Thank you for investing in our mission.
Dear Friends of The diaTribe Foundation,

We’re thrilled to share this report of the impacts and advancements that diaTribe made in 2022, starting with perhaps our most exciting news: we are now reaching well over 400,000 subscribers with our weekly Learn newsletter – more than 20% over 2021. We also saw double-digit growth in traffic to our website that totaled over 4 million readers worldwide last year! We are humbled and honored that so many people with diabetes are turning to us for timely and accurate information that they can trust.

Also in 2022, we launched our diabetes stigma program and our new website, dStigmatize.org – aimed at raising awareness of stigma while finding creative and collaborative ways to begin eliminating the negative impacts of the “shame and blaming” far too many people experience. Our research with dQ&A Market Research on the link between diabetes stigma and peoples’ willingness to adopt and use diabetes technology led to presentations at major diabetes conferences in 2022 including ADA, ATTD, and EASD.

Convened by diaTribe, the Time in Range Coalition is a group of over 25 patient advocacy, non-profit and medical associations, as well as clinical and industry partners. In 2022, the Coalition brought together multiple global diabetes experts, including representatives from the FDA, NIH, and the EMA to reach consensus on how CGM metrics, like time in range(s), should be incorporated and standardized in clinical trials. This consensus was published in The Lancet Diabetes and Endocrinology and endorsed by eight influential international diabetes organizations. Our coalition continues to advocate with regulatory groups like the FDA and the Centers for Medicaid and Medicare, and to educate people with diabetes and health care providers about using CGM metrics to improve patient outcomes and improve access.

We continued in 2022 to connect our readers with some of the most respected voices in diabetes with our free virtual events. Four Musings panel discussions, three Facebook Live events, and our d22 Lightning Talks reached over 15,000 people with actionable information to improve their lives on topics including complications, stigma, and CGM use with insulin delivery devices, just to name a few. We were also thrilled to return to in-person events at key conferences, bringing together hundreds of leaders in the diabetes ecosystem to learn from multiple incisive panels of expert clinician-researchers, virtually always including a person with diabetes. These included our 16th Annual Diabetes Forum (in partnership with our friends at TCOYD) at ADA Scientific Sessions in New Orleans, and our 9th Annual Solvable Problems in Diabetes at EASD in Stockholm, Sweden.

None of this work would have been possible without the incredible contributions of all our stakeholders. As we look forward to having greater impact in 2023, please accept our heartfelt thanks for all you do to help the millions of individuals living with diabetes lead their happiest and healthiest lives. We couldn’t do this work without you!

With gratitude,

Kelly Close
Founder

Jim Carroll
CEO
2022 Year in Review
A look back at our most memorable accomplishments of 2022

- 4.25 million diaTribe Learn readers
  *21.4% increase from 2021*

- 407,000 diaTribe Learn Subscribers
  *25.2% increase from 2021*

- 310,901 hours spent reading on the website
  *21.4% increase from 2021*

- 600 diaTribe Learn articles published

- 21,079 visits to our stigma resource hub, dStigmatize.org

- 15,163 impacted by our expert panel discussions

- 30 Time in Range Coalition member organizations

- $4.2 million in support of diaTribe’s 2022 work

Published:
“Continuous glucose monitoring and metrics for clinical trials: an international consensus statement”
in *The Lancet Diabetes & Endocrinology*
Dec 6, 2022
In 2022, our team published 600 articles featuring content for those just diagnosed and avoiding diabetes complications. We also added content on diabetes stigma & mental health, and released a clinical trials themed newsletter in honor of World Diabetes Day.

It’s been 3 years since my diagnosis, I am still struggling to adapt. You have provided me with information. Helped me formulate questions for my doctors, and made me feel there’s a place where I can ask for advice. Thank you.

It’s Time to Address Diabetes Stigma
by Matthew Garza

Time in Range: The New Gold Standard in Glucose Management
by Natalie Sainz

Treating Hyperglycemia in Type 2 Diabetes
by Arvind Sommi

Stem Cells and the Search For a Type 1 Diabetes Cure
by Andrew Briskin

How to Build Resilience as a Person with Diabetes
by Amelia Harnish

All the information is beneficial whether it’s regarding updates on insulin, new studies or tips! The content of diaTribe helps so many better understand all aspects of diabetes; having been T1 for only 4 years always has me searching for valuable information which I find here!
Connecting Experts & People with Diabetes

**diaTribe Musings**

We featured 15 diabetes leaders in our four-part diaTribe Musings program series, connecting them with over 3,368 people with diabetes and advocates.

**Annual Diabetes Forum**

Kelly Close and TCOYD’s Dr. Steve Edelman hosted the 16th annual panel discussion on highlights from the ADA Scientific Sessions 2022 in New Orleans, with speakers from five research institutions and support from 27 industry partners.

