Thank you for staying connected with us.
LETTER FROM KELLY

Dear Friends of The diaTribe Foundation,

It goes without saying that 2020 was a year like no other. That was definitely the case at diaTribe, where we responded by making sure people with diabetes had constant access to the most relevant and up-to-date information on COVID-19 to help them stay safe and healthy. Our articles related to COVID-19 engaged hundreds of thousands of readers and contributed to a subscriber increase of over 20%, to more than 250,000.

2020 was also a year of opportunity. With conferences moved online, diaTribe reimagined its events and made them available to the public using an interactive virtual platform. The response has been overwhelmingly positive, not least of all because real people with diabetes are now able to ask questions and share their invaluable perspectives. Our Musings Under the Moon event expanded from one to three panels, and in 2021 we will offer between four and six panels in the virtual format. Our dSeries Lightning Talks allowed us to dive into the important topic of diabetes stigma with hundreds of attendees — work that continues in our dSeries Executive Innovation Labs.

2020 was a year for diabetes advocacy. diaTribe is now fully immersed in our multi-stakeholder Time in Range Coalition, which has become a powerful voice advocating for time in range as an essential tool for diabetes management. In addition, we launched diaTribe Change, a new platform for promoting policies that will help all people with diabetes.

We learned in 2020 that the thirst for information on living better with diabetes is insatiable. Over 3.1 million readers looked to diaTribe for information they could trust, up from 2.6 million in 2019. We also saw our base of supporters continue to grow, with over $3 million raised for the second year in a row. This success is, in no small measure, thanks to your generosity. With your support, diaTribe’s work has touched an unprecedented number of people living with diabetes and made an indelible impact. Together we are improving lives and charting new courses for better diabetes prevention and treatment in the future.

Thank you!

Kelly L. Close
Founder, The diaTribe Foundation
2020 Year in Review

A look back at our most memorable accomplishments of 2020.

**3.1 million**
diaTribe Learn readers
* 19% increase from 2019

**250,000**
diaTribe Learn subscribers
* 21% increase from 2019

**269**
diaTribe Learn articles published
* 42% increase from 2019

**208,000**
hours reading on site

**10,500**
subscribers to our advocacy network, diaTribe Change

**$3.6 million**
raised revenue

**300% increase**
in the number of clinical, scientific, and business leaders and patients gathered through virtual events

**CO-AUTHORED:**
"Enhancing resources for healthcare professionals caring for people on intensive insulin therapy: Summary from a national workshop" in *Diabetes Research and Clinical Practice*
diaTribe Learn

In 2020, our team published 42% more articles than we did the previous year, featuring content for those just diagnosed and avoiding diabetes complications. We also provided frequent and expert advice on how we all might stay healthy during the COVID-19 pandemic.

**READER QUOTES**

“I am a mother of a 19-year-old young man who has type 1 diabetes. I’m constantly worried for him because of this virus that’s spreading like wildfire and won’t let him go anywhere. This article literally brought me to tears and it’s incredible to me that [the author] survived it. I would like to thank her and whoever published the article because it really gave me hope.”

*Iris Sanchez, Mother of a Child with Type 1 Diabetes*

“[diaTribe] is a much-needed resource for me to offer not just to my students but to the community. You have an amazing website with an abundance of resources that I turn to all the time.”

*Denise Yon, Professional School Health Nurse*
Connecting Leaders & People with Diabetes

diaTribe Musings

Applying Revelations from COVID-19

We featured 10 diabetes leaders in our three-part diaTribe Musings virtual series, connecting them with over 2,500 people with diabetes and advocates.

Annual Diabetes Forum

Kelly Close and TCOYD’s Dr. Steve Edelman hosted the 14th annual panel discussion on highlights from the ADA Scientific Sessions, with speakers from five research institutions and support from 21 industry partners.

Solvable Problems in Diabetes

Our event highlighted four extraordinary physician-researchers from England discussing groundbreaking discoveries on COVID-19, type 2 diabetes, and obesity.

"It is frustrating when as a patient or a caregiver you have to justify why time in range is important...We need to take a more holistic picture of the quality of glucose control."

Chris Boulton, Sanofi

"To have an integrated system, it has to be more patient-centered. Telehealth needs to become much more user-friendly for individuals who did not grow up with this technology."

