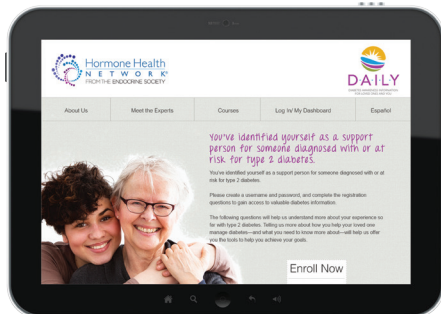




## ABOUT D.A.I.L.Y.

D.A.I.L.Y. (DIABETES AWARENESS INFORMATION FOR LOVED ONES AND YOU) IS A NEW DIGITAL INTERACTIVE DIABETES EDUCATION TOOL FROM THE HORMONE HEALTH NETWORK.

This online platform is a multi-funded initiative to engage, activate and educate people with type 2 diabetes and members of the diabetes community to improve their knowledge, skills and confidence, enabling them to take increasing control of their own condition and integrate effective self-management strategies into their daily lives.

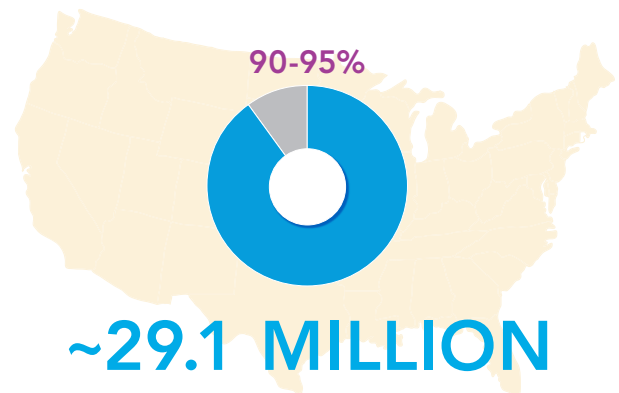


Currently, there is no online support community for type 2 diabetes patients and their families that focuses on how diabetes affects the entire family and how

patients can take an active role in managing their diabetes care. D.A.I.L.Y. will build a community of type 2 diabetes patients by providing access to experts who can address the full spectrum of issues for those newly diagnosed or living with diabetes, and those with diabetes complications.

D.A.I.L.Y. will offer a selection of courses focusing on topics ranging from the emotional components of diabetes; strategies for managing type 2 diabetes; and understanding treatment options (supported by Boehringer Ingelheim and Lilly Diabetes Alliance, and Janssen Pharmaceuticals). Each course will include assessments, videos, fact sheets, patient stories, case studies, and peer-to-peer resources.

D.A.I.L.Y. ADDRESSES A MAJOR HEALTH THREAT IN OUR COUNTRY TODAY:



APPROXIMATELY 29.1 MILLION PEOPLE HAVE DIABETES AND TYPE 2 DIABETES ACCOUNTS FOR 90% TO 95% OF DIAGNOSED CASES OF DIABETES IN ADULTS, ACCORDING TO THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC).<sup>1</sup>

7 MILLION

ANOTHER 7 MILLION PEOPLE HAVE TYPE 2 DIABETES AND DON'T EVEN KNOW IT, ACCORDING TO THE ENDOCRINE SOCIETY.<sup>2</sup>



ONE OUT OF THREE PEOPLE WILL DEVELOP TYPE 2 DIABETES AT SOME POINT IN THEIR LIFETIME.<sup>3</sup>

D.A.I.L.Y. RESPONDS TO THIS SOCIAL AND HEALTH ISSUE AND FOCUSES ON INSPIRING AMERICANS WITH DIABETES TO TAKE CONTROL OF THEIR CONDITION.



D.A.I.L.Y. ALSO PROVIDES TIPS FOR LOVED ONES TO SUPPORT PEOPLE WITH DIABETES, AND ULTIMATELY, IMPACT THE FUTURE HEALTH OF MILLIONS OF AMERICANS.



## D.A.I.L.Y. GOALS

Enroll individuals from diverse patient populations, particularly:

- Patients and caregivers who struggle with managing diabetes
- Individuals who are effective managers seeking additional resources and tips
- Detached patients who don't want to "deal" with their diabetes because they feel "fine" now and may be unaware of how their diabetes can change over time
- Elderly patients whose diabetes is complicated by other comorbidities

Empower patients, through a unique platform, with the day-to-day skills, strategies and resources necessary to live their best life possible with type 2 diabetes.

Increase patient adherence for better outcomes — and the ability to track each patient's journey.

Create an online community for D.A.I.L.Y. members to provide ongoing peer-to-peer support and encouragement and use existing HHN social media to augment the community.

Equip healthcare providers with D.A.I.L.Y. patient resources.

## REFERENCES

<sup>1</sup>National Diabetes Statistics Report. Centers for Disease Control and Prevention, 2014. <http://www.cdc.gov/diabetes/pubs/statsreport14/national-diabetes-report-web.pdf>

<sup>2</sup>Endocrine Society. *Endocrine Facts and Figures: Diabetes. First Edition.* 2015.

<sup>3</sup>Diabetes in the United States. Centers for Disease Control and Prevention. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention).

## INTRODUCING OUR D.A.I.L.Y. EXPERT PANEL



*"Get tips to share with family and friends. Enroll in this unique diabetes management program and gain access to tools that can be used to communicate better with your healthcare team and loved ones."*

-M. Carol Greenlee, MD, FACE, FACP



*"Created by experts for you. Developed by endocrinologists. As the leading experts in diabetes treatment, endocrinologists helped to develop program content to ensure patients and their loved ones receive the most trusted information. Meet the experts."*

-David Saxon, MD



*"Ready when and where you are. One hundred percent online and works on your computer or any mobile device. Navigate through the program all at once, or take a break and pick up where you leave off with our easy dashboard tool."*

-William H. Polonsky, PhD



*"It's your diabetes journey. Take an active role in your diabetes management. Our program provides resources that are tailored to individual patients' needs and that can be shared with health care professionals to encourage a collaborative approach to diabetes management."*

-T. Sean Vasaitis, PhD

Meet more of our experts by clicking here:

<http://www.hormone.org/about-us/volunteer/diabetes-you/diabetes-you>



Hormone Health  
NETWORK<sup>®</sup>  
FROM THE ENDOCRINE SOCIETY