

THE **diaTribe**
FOUNDATION

2015
IN REVIEW



A LETTER FROM KELLY CLOSE FOUNDER AND CHAIR OF THE BOARD



Dear Friend and Supporter
of The diaTribe Foundation,

The year 2015 was remarkable for The diaTribe Foundation, and it's all thanks to you. Who would have known that when we started our quarterly patient newsletter in late 2006 it would flourish into the nonprofit organization our team is pouring its heart into today? As we enter our fourth year as a nonprofit, I hope this update conveys a heartfelt thank you from the entire team at The diaTribe Foundation and highlights what your contribution has enabled us to accomplish over the past twelve months.

Where to begin? There was the success of *diaTribe*, our online diabetes resource, which has helped over 1.5 million people with diabetes and their loved ones in the last year. There was the growth of our advocacy program, as we work with other major diabetes patient groups and the FDA to improve outcomes. There was also—and I'm especially excited about this—the inaugural “d16: Executive Innovation Lab on Diabetes and Obesity,” which brought together

42 leaders from the healthcare field, technology companies, and government agencies to recommend systems-based solutions for the type 2 diabetes epidemic.

This report contains more details on all of these achievements—and you were an integral part of making them all happen. Type 1 and type 2 patients aren't doing as well as they need to be, and with 30 million people with type 2 diabetes in the United States, 80 million with prediabetes, and with nearly \$250 billion being spent annually on all types of diabetes, this epidemic represents one of our country's largest, most intractable public health problems. Thank you for joining The diaTribe Foundation in our efforts to sound the alarms, to improve the lives of people with diabetes, and to advocate for action.

We're just getting started.

very best,

A handwritten signature in black ink, appearing to read "Kelly Close".

kelly close

ABOUT THE DIATRIBE FOUNDATION

Diabetes is a serious disease, posing one of the largest challenges to our nation: **1 in 7 American** adults already has diabetes, 2 in 5 US adults have prediabetes, and we spend **\$245 billion** on diabetes every year. And that's just in the United States—by 2040, more than **642 million adults** in the world are projected to have this disease.

To fight this growing crisis, The diaTribe Foundation was founded in 2013 with a mission to improve the lives of people with diabetes, prediabetes and obesity, and to advocate for action.

There is no one single solution. The epidemic arose from a diverse and complex set of circumstances, and solutions can only come from the combined efforts of many people across different sectors of society.

As a society, we need to make reducing the burdens of diabetes, or eliminating the disease entirely, a priority. We need industry, healthcare providers, the government, and nonprofits to work together to improve patient outcomes. We need to recognize the importance of the emotional as well as the physical aspects of this condition. We need to hear the voices of over 29 million people with diabetes coming together saying, “We do not accept the status quo.”

Since our diaTribe patient newsletter was created in 2006, over four million more people have been diagnosed with diabetes in the US. We now spend \$322 billion each year on diabetes. And A1cs aren't much better now, on average, than they were 20 years ago, even though the science has improved enormously as have therapies and technologies. Type 1 is growing steadily, not just in children, and type 2 diabetes and prediabetes are growing exponentially. We have a crisis, and The diaTribe Foundation is committed to help bring about much-needed change.

We hope that one day our country—and the world—will no longer tolerate the unacceptable state of diabetes and will be compelled to take action. At The diaTribe Foundation, we want to help make that day happen sooner.

MAKING SENSE OF DIABETES

The diaTribe Foundation's online presence, *diaTribe*, began as a patient newsletter in 2006. Beginning as a volunteer effort, *diaTribe* was and continues to be a labor of love. The purpose of the publication is to provide actionable content that helps people touched by diabetes live healthier, happier, or more hopeful lives. We've always believed that our work helps people make sense of the complex world of this disease—a world many of us know personally, either through living with this condition ourselves or through friends or loved ones. We derive strength from readers who tell us that our website has helped them feel more optimistic for their children's futures, enhance their conversations with doctors, find better therapies, or improve their glucose control.

In 2015, *diaTribe* experienced exponential growth in readership, reaching over 1.5 million readers and more than doubling its subscribers. This past year's *diaTribe* coverage included the following most highly-read articles; we hope you will enjoy reading them in case you missed them!