**Solvable Problems in Diabetes**

Our event at EASD 2022 in Stockholm highlighted four extraordinary women researchers from England, Austria, Denmark, and Germany, discussing innovations in diabetes technology and therapies.

**Social Media Events**

We hosted three live social media events for the diabetes community to learn from industry leaders, health professionals, and each other on topics including weight management and diabetes preparedness.
PANELISTS 2022

16th Annual Diabetes Forum at ADA 2022

Dr. Leslie Eiland
University of Nebraska Medical Center

Dr. James R. Gavin III
Emory University School of Medicine

Dr. Jeremy Pettus
University of California, San Diego

Dr. William Polonsky
Behavioral Diabetes Institute

Dr. Carolyn Wysham
University of Washington

Musings 2022: Tools to Reach Your Target: CGM and Smart Insulin Delivery

Dr. Ananta Addala
Stanford University

Laura Brandner
Abbott Diabetes Care

Dr. Jim Malone
Bigfoot Biomedical

Dr. David Price
Dexcom

Musings 2022: Reimagining Approaches to T2D: Is Remission Possible?

Dr. Vanita Aroda
Brigham and Women’s Hospital & Harvard Medical School

Dr. Leonard Glass
Eli Lilly and Company

Dr. Robert E. Ratner
Virta Health

Musings 2022: Addressing Complications: Keeping Your Eyes and Extremities Healthy

Dr. Manuel Amador
Genentech

Dr. Richard Browne
Janssen Pharmaceuticals

Dr. Diana Isaacs
Cleveland Clinic

Dr. Paolo S. Silva
Joslin Diabetes Center & Harvard Medical School

Musings 2022: New Tools to Keep Your Heart and Kidneys Healthy

Dr. Mikhail Kosiborod
Cardiometabolic Center Alliance & St. Luke’s Health System

Dr. Leo Seman
Boehringer Ingelheim Pharmaceuticals

Dr. Surendra Sivarajah
AstraZeneca

Anne Safran Dalin
Patient Advocate and Member, National Kidney Foundation Advocacy Committee

9th Annual Solvable Problems in Diabetes at EASD 2022

Dr. Stephanie Amiel
King’s College London

Dr. Julia Mader
Medical University of Graz

Dr. Tina Vilsbøll
Steno Diabetes Center, Copenhagen

Dr. Anette-Gabriele Ziegler
Helmholtz Center, Munich
Time in Range Coalition

The diaTribe Foundation leads the Time in Range Coalition (TIRC), a multi-stakeholder group of industry executives, nonprofit leaders, diabetes researchers, healthcare providers, and people with diabetes. Our three workstreams include: people with diabetes, healthcare professionals, and regulatory bodies.

**2022 ACCOMPLISHMENTS:**

Convened more than 30 global diabetes experts and developed a consensus on how CGM metrics and Time in Range should be included in clinical trials which was endorsed by ADA, JDRF, EASD, ISPAD, AACE, ADCES, DiabetesIndia and the Japanese Diabetes Society.

Expanded the Coalition’s membership to 30 organizations to include more diverse voices from within the diabetes community, including Alliance for Aging Research, American Council of the Blind and Prevent Blindness.

Published “Continuous glucose monitoring and metrics for clinical trials: an international consensus statement” in the *Lancet Diabetes & Endocrinology*.

The many faces of a 7% A1c

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<th>180 mg/dl</th>
<th>In range</th>
<th>70 mg/dl</th>
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**A**
This person has a 7% A1c and stays in range 100% of the time

**B**
This person has a 7% A1c and stays in range 70% of the time

**C**
This person has a 7% A1c and stays in range 40% of the time

"Time in Range data helps people feel empowered in their diabetes care, it can proactively prevent health complications, and has been embraced by both clinicians and people with diabetes for years. The TIRC is dedicated to continuing to educate, promote and advocate for access to this proactive diabetes metric that has the potential to transform health outcomes across the globe."

—Julie Heverly, Senior Director of the Time in Range Coalition
TIME IN RANGE COALITION

PREMIER EXECUTIVE STEERING COMMITTEE MEMBERS

Abbott

novo nordisk®

EXECUTIVE STEERING COMMITTEE MEMBERS

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ADVISORY BOARD MEMBERS

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For more information, visit:
diaTribe.org/TimeInRangeCoalition
dStigmatize:
In 2022, we launched dStigmatize.org, a resource hub on diabetes stigma to help challenge and reframe the way we think, write, and speak about diabetes. The site features information on stigma and its harm, seminal research studies on stigma, real-life stories of people with diabetes, resources on how to avoid stigmatizing language, and guidance on how to challenge stigma in your sphere of influence. In 2023, we are expanding dStigmatize with a healthcare professional toolkit for addressing stigma.

