Changing Diabetes in the U.S.

A good practice case study presented by
The Novo Nordisk U.S. Diabetes Barometer is a mindset and a website that serves as a tool to help inform key stakeholders and policymakers of the magnitude of the diabetes epidemic. In the U.S., Novo Nordisk is aligning current policy and research initiatives under the Changing Diabetes® Barometer framework to help raise diabetes higher on the national agenda.

Conceptualizing the U.S. Diabetes Barometer

The global Novo Nordisk Changing Diabetes® Barometer works towards empowering people with knowledge about the disease and improving the quality of care that people with type 2 diabetes receive. When the Novo Nordisk U.S. Diabetes Barometer was initially designed its purpose was to generate data about the current state of diabetes and prediabetes in America from three vantage points:

Societal – The Societal Barometer was established to understand people’s perceptions, attitudes and knowledge about diabetes – an important and necessary first step in transforming awareness into action and encouraging individuals to lead healthier lives to prevent diabetes.

Economic – The Economic Barometer aimed to provide an understanding of the full economic impact of diabetes. For the first time a comprehensive analysis was made available on the cost of diabetes to society.

Clinical – The Clinical Barometer assessed the state of diabetes measurement in the U.S. Effective ways to measure clinical quality were defined, while opportunities to improve and ensure consistency in the quality of diabetes care were identified.

Building on the success of measuring and sharing data generated from societal perceptions, economic impact and clinical outcomes, the Novo Nordisk U.S. Diabetes Barometer has recently been relaunched and restructured to align with the measure, share, improve framework.

A revised focus – Measure, Share, Improve

The Novo Nordisk U.S. Diabetes Barometer sets out to measure the state of diabetes and share the data to ultimately improve patient outcomes. Through leveraging best practice examples and building a database, the barometer activities help stimulate dialogue with key stakeholders, and make a case for things such as screening to identify people with undiagnosed diabetes and prediabetes, early intervention, and quality care for improved patient outcomes. At the same time, these activities work towards promoting diabetes on the national agenda by disseminating information to educate legislators, payers, and policymakers about the link between quality of diabetes care and reductions in complications and socio-economic costs.

Measure

We can’t manage what we can’t measure! The U.S. Diabetes Barometer collects and presents data that assess the following:

- Economic impact of diabetes
- Diabetes prevalence and cost projections
- Clinical markers of diabetes treatment and quality

Measuring diabetes prevalence and cost – a nationwide study

The “United States’ Diabetes Crisis: Today and Future Trends” study, commissioned and funded by Novo Nordisk, provides detailed diabetes prevalence and cost forecasts for all 50 states in the U.S., while accounting for the geographical spread of the diabetes epidemic and its effect on local economies.

Using the Institute for Alternative Futures diabetes model, the study predicts an increase by 64% between 2010 and 2025 to 53.1 million Americans living with diabetes (diagnosed and undiagnosed)\(^1\). The resulting annual medical and societal cost of diabetes is estimated to reach $514.4 billion in 2025 – a staggering 72% increase from 2010\(^1\). These include both the annual medical costs as well as the annual nonmedical costs\(^1\).

Along with suggested relatively simple lifestyle changes, such as healthier diets, maintenance of healthy weight, and regular physical activity, reducing the future burden of diabetes in the U.S. depends upon:\(^2\)\(^3\)\(^4\)\(^5\)

- the promotion of targeted screening of adults without symptoms to identify those with pre-diabetes and undiagnosed diabetes
- improved access to quality medical care
- increased patient compliance with therapy
Share

Sharing these measurements is important so that key stakeholders have a clear picture of the current quality of diabetes care and can learn about effective interventions to combat the diabetes epidemic.

The sharing of information, data and findings is made available on the U.S. Diabetes Barometer website, which was launched in 2010 and has recently been integrated into the global Changing Diabetes® Barometer website.

A special feature on the site includes an interactive map with data projections out to 2025 that allows for state by state comparisons, benchmarking on cost and prevalence forecasts as well as country level quality and prevalence data. The map helps disseminate information on the current state of diabetes in the U.S. to the general public and important stakeholders.

Improve

By facilitating measurement, sharing and comparison of data at state and country levels, the U.S. Diabetes Barometer, through inspiring learning, aims to help reduce the incidence and economic burden of diabetes in the U.S. by encouraging:

- More effective screening to aid prevention and early detection
- Earlier intervention to prevent complications of the disease

Novo Nordisk believes screening for diabetes is the entry point for prevention and appropriate management. Regular screening of at-risk populations helps to identify people with prediabetes and undiagnosed diabetes – necessary steps in order to prevent or delay the onset of type 2 diabetes and get the appropriate treatment to manage the disease.

Initiatives included in the Novo Nordisk U.S. Diabetes Barometer largely seek to leverage the insights gained from research and programs on screening and prevention in improving diabetes care. These include:

- Advocating for the implementation of an evidence-based and community-based National Diabetes Prevention Program in order to prevent or delay the onset of type 2 diabetes.
- Advocating for a broadening of U.S. Preventive Services Task Force (USPSTF) Diabetes Screening Recommendations in collaboration with members of the Diabetes Advocacy Alliance™.

The measure, share, improve framework of the Changing Diabetes® Barometer, contributes to the establishment of a broad set of data that can be used to shape public policy. The Novo Nordisk U.S. Diabetes Barometer will continue to support the case for legislation and public policy that benefits people with diabetes and prediabetes. Future initiatives will focus on informing and challenging the perceptions of payers, legislators, and policymakers of the value of diabetes screening, prevention, treatment, and improved control.

Initiating better practices

As part of the implementation of better care initiatives, Novo Nordisk conceived of and advocated for the National Diabetes Report Card. Through the U.S. Diabetes Barometer, Novo Nordisk will promote awareness of an annual National Diabetes Report Card on the Centers for Disease Control and Prevention (CDC) website, beginning in 2012. The report card will include information that best represents national and state diabetes data on prevalence, preventive care practices and the quality of care, risk factors, health outcomes and national progress on Healthy People 2020 goals (a program of the U.S. Department of Health and Human Services that includes 16 diabetes-specific public health goals for the nation).

Novo Nordisk will promote the National Diabetes Report Card to legislators and policymakers as well as utilizing it for accountability in progress in combatting the challenges related to diabetes in America.

The Changing Diabetes® Barometer

You can’t manage what you don’t measure...

The Changing Diabetes® Barometer is a Novo Nordisk initiative that works as a framework for measuring progress in the fight against diabetes. The initiative aims to provide key stakeholders – medical professionals, policy makers, international organizations and the healthcare industry – with valuable information on the quality of diabetes care and patient outcomes. The purpose is to inspire and motivate all stakeholders to help stimulate a dialogue and collect data to build a case for the importance of screening to identify people with undiagnosed diabetes and prediabetes; early intervention; and quality of care for improved patient outcomes worldwide.

Globally, the Changing Diabetes® Barometer seeks to do three things:

- Illustrate the link between quality of diabetes care, reduction in complications and socio-economic costs, thus providing all stakeholders with the opportunity to make informed choices
- Improve treatment through inspiring learning based on measuring and comparing results as all stakeholders develop a clear picture of the current quality of diabetes care in their country
- Inspire others to follow best practice examples

Only when outcomes are measured and shared can improvements be made

- Measure the current state of diabetes
- Share the data
- Improve patient outcomes

For more information on the Changing Diabetes® Barometer please visit:

www.ChangingDiabetesBarometer.com
www.DiabetesBarometer-US.com