



American
Heart
Association.



American
Diabetes
Association®

Connected for Life

Know **Diabetes** by **Heart**™



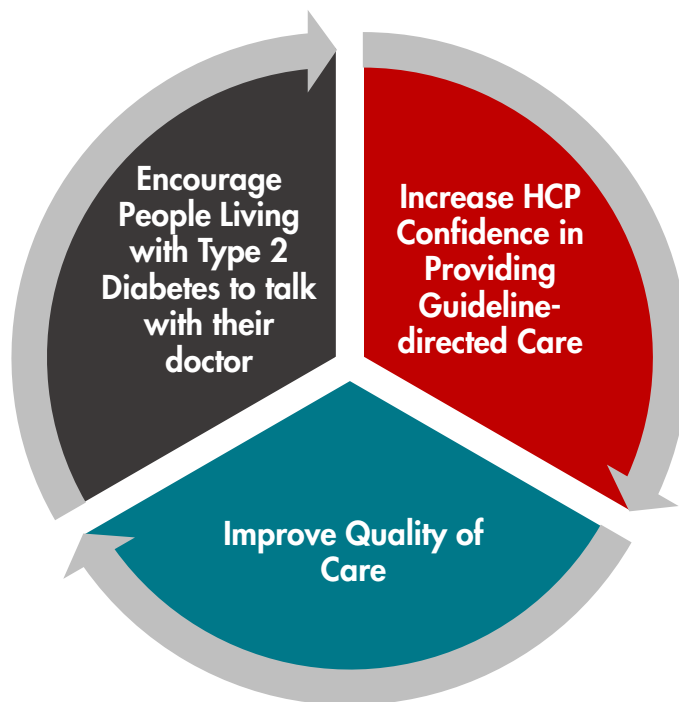
ROLL-OUT & IMPLEMENTATION GUIDE for Health Systems

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

About Know Diabetes by Heart™

The public health impact of type 2 diabetes and cardiovascular disease is too significant for one organization to tackle alone. The American Heart Association (AHA) and the American Diabetes Association (ADA) joined forces in 2018 to form **Know Diabetes by Heart** to combat the link between type 2 diabetes and cardiovascular disease.

Know Diabetes by Heart aims to:



JOIN THE INITIATIVE

Commit to:



Raising awareness of the link between T2D and heart disease and stroke



Educating patients and providers to build the connection and encourage conversation



Driving patients and providers towards taking a meaningful action

BY JOINING, YOUR ORGANIZATION CAN

- Co-brand **Know Diabetes by Heart** resources
- Support the reduction of heart disease, stroke and heart failure in the US



By integrating **Know Diabetes by Heart** into your health system, you can help improve health outcomes in people living with type 2 diabetes.

IN THIS GUIDE YOU WILL FIND:

- Information on why this matters and key messages
- Guidance on who to engage, how to develop a campaign plan and launch plan
- Listing of available resources and programs
- Answers to frequently asked questions

Why This Matters | Key Facts

- **Cardiovascular disease is the leading cause of death for people living with type 2 diabetes.**^{1,2}
- **People living with type 2 diabetes are twice as likely to develop and die from cardiovascular disease**, such as heart attacks, strokes and heart failure, than people who do not have diabetes.^{3,4,5}
- **Only about half of people age 45 and older with type 2 diabetes understand their increased risk for developing heart disease** or have discussed their risk with their health care provider, according to a recent online survey conducted by The Harris Poll.⁶
- Through the support of family, friends and community, **people living with type 2 diabetes can make lifestyle and behavioral changes that can lower their risk for cardiovascular disease.**⁷
- **Know Diabetes by Heart™** is a collaboration between the American Heart Association and the American Diabetes Association focused on reducing cardiovascular deaths, heart attacks, strokes and heart failure among people living with type 2 diabetes.
- **Know Diabetes by Heart** provides the tools and resources to drive more informed conversations between people living with type 2 diabetes and their doctors. Visit [KnowDiabetesbyHeart.org](https://www.knowdiabetesbyheart.org) to learn more.
- **Know Diabetes by Heart** is nationally funded by founding sponsors the Boehringer Ingelheim and Eli Lilly and Company Diabetes Alliance, and Novo Nordisk, and national sponsors Sanofi, AstraZeneca, and Bayer.