- [Bringing Metformin to Over 2 Million More Patients](#)
- [Meal Memory—Finally! A Useful, Low Hassle Diabetes App](#)
- [Google and Dexcom Team Up to Dramatically Improve CGM](#)
- [10 Tips for Teenagers to Live Well with Type 1 Diabetes](#)
- [Diabetic Ketoacidosis Explained](#)
- [Striking Clinical Trial Results from Intarcia's Implanted Type 2 Diabetes Device](#)
- [Updates on Harvard's Diabetes Stem Cell Research at ADA 2015](#)
- [Mastering Motivation with Diabetes](#)
- [Why is Diabetes \(and Life\) So Stressful?](#)
- [How Did Alasdair Wilkins Lose 100 Lbs in a Year](#)
- [Diabetes & Exercise Solutions—No Time, Too Expensive, Painful, Boring, Unmotivated](#)
- [A Silent Complication: A Closer Look at Diabetic Retinopathy](#)
- [The Surprising Connection Between Diabetes and Alzheimer's](#)
- [Why Should You Consider Participating in Diabetes Research?](#)
- [Our Reaction to the New York Times' Midnight Three and Six](#)
- [Making Sense of Buying Health Insurance on Healthcare.gov](#)
- [What I Actually Eat: Taking My Diet Commandments into Daily Life](#)
- [Low-carb vs. High-carb diet](#)

LOOKING FORWARD TO 2016

We intend to allocate resources to continuing our growth trend, because we believe that by enlarging our audience, we will be providing practical help to even more people with diabetes and their loved ones. We also hope to thoughtfully update our editorial policies to reach more readers, broaden our impact through social media, and build more online resources to quickly answer many common diabetes questions.

DIATRIBE 2015 AT A GLANCE



READER TESTIMONIALS

“Continue to fight for those with diabetes. So much needs to be done, but my particular passion is helping those with type 2 get the education and training they need to successfully navigate the disease. Thanks for all you and your team does.”

“Adam’s hints and tips have really encouraged my 17-year-old daughter. In the past six months she has worked really hard and brought her HbA1c down by a further 1.3 so she is now back on target range.”

“...*diaTribe* [is] my first online go-to source for anything regarding diabetes. I am an RN, CDE, so I realize how vital your work is!”

“You all do such great work, and I appreciate the information, broken down into understandable information and not in ‘medical speak,’ making it accessible to everyone. I know it can’t be easy. Keep it up, please! Thank you!!”

“I love *diaTribe*! I so appreciate the information you provide. And you folks feel like family.”

“I am a type 1 diabetic who has had it for 40 years. ‘Patiently’ waiting for a cure. I think you all do such an amazing job of conveying the realities of diabetes to the world. I love the honesty and true search for a better way of life. I think the fact that so many of you actually have diabetes and present solutions rather than preach makes it so relatable. Thank you! Excellent job.”

“As a physician, I see the effects of diabetes, that is not controlled, on a daily basis. While medication is a treatment, education about this disease is our greatest weapon. With education, you give the patient power and a way to control and live with this disease rather than be its victim. I enjoy the information *diaTribe* provides to its readers and wish you well in your continued efforts to help.”

“Thank you for all of the time, effort, and energy you put into making life with diabetes so much better. You may not realize it, but helping us understand more of what’s happening out there provides a lot of hope!”

“*diaTribe* brings timely diabetes news and practical tips that I find helpful in my professional life as a pediatric endocrinologist, as well as my personal life living with T1D. Kelly brings a fresh, thoughtful perspective, and Adam provides actionable tips that I have found incredibly useful in optimizing glycemic control. Keep up the unbelievable work you do, and continue to raise the banner for diabetes awareness and education!”

ADVOCATING FOR ACTION

When Kelly was diagnosed with type 1 diabetes in 1986, approximately 1 in 165 people globally had diabetes. Today, it is estimated that 1 in 11 people globally has diabetes. In the U.S. alone, it is estimated that over 30 million people have this disease—up from 30 million people globally when Kelly was diagnosed. It costs the US alone nearly \$250 billion a year, in direct and indirect costs. Despite massive amounts of money being directed toward diabetes care, patients still aren't doing better overall. The diaTribe Foundation is committed to digging into the issues, identifying the most urgent problems, and promoting change.