Stigma Research:
In 2022, diaTribe collaborated with dQ&A to conduct a research study on the associations between diabetes stigma and the initiation and use of diabetes technologies (namely CGMs and insulin pumps) among adults with both type 1 and type 2 diabetes. The data is set to be published in an academic journal, and will be presented at multiple research conferences in 2023.

d22:
At d22, we brought together 35 carefully selected leaders and creatives from across the diabetes ecosystem to ideate around anti-stigma campaigns. Through out-of-the-box brainstorming “playshops” led by our consultant Dancing Foxes, we devised dozens of potential campaign ideas – ranging from viral social media trends to Olympic commercials to Drag Queen Story-Hours – to be developed and brought to life in 2023.
FOUNDATION INFORMATION

ANNUAL REVENUE 2014-2022 (IN MILLIONS)  

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<td>$3.6</td>
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2022 USE OF FUNDS

- 83% Program Services
- 8% Fundraising
- 9% Management & General

Board Members:
Kelly Close | Jeff Halpern | Dr. Orville Kolterman | Dr. Alan Moses
| Marjorie Sennett | Dr. Faith Foreman-Hays | Jim Carroll

OUR TEAM
The diaTribe Foundation thanks all of its supporters for their generous contributions to help people with diabetes.

### $100,000 and above
- Abbott
- AstraZeneca
- Dexcom
- Eli Lilly and Company
- Helmsley Charitable Trust
- Novo Nordisk
- Sanofi
- Vertex Pharmaceuticals

### $50,000 to $99,999
- Apple Pickers Foundation
- Boehringer Ingelheim - Lilly Alliance
- Genentech
- Janssen Pharmaceuticals
- KBF Canada
- LifeScan
- Living on the Go Foundation
- Marla and Robert Oringer, and Claude Piche
- Petrovic Gubin Foundation
- Zealand Pharma

### $10,000 to $49,999
- Bayer
- Bigfoot Biomedical
- CDISC
- Diasome
- embecta
- Fat Tire Foundation
- Foresters Financial
- Inkinen Family Donor Advised Fund
- Insulet Corporation
- Ionis Pharmaceuticals
- Orville and Gayle Kolterman Family Foundation
- Merck
- Tandem Diabetes Care
- Fiddes Talmadge Family CRT Trust
- Viatriss
- WW International
- Xeris Biopharma
- Zucara

### $1,000 to $9,999
- Dick and Mary Allen
- Ascensia Diabetes Care US
- Donna Batzel
- Benevity Community Impact Fund
- Christine Simpson Brent
- John L. Brooks III
- Cahill Family Fund
- Jim Carroll and Scott Romesburg
- Elizabeth Caswell
- CeQur Corporation
- Charities Aid
- Foundation America
- Balachandra R. Chekka
- Dayton and Sheri Coles
- Ansley Dalbo
- Dompé
dQ&A
- Bill and Kate Duhamel Charitable Fund of the Marin Community Foundation
- Fractyl Health
- Glooko
- Claudia Graham Charitable Fund
- Louise Gross
- Jeff Halpern and Hank Donat
- Robert Hunter
- Ross Jaffe
- Keenan Family Fund
- Barbara K. Keller
- Jamie 2025 Fund of the Silicon Valley Community Foundation
- The William W. and Pamela C. Lane Foundation
- Mannkind Corporation
- Holly McGarraugh
- Medtronic
- Alan and Elizabeth Moses Family Gift Fund
- Nevro Corporation
- Novartis
- Gordon Ross Medical Foundation
- The Larry and Gigie Price Fund of the Jewish Community Foundation
- ProSciento
- Prevention Bio

Regeneron Healthcare Solutions
Roche
The Paul Sack Fund
Jacqueline Rose Scott
Marjorie and Tomas T. Sennett
Archie and Senator Tina Smith Charitable Fund
Diana Thornton
WellDoc
Jan Paul Zonnenberg

### $500 to $999
- America Online
- Adwoa Anderson
- Terry Belanger
- Amy Benjamin
- Lawrence Blonde
- Lyle Cohen
- Karen L. Davis
- Richard Dees Family Fund
- Douglas Scott Denham
- Ann Evans
- Munir Kabani
- Heather Keane
- Brendan Kellam
- Joe Leisek
- Lipsig Family Philanthropic Fund
- Robert K. Madar
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- Theresa McCullough
- Ruth Owades
- Clarence Owen
- Mike Pakzad
- Marilyn Perrin
- Thomas and Vickie Rekart
- Gabrielle Schultz
- Catherine Sexton
- Sol, Christine, Alex, Lily, and Sarah Varon
- The Winkler Family Fund of the Jewish Community Foundation
- Katherine Wolf Fund
- Richard Wormsbecher
- Helen Zamora
Join us for our 2023 programs:

Solvable Problems in Diabetes at ATTD

17th Annual Diabetes Forum at ADA Scientific Sessions

10th Annual Solvable Problems in Diabetes at EASD

8th Annual diaTribe Musings Series, virtual and at ADA Scientific Sessions

8th Annual dSeries Innovation Lab on Diabetes and Prediabetes and Lightning Talks: d23

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