Know **Diabetes** by **Heart**[™]



**PUT YOUR HEART INTO
YOUR TYPE 2**

GETTING STARTED

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

1. Establish your implementation team
2. Identify your initiative champions
3. Activate your initiative champions
4. Develop a campaign plan
5. Launch the plan and execution



1. ESTABLISH YOUR IMPLEMENTATION TEAM

Engage initiative champions and a cross-functional implementation team. Engaging these individuals will ensure comprehensive awareness and alignment among clinical care teams and support teams for a successful roll-out of the initiative.

Determine which departments will need to review or approve the initiative implementation plan prior to launch. These may include, but are not limited to: medical and legal, patient education and advocacy, marketing and communications, and IT.



GETTING STARTED

1. ESTABLISH YOUR IMPLEMENTATION TEAM continued

Here are some suggestions on who you can engage, and how they can help:



INITIATIVE LEADERSHIP TEAM

- **Who they are:** Executives, organization leaders, legal and administration
- **How they can help:** This group may need to approve campaign plan, help the team navigate processes, and may provide resources to support campaign efforts.



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

GETTING STARTED

1. ESTABLISH YOUR IMPLEMENTATION TEAM continued

Here are some suggestions on who you can engage, and how they can help:



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 have or are at risk for cardiovascular disease
- **How they can help:** Provide testimonials and real-world support for core campaign messaging

GETTING STARTED

2. IDENTIFY YOUR INITIATIVE CHAMPIONS

A champion should be identified to help you build organizational support and elevate the importance of the campaign to key stakeholders and leadership teams.



CHAMPION

- **Who they are:** Administrative or marketing leader, 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:** They can work with executive leadership buy-in and serve as a spokesperson for the campaign. This person(s) may help establish the vision of the campaign and potentially lead the cross-functional teams. They will help identify roadblocks and navigate round issues if they arise.

3. ACTIVATE YOUR CHAMPIONS

TRAINING

Ensure that your implementation team and champions understand key talking points. Set up trainings for medical and support staff to support consistent messaging, education and program implementation.

TOOLS

Ensure champions have content and tools to educate on the following:

- How to manage cardiovascular disease risks in patients with T2D
- Importance of team collaboration in identifying patients at risk
- Understand the ASCVD risk calculator and how it should be used

For more information, go to [KnowDiabetesbyHeart.org/professional](https://www.knowdiabetesbyheart.org/professional)

GETTING STARTED

4. DEVELOP A CAMPAIGN

Together, your leadership, champion and core implementation team should develop a collaborative plan:

- Determine success outcomes for your campaign:** What are you trying to achieve? What outcomes would you like to see?
- Confirm target audience:** Confirm who you are trying to reach- people living with type 2 diabetes and loved ones. Additionally health care providers could help distribute resources and messages.
- Determine channels for distribution:** Identify channels or champions that will increase your reach and amplify your message.
- Identify budget needed to support goals:** How much do you have to promote efforts? Or need budget to support goals?
- Assemble your leadership team to develop and support the plan:**
 - Determine departmental expertise needed to be successful.
 - Determine timing for plan and assign who will complete the work.

5. LAUNCH PLAN & EXECUTION

Here are some sample of activities to get your started:

AMPLIFY MESSAGE AT LAUNCH

- Run a feature story with clinical experts or promotion of upcoming ADA's "Ask the Experts" Q&A series in your monthly newsletters and website
- Post a message on social media
- Provide flyers in your facility



GETTING STARTED

5. LAUNCH PLAN & EXECUTION continued

Here are some sample of activities to get your started:

TRAIN STAFF

- Showcase podcasts and professional resources with your professional staff
- Host a peer-to-peer educational webinar broadcast or educational live activities with your diabetes or cardiology specialists



EDUCATE PATIENTS

- Promote the ADA's "Ask the Experts" Q&A series in office
- Print and hand out **Know Diabetes by Heart** patient and loved one materials
- Have professionals provided in-office education