After our successful [2014 FDA-patient dialogue](#), we have remained committed to working with the Agency and bringing patients into the conversation on regulatory issues. Notably, we are in the midst of working with JDRF, ADA, AACE, and FDA to plan a 2016 workshop on “Outcome Measures Beyond A1c.” More on this coming your way soon! We'll be asking for your help to include all voices of people with diabetes.

In addition to our work with FDA, in 2015 we have started to use our most powerful vehicle—[diaTribe.org](#)—to advocate for action among people with diabetes themselves. It's time that in addition to our objective reporting of the facts, we brought patients an understanding of the key issues in addressing diabetes, our views on how to solve them, and how to get involved. As part of this, we've been creating a Foundation website ([www.thediatribefoundation.org](#)) that for the first time sets out what we believe in. This is a new area for us, and we will be treading carefully to respect our followers. But it's clear that without action from the tens (or hundreds) of millions of people affected by diabetes, we are not going to make a difference to the current depressing trend line.

LOOKING FORWARD TO 2016

We will keep you updated on the plans for the FDA workshop on “Outcome Measures Beyond A1c” which will take place in August 2016. Additionally, we hope to bring you more advocacy articles, opinion pieces, updates to the Foundation website, ways to get involved, and an exciting new column from Kelly, pointing out advocacy opportunities and issues.

CONNECTING BRILLIANT MINDS

In 2015, The diaTribe Foundation hosted multiple gatherings to bring together top experts in diabetes and healthcare to search for innovative solutions around unmet needs in diabetes. We hosted a lively and widely-attended panel at the [ADA Scientific Sessions](#) in June 2015, another at EASD 2015 dedicated to discussing “[Solvable Problems in Diabetes](#),” as well as informal gatherings at AADE 2015 and IDF 2015 where we brought many minds together.

In addition to these events, in 2015 The diaTribe Foundation embarked on its most ambitious initiative to date: hosting the inaugural [d16: Executive Innovation Lab on Diabetes and Obesity](#). d16 engaged leaders across diverse sectors to bring about innovative, systems-level solutions that would reduce the societal burden of diabetes. Our goal was to make these needs more urgent and to fundamentally change the way the way we think about diabetes.

42 participants attended d16, including prominent medical professionals, academics, pharmaceutical industry leaders, policy-oriented healthcare experts, Silicon Valley tech leaders, government decision makers, educators, media experts, food and nutrition scholars, and philanthropists. Over three days, participants were guided through collaborative workshops to find innovative solutions to the most pressing problems in type 2 diabetes. Using elements of “design thinking,” d16’s group of experts broke down the diabetes ecosystem into seven key fields, examined the fundamental causes of the epidemic in each of these areas, identified patterns across the board, and then developed new solutions that could be scaled and could make a significant impact.

d16 resulted in a wealth of ideas, proposals, and pilots, and a network of stakeholders motivated to move them forward. These possible solutions address the underlying causes of diabetes across all parts of the ecosystem, breaking down the silos that have long stunted progress in the field.

LOOKING FORWARD TO 2016

Moving forward, The diaTribe Foundation aims to serve as the backbone organization to elevate the ideas from d16 and to connect partners and funders to get them off the ground. We look forward to keeping you updated with our next steps in this important endeavor!

PARTICIPANT TESTIMONIALS

“Thank you very much for the opportunity to attend. I found the event very well organized and very well facilitated. The design thinking approach certainly helped challenge a very distinguished and diverse crowd to bring forward ideas—with both perspiration and inspiration. Looking forward to continuing the dialogue.”

Niels Lund, VP of Corporate Affairs, Novo Nordisk

“Great people, engaging agenda, well facilitated and supported, and terrific follow-up! Like many of us, I attend many [conferences] to tackle “big problems,” and this is one of the best and most memorable.”

Shepard Nevel, President & CEO, LiveWell Colorado

“Kelly, it was an honor to be part of [d16]. I was really blown away by who you had attend your event. I have also had chance to look over the neat materials that you distributed...very very well done. Really inspiring.”

