

THE **diaTribe**  
FOUNDATION

Thank you for  
improving the  
lives of people  
with diabetes

**2023 IMPACT REPORT**

## LETTER FROM THE FOUNDER & CEO

# Dear Friends of the diaTribe Foundation,

Thank you for your unwavering support throughout 2023. It has been a remarkable year of progress, and we are thrilled to share the highlights of our achievements with you. In a world where the number of people living with prediabetes and diabetes continues to rise, our commitment to making a meaningful impact has only intensified. We recognize the pivotal role that advancements in technology and medications play in transforming the landscape of diabetes management. Through our efforts, we strive to bring the latest developments to our more than 575,000 subscribers and nearly 6 million web visitors, providing them with timely, accurate, and helpful information on diabetes technology and drug therapy.

Our mission extends beyond reaching a wide audience; it is about making a profound impact on individuals' lives. More importantly, we aim to empower people to lead healthier, happier, and more hopeful lives. This commitment is at the core of everything we do at diaTribe.

We take immense pride in what our small but dedicated team has accomplished. Despite our size, we have significantly

increased our reach and impact, a testament to the passion and dedication of our staff. Your support has been instrumental in driving our success, and we want to express our gratitude for your belief in our mission.

In 2023, in collaboration with the Australian Center for Behavioral Health, we spearheaded the creation of an international consensus statement on ending diabetes stigma. This initiative includes a global pledge; with over 300 global organizations and 2,500 individuals already signing on, we encourage you to join this global effort at [EndDiabetesStigma.org](https://EndDiabetesStigma.org).

Additionally, our leadership in the Time in Range Coalition continues to grow, with our members dedicated to making Time in Range the primary metric for managing diabetes daily. Our efforts include the launch of [TimelnRange.org](https://TimelnRange.org), research collaborations with dQ&A, and ongoing engagement with the FDA.

Also in 2023, we hosted five virtual events and four in-person events at major conferences, including all-women panels at Solvable

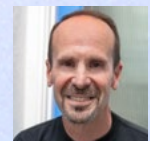
Problems in Diabetes in Berlin and Hamburg, along with Musings and Forum (co-produced with TCOYD) events in San Diego. In addition to providing memorable opportunities for the community to connect, these events also facilitated interactions with and learning from some of the most brilliant and committed minds in and around diabetes, furthering our mission to improve the lives of people with diabetes.

As we embark on the journey ahead, we invite you to continue supporting us in our mission. Together, we can make a lasting impact on the lives of those affected by diabetes, fostering a future where health and hope prevail.

Thank you for being an integral part of our diaTribe community.



**Kelly Close**  
Founder



**Jim Carroll**  
CEO

PROGRAM HIGHLIGHTS

# 2023 in Review

**5.9M**  
diaTribe Learn  
**readers**  
39% increase

Published  
“**Bringing an end to diabetes stigma and discrimination: an international consensus statement on evidence and recommendations**”  
in *The Lancet Diabetes & Endocrinology*



**52 new articles**  
about the **intersection of mental health and diabetes**

**575,000**  
diaTribe Learn  
**subscribers**  
41% increase

**2,500**  
people &  
**300**  
organizations endorsed the  
“**Pledge the End Diabetes Stigma**”  
#EndDiabetesStigma

**65 new articles**  
about **diabetes complications**

**16,916**  
**people**  
attended our  
**expert panel discussions**

**412,813**  
**hours**  
spent reading  
on the website  
33% increase



Our scientific paper  
“**Continuous glucose monitoring & metrics for clinical trials: an international consensus statement**” has been cited in over

**100**  
medical journals

**600,000**  
diabetes community  
members reached by the  
**Time in Range Coalition**

## EDUCATION

# diaTribe Learn

## MAKING SENSE OF DIABETES

In 2023, our team published and updated more than 400 articles featuring advice for those just diagnosed, news about the latest diabetes technology and medications, and tips for avoiding diabetes complications. We also added content on diabetes stigma and mental health, and we released a special clinical trials-themed newsletter in honor of World Diabetes Day.

“ I completely trust diaTribe. I trust that I will always be kept up to date regarding the latest tools and medications for treatment of diabetes. ”

—*diaTribe Learn* reader

### Stigma Makes Managing Diabetes Harder

by Liz Kopco



### New AID Integrations Abound for Tandem, Dexcom G7, Freestyle Libre & iLet

by April Hopcroft



### Diabetes Technology Clinical Trials

by April Hopcroft



### Over Half of People with Diabetes Are Not Getting Kidney Screenings

by April Hopcroft



### Promoting Healthy Sleep in Youth with Type 1 Diabetes

by Anna Brooks



### Join Ongoing Trials for Type 2 Diabetes and Obesity

by April Hopcroft



## EDUCATIONAL EVENTS

# Connecting Experts & People with Diabetes

### Panelist Events



We featured 23 diabetes leaders in five [diaTribe Musings](#) programs—including four virtual and our first live Musings at the ADA Scientific Sessions since 2019—allowing industry leaders, clinicians, researchers, and patient advocates to converse in open forums and educate people living with and caring for people with diabetes on a broad range of topics.

### Annual Diabetes Forum

Kelly Close and TCOYD's Dr. Steve Edelman hosted the 17th Annual Diabetes Forum, discussing the latest research in diabetes treatment strategies and the highlights from the ADA Scientific Sessions in San Diego. Featuring a panel of five expert clinician-researchers, this was an evening of enlightening discussion, networking, and connection.