Kiersten Combs, AstraZeneca

"We need to think about ongoing virtual care, something that’s not episodic, but something that is a part of the ongoing dialogue between people with diabetes and their healthcare professional."

Jeff Dachis, One Drop

"Know your options, be informed, and [remember that] you are your own best advocate. It is a challenging time for everyone, but don’t give into feelings of hopelessness."

Dr. Mahmood Kazemi, Abbott

We brought together 4,956 healthcare professionals, industry leaders, and patient advocates in 2020 at 11 virtual events with over 40 expert speakers who made us smarter on topics including the virtual revolution in diabetes care and stigma.
diaTribe PANELISTS 2020

diaTribe MUSINGS PANELISTS

Dr. Trang Ly
Insulet

Dr. Mahmood Kazemi
Abbott

Jeff Dachis
One Drop

Dr. David Price
Dexcom

Chris Boulton
Sanofi

Sean Salmon
Medtronic

Kiersten Combs
AstraZeneca

Lil Gil Valletta
CIEN+ and Culturintel

Conrod Kelly
Merck

U. Michael Currie
UnitedHealth Group

ANNUAL DIABETES FORUM PANELISTS

Dr. Vanita R. Aroda
Harvard Medical School

Dr. Irl Hirsch
University of Washington

Dr. Eugene Wright
Duke Southern Regional AHEC

Dr. Will Cefalu
National Institute of Diabetes & Digestive & Kidney Diseases

Dr. Jeremy Pettus
University of California, San Diego

SOLVABLE PROBLEMS IN DIABETES PANELISTS

Professor Partha Kar
NHS England

Professor Pratik Choudhary
University of Leicester

Professor Kamlesh Khunti
University of Leicester

Professor Melanie Davies
University of Leicester
Time in Range Coalition

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

FEB. 2020

Launched the Coalition at the 13th International Conference on Advanced Technologies & Treatments for Diabetes (ATTD)

Q2 2020

Grew membership to 14 industry and organizational members

Q3 2020

Engaged over 20 academic researchers and collaborated on a time in range “State of the Evidence” document

Q4 2020

Published 54 time in range articles on diaTribe Learn, that have accumulated over 355,000 page views

* For more information, visit: diaTribe.org/TimeInRangeCoalition

Kelly L. Close

“Since I’ve been able to look at time in range and actually understand tools like the AGP (Ambulatory Glucose Profile) report, I’ve understood autonomy in my diabetes management in a new way. It doesn’t take me six months to figure out if a behavior was a success. Or three months. Or a day. I can see a difference hour to hour.”
Changing the Course of Diabetes

d20: Dismantling Stigma for People with Diabetes

Our “Lightning Talks” speakers shared their insights on the science of stigma, frame-shifting, and behavior change to help us leverage our influence to change norms and challenge assumptions about the causes and care for diabetes in America.

diaTribe Change

In 2020, we launched diaTribe Change, a platform for advocacy and action to amplify the voices of people with diabetes, influence the national conversation, and transform the status quo.

TELEHEALTH CALL TO ACTION

Our first Call to Action advocated for widespread telehealth access beyond the COVID-19 pandemic. We sent a letter to Congress, CMS, and HHS and received over 1,800 signatures from people with diabetes and their allies.

“The thing I want you to remember is that you have the power to change the story, the narrative about people with diabetes. You can change hearts and minds, and in fact, actually, it’s the only path forward. It’s the key to ending discrimination, to making real and lasting change. It’s the key to advocacy.”

Joan Garry, former executive director of the Gay and Lesbian Alliance Against Defamation (GLAAD)
FOUNDATION INFORMATION

BOARD MEMBERS
Kelly Close | John Close | Dr. Faith Foreman-Hays | Jeff Halpern
Dr. Orville Kolterman | Dr. Alan Moses | Marjorie Sennett

2020 Use of Funds

Annual Revenue 2014-2020
($ in millions rounded)

OUR TEAM

Join us for these 2021 programs:
The 6th Annual diaTribe Musings Series
The 15th Annual Diabetes Forum
The 8th Annual Solvable Problems in Diabetes
d21: The 6th Annual Innovation Lab on Diabetes and Prediabetes

For the latest updates on our events, please visit diaTribe.org/connecting.

https://diatribe.org
https://diatribe.org/foundation/
https://diatribechange.org
https://facebook.com/diaTribeNews
@diaTribe (Instagram)
@dialTribeNews (Twitter)