Dennis Boyle, Co-Founder, IDEO

“I learned a lot. As a result I’m sharing what I learned with the rest of the team and spending time looking at potential areas where the work we are doing lends itself to participating in driving a positive impact in improving those stats and making a difference.”

Brandon Powell, Director of Strategic Alliances, Microsoft Health

“It was hard work, but it was SO. WELL. DONE. Amazing, really amazing! Highly relevant content. Well focused. EXTREMELY well facilitated. Well-designed sessions. I’m pretty much willing to say your event changed my life.”

Dave deBronkart, “e-Patient Dave”

“I came away very energized about the opportunity to impact this critical health challenge...the meeting format and dynamic was very interesting. As you know we run a lot of meetings here at the Fund and seeing it done so interactively and with a great deal of attention was fabulous.”

Kathleen Regan, Executive VP and Chief Operating Officer, The Commonwealth Fund

“It was an important event, and I was honored to join. Thanks for inviting me and Omada. Plenty of great ideas in the room; we’re at a tipping point.”

Sean Duffy, Co-Founder & CEO, Omada Health

“Thanks so much for ‘designing’ such an engaging and innovative event. We are much looking forward to moving ahead with the new initiatives and ideas that emerged at d16.”

David Napier, Professor of Medical Anthropology, University College London

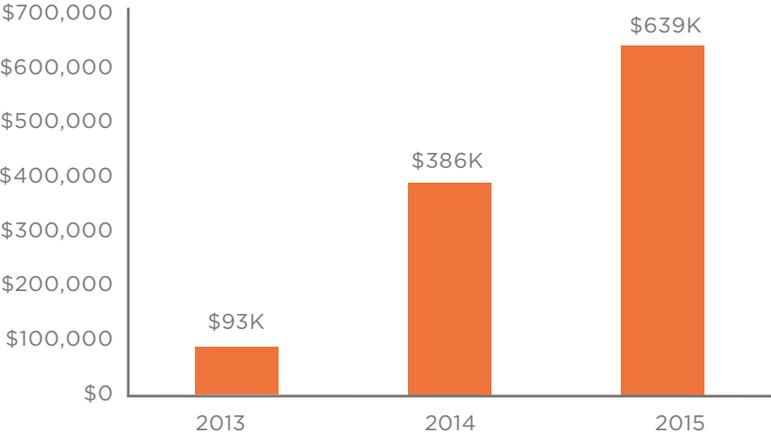
FUNDING

Since beginning in 2013, we have enjoyed continued revenue growth, making it possible to expand the reach of our patient-centered publication and advocate for action more widely. In 2015, we grew 65% over 2014. We hope to continue the trend in 2016.

Our revenue comes solely from donations—we don't take advertising on our website for reasons of editorial independence. The main sources of donations are our diaTribe readers, philanthropic individuals and foundations, and manufacturers.

We are truly grateful to all our donors, big and small, who have enabled us to work hard to make a difference in the lives of people with diabetes. Thank you for investing in The diaTribe Foundation.

ANNUAL REVENUE 2013-2015



We have received substantial support from multiple individuals, foundations and manufacturers, including the following:

- Abbott Diabetes Care
- Anonymous
- AstraZeneca
- CRG
- Dance Biopharm Inc.
- Dayton and Sheri Coles
- Dexcom
- Ed Damiano and Toby Milgrome
- Helmsley Charitable Trust
- Intarcia
- Jeff Halpern and Hank Donat
- Jennifer Hahamian
- Johnson & Johnson/Janssen
- Mannkind
- Mark Fischer-Colbrie
- Merck
- Novo Nordisk
- NuSirt
- Paul Sack
- Pfizer
- Ruth M. Owades
- Sanofi
- Steve and Anne Ubl
- The Orville and Gayle Kolterman Family Foundation
- The Winkler Family Fund at The Rancho Santa Fe Foundation
- The Wolf Family Foundation

**We have noted individuals donating \$250 or more and foundations contributing over \$5,000.*



THANK YOU

Thank you for making 2015 our best year yet! We can't wait for 2016 and for you to be a part of it.

THE **diaTribe** FOUNDATION

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