COMMUNITY OUTREACH

- Educate other referring MDs about the initiative and new Diabetes/CVD science



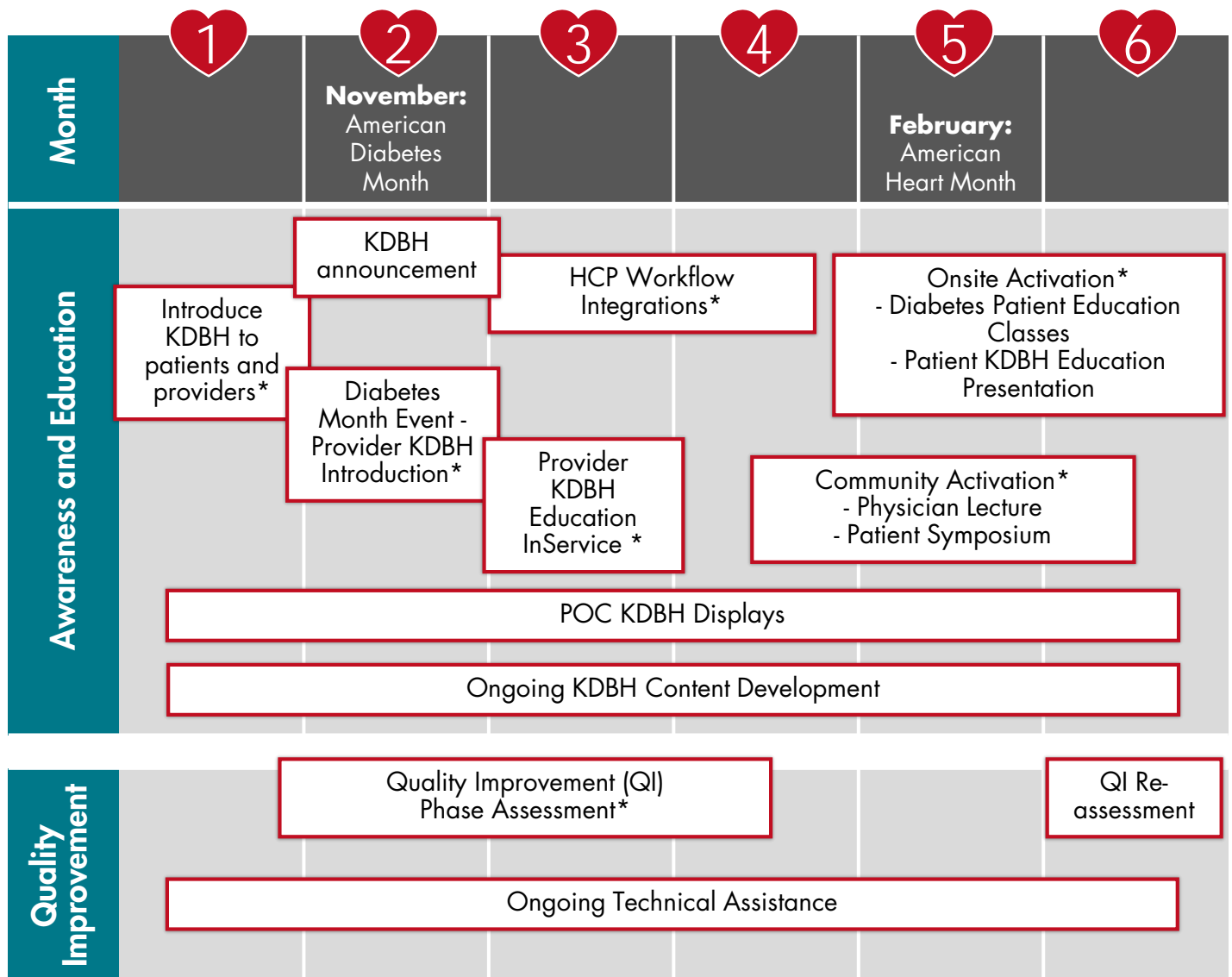
SAMPLE ACTIVATION PERIODS

Build a messaging calendar to drive the conversation about the connection between type 2 diabetes and cardiovascular disease.

