible based on 2019 data. Honor Roll distinction for 2019 data will be announced in early 2020 with all other GWTG awards.

Does a hospital need to achieve Bronze, Silver or Gold to be eligible for the new honor roll? Yes, similar to Target: Stroke and Target: HF, a hospital must meet the achievement measures to be eligible for any honor roll distinction.

How will hospitals get notice of the honor roll measures? There will be several channels for this information. The local AHA quality consultant will work with hospitals on this new opportunity. National webinars will occur, and an email will come to the hospital GWTG account via IQVIA.

Is there an additional cost to participate? There is no additional cost to participate.

REFERENCES

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5. Centers for Disease Control and Prevention website. National Diabetes Statistics Report, 2017. www.cdc.gov/diabetes/pdfs/data/statistics/national-diabetes-statistics-report.pdf. Accessed October 2018. Note: "every 80 seconds" and "every 2 minutes" come from taking the annual incidence of hospital discharges for ischemic heart disease and stroke from the National Diabetes Statistics Report and using 365days/24hours/60minutes/60seconds to reduce them down to the minute and second level.
6. Association of Cardiometabolic Multimorbidity With Mortality; *JAMA*. 2015;314(1):52-60. doi:10.1001/jama.2015.7008 <https://jamanetwork.com/journals/jama/fullarticle/2382980>. Accessed October 2018.

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THIS INITIATIVE IS JOINED BY:



THANK YOU

By implementing the Know Diabetes by Heart initiative, you are joining the movement that is helping to reduce cardiovascular deaths, heart attacks and strokes in people living with type 2 diabetes.