Here are some potential activation periods:

- Nov. 2020 – American Diabetes Month
- Nov. 2020 – Diabetes Heart Connection Day
- Nov. 2020 – World Diabetes Day
- Feb. 2020 – American Heart Month
- May 2020 – American Stroke Month

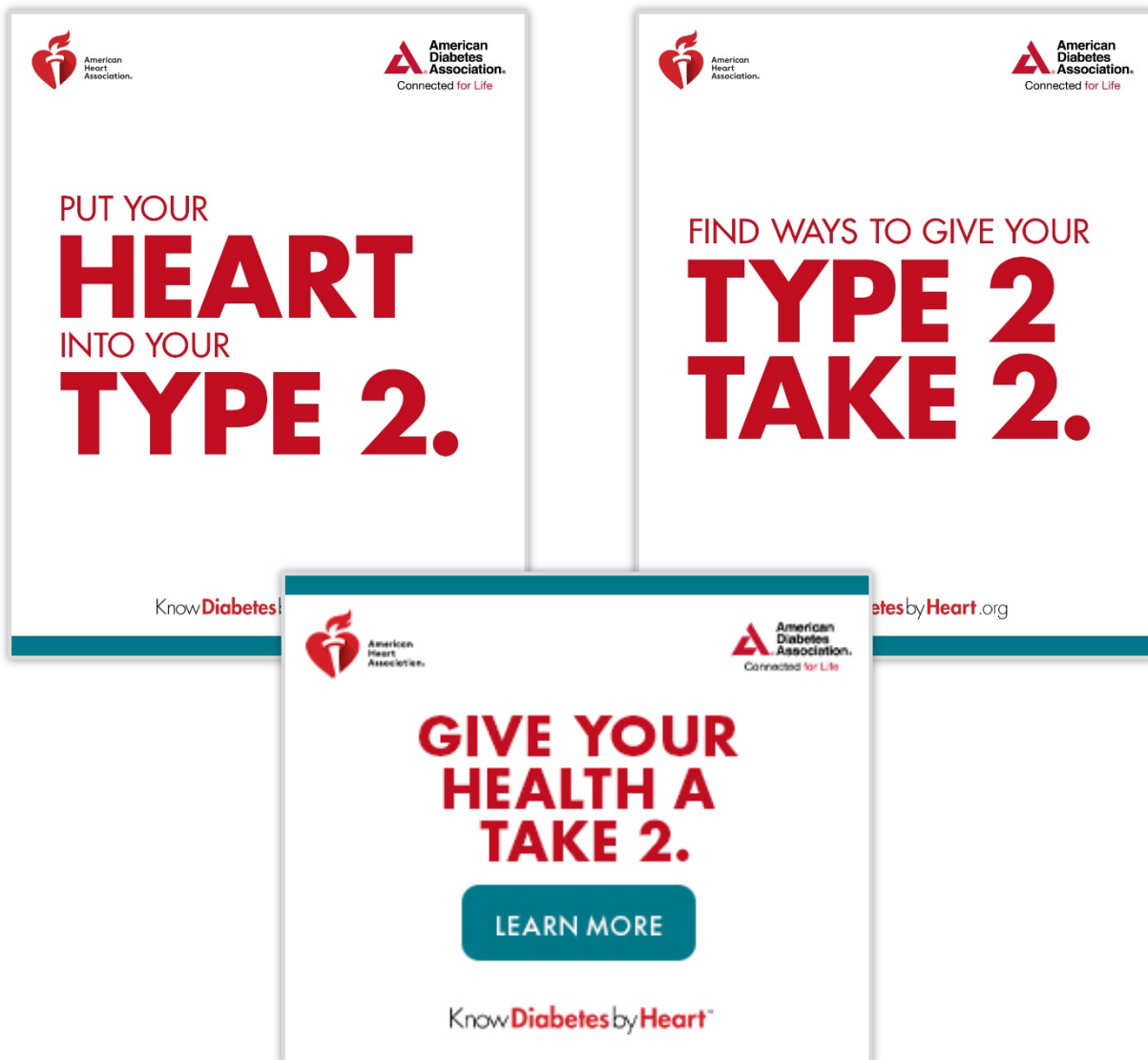
SAMPLE CALENDAR



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.

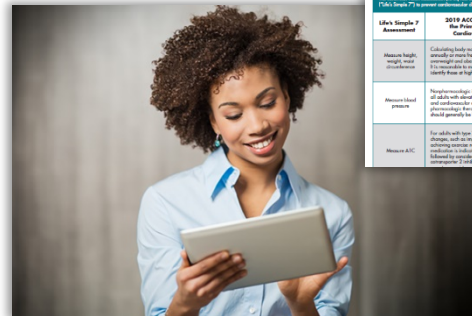
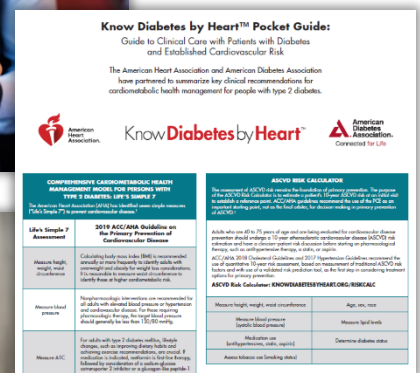


KnowDiabetesbyHeart.org

To find, information to support your campaign for your health system, go to KnowDiabetesbyHeart.org/healthsystems

Health Care Professional Tools and Resources

- Guidelines pocket guide
- ASCVD calculator
- Podcast series
- Webinar series
- American Heart Association and American Diabetes Association's scientific statements and guidelines
- Professional decks



Quality Improvement Webinars and Tools

Archived Webinars

Announcing Target: Type 2 DiabetesSM Honor Roll

A new Honor Roll recognition opportunity for Get With The Guidelines[®] – Heart Failure and Stroke participants.

Dr. Nancy Albert, a member of the American Heart Association Heart Failure Systems of Care Advisory Group, presented relevant science related to CVD and Type 2 Diabetes and detailed this exciting new honor roll opportunity.

[Register to view the Honor Roll event.](#)
[Download the Honor Roll webinar slides.](#)



Dr. Nancy Albert

KnowDiabetesbyHeart.org

To find information to support your campaign for your health system, go to KnowDiabetesbyHeart.org/healthsystems

Patient Education Materials (English and Spanish)

- Patient educational resources
- Discussion guides
- Monthly “Ask the Experts” events
- ADA’s “Living With Type 2” program



Campaign Promotional Materials

- Sample Newsletters
- Social media messaging
- Promotional Posters
- PR Communications Materials
- Marketing Materials



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)

Know **Diabetes** by **Heart**™



QUALITY IMPROVEMENT PROGRAMS

FOCUSING ON QUALITY IMPROVEMENT & HEALTH SYSTEMS

The initiative will support quality improvement efforts by engaging directly with hospitals and outpatient clinics to provide long-term support to their teams of professionals as they redesign health care to better serve patients with diabetes and cardiovascular disease.

TARGET: TYPE 2 DIABETES HONOR ROLL™

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.
- Through the national [honor roll program](#) for hospitals participating in Get With the Guidelines® (HF, Stroke), the program reinforces evidence-based guideline adherence. The goal is to provide new educational tools and resources, help support data collection and tracking and encourage improvements in care among participating health care systems.

TARGET: TYPE 2 DIABETES™ AMBULATORY QUALITY & RECOGNITION

The Target: Type 2 Diabetes ambulatory program recognizes the important role of outpatient providers and ambulatory health centers and systems in their efforts to tackle type 2 diabetes and cardiovascular disease.

- Register for quality improvement programming, education and support through the [Target: Type 2 Diabetes Ambulatory registration](#) page.
- Recognition is based on submission of organizational information and aggregate measure data based on the previous calendar year for the achievement of two award levels.
- View the [fact sheet](#) for addition information on the Participant and Gold award levels

DIABETES INSIDE™

A continuous quality improvement program combining health data analytics, training, clinical guideline support and patient programs, all tailored to address regional needs. Already there are five sites who have enrolled in this regional program.

For more information, go to [KnowDiabetesbyHeart.org/Quality](https://www.KnowDiabetesbyHeart.org/Quality)

Know **Diabetes** by **Heart**™



ANSWERS TO FAQs

FREQUENTLY ASKED QUESTIONS

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, AstraZeneca, and Bayer 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.

FREQUENTLY ASKED QUESTIONS

TARGET: TYPE 2 DIABETESSM HONOR ROLL - INPATIENT

What is the timeline for hospitals to start collecting data? Hospitals are now able to begin entering diabetes related data. The measures in the Patient Management Tool (PMT) are based on existing PMT measures, however some measures have been narrowed to only include patients with a new onset or previous history of diabetes, as applicable.

What criteria need to be met to be eligible?

- Your hospital must qualify for a Silver level or higher Achievement Award in the related Get with the Guidelines module.
- Your hospital must be able to demonstrate at least 90% compliance for 12 consecutive months (Calendar Year) for the “Overall Diabetes Cardiovascular Initiative Composite Score” measure in the selected module.
- Your hospital must have at least 10 patients with a new onset or previous history of diabetes within the patient population.
- The award reporting period must be the same Calendar Year as your eligible Achievement Award.
- The award reporting period must include the same patient population as is included in the eligible Achievement Award.

When would a hospital be eligible for the honor roll distinction? Hospitals are eligible based on 2019 data. Honor Roll distinction for 2019 data will be announced in early 2020 with all other GWTG awards.

Is there an additional cost to participate? There is no additional cost to participate beyond standard Get With The Guidelines modules costs.

FREQUENTLY ASKED QUESTIONS

TARGET: TYPE 2 DIABETESSM – AMBULATORY RECOGNITION

What is the Target: Type 2 Diabetes - Ambulatory Award? Target: Type 2 Diabetes Ambulatory Recognition is for outpatient clinics and specialty practices focused on CVD risk reduction regarding hemoglobin A1c control, blood pressure control, and lipid management. More information can be found at www.knowdiabetesbyheart.org/quality
> **Ambulatory**

How do participate in Target: Type 2 Diabetes – Ambulatory?

To participate and be eligible for recognition, your clinic/practice should register at www.knowdiabetesbyheart.org/quality to get started.

What are the Target: Type 2 Diabetes – Ambulatory Recognition Award Categories?

Reference our [Fact Sheet](#) for full information.

- Participant- Recognizes practices that have registered, completed data submission including clinical measure entry, and committed to improvement.
- Gold - Recognizes practices that achieve Participant Award status AND meet the specified thresholds for each of the selected clinical measures.

What if I want to reach out to a local AHA or ADA local representative. What should I do?

Ambulatory regional contacts: <http://bit.ly/AQContactUs>

General questions: TT2D@knowdiabetesbyheart.org

Program information www.knowdiabetesbyheart.org/quality

REFERENCES

1. Grau, María, et. al. Risk of Cause-Specific Death in Individuals With Diabetes: A Competing Risks Analysis; *Diabetes Care* 2016 Nov; 39(11): 1987-1995; <http://care.diabetesjournals.org/content/39/11/1987>.
2. The Emerging Risk Factors C. Diabetes mellitus, fasting blood glucose concentration, and risk of vascular disease: a collaborative meta-analysis of 102 prospective studies. *Lancet*. 2010;375(9733):2215-2222. [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(10\)60484-9/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(10)60484-9/fulltext)
3. Kannel WB, McGee DL. Diabetes and cardiovascular disease: the Framingham study. *JAMA*. 1979;241:2035–2038.
4. Grau, María, et. al. Risk of Cause-Specific Death in Individuals With Diabetes: A Competing Risks Analysis; *Diabetes Care* 2016 Nov; 39(11): 1987-1995; <http://care.diabetesjournals.org/content/39/11/1987>.
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.

FOUNDING SPONSORS



Boehringer
Ingelheim

Lilly



novo nordisk®

NATIONAL SPONSORS

SANOFI



AstraZeneca



THIS INITIATIVE IS JOINED BY:



THE *diaTribe*
FOUNDATION

DiabetesSisters

healthy
women



Hormone Health
NETWORK



Mended Hearts



PARTNERSHIP TO ADVANCE
Cardiovascular
Health



PARTNERSHIP TO FIGHT
CHRONIC DISEASE

TCOYD
TAKING CONTROL OF YOUR DIABETES

Together2Goal.
AMGA Foundation
National Diabetes Campaign

WomenHeart®
The National
Coalition for Women
with Heart Disease

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.