### SOLVABLE PROBLEMS IN DIABETES

In 2023, diaTribe expanded its beloved Solvable Problems in Diabetes events to include our first ever at ATTD, and our 10th at EASD. Chaired and moderated by Professors Tadej Battelino and Melanie Davies CBE, in Berlin and Hamburg, respectively, we learned about the latest in diabetes technology, therapies and access to care from top women researchers from Belgium, Bulgaria, Ghana, Great Britain, Hong Kong, and the US.

### Social Media Events



In honor of National Pharmacist Day, our friends at Insulet helped connect us to Mandy Reese, Pharmacist and Assistant Professor at the Philadelphia College of Osteopathic Medicine. This discussion on [Facebook](#) explored the evolving role of the pharmacist as a member of the diabetes care team.



We had the opportunity to host an [interview with a patient advocate](#) living with Diabetic Macular Edema. The aim of this conversation was to give hope to those living with this condition, as well as inspire people with diabetes to proactively manage their eye health. Thank you Genentech for making this opportunity possible.



To celebrate World Diabetes Day, diaTribe hosted an [Instagram live event](#), discussing our global efforts to end diabetes stigma and discrimination. #EndDiabetesStigma

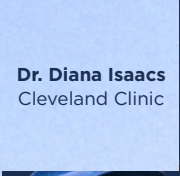
## 2023 Moderators



**Dr. Alan Moses**  
The diaTribe  
Foundation



**Matthew Garza**  
The diaTribe  
Foundation



**Dr. Diana Isaacs**  
Cleveland Clinic



**Dr. Steven V. Edelman**  
TCOYD,  
University of  
California,  
San Diego



**Dr. Tadej Battelino**  
University of  
Ljubljana,  
Slovenia



**Kelly Close**  
Close Concerns,  
diaTribe, dQ&A



**Dr. John B. Buse**  
University of  
North Carolina  
School of  
Medicine



**Dr. Juan Pablo Frias**  
University  
of California,  
San Diego



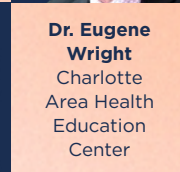
**Dr. Melanie Davies CBE**  
University of  
Leicester, UK



**Dr. Athena Philis-Tsimikas**  
Scripps Whittier  
Diabetes Institute



**Dr. Eugene Wright**  
Charlotte  
Area Health  
Education  
Center



**Dr. Jeremy Pettus**  
University  
of California,  
San Diego

in Berlin at ATTD 2023:  
The Future of Diabetes:  
Time in Range & CGM

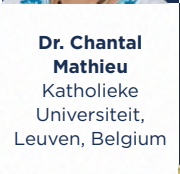
## SOLVABLE PROBLEMS IN DIABETES



**Dr. Ananta Addala**  
Stanford  
University



**Dr. Elaine Chow**  
Chinese  
University of  
Hong Kong, SAR



**Dr. Chantal Mathieu**  
Katholieke  
Universiteit,  
Leuven, Belgium



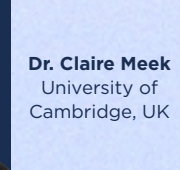
**Dr. Emma Wilmot**  
University of  
Nottingham,  
UK



**Dr. Roberta Lamptey**  
Korle Bu  
Teaching  
Hospital, Ghana



**Dr. Claire Meek**  
University of  
Cambridge, UK



**Dr. Nisa Maruthur**  
Johns Hopkins  
University

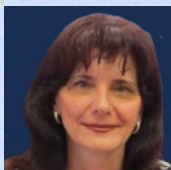


**Dr. Athena Philis-Tsimikas**  
Scripps Whittier  
Diabetes Institute

in Hamburg at EASD 2023:  
The New Era for Optimizing  
Care in Type 2 Diabetes



**Dr. Tsvetalina Tankova**  
Medical  
University,  
Sofia, Bulgaria



Thank you  
to our 2023  
panelists &  
moderators

**DIATRIBE MUSINGS  
2023 EVENTS**

Managing Hypoglycemia and Hypo Unawareness: Is Technology Enough?



**Dr. Pratik Choudhary**  
University of Leicester, UK



**Dr. Jason Gaglia**  
Joslin Diabetes Center



**Lisa Heppner**  
Director and Writer, *The Human Trial*



**Eritrea Mussa**  
The diaTribe Foundation



**Dr. Anastasia Albanese-O'Neill**  
JDRF International



**Dr. Manuel Amador**  
Genentech



**Dr. Julie Hsieh**  
U.S. Food and Drug Administration



**Dr. Anne Peters**  
Keck School of Medicine of USC

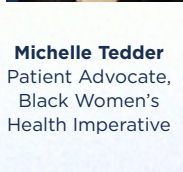
Diabetes, Obesity and Stigma: New Opportunities and Mixed Messages



**Dr. Clare Lee**  
Eli Lilly and Company



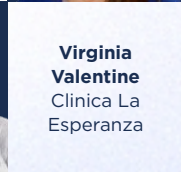
**Dr. Rebecca Pearl**  
University of Florida



**Michelle Tedder**  
Patient Advocate, Black Women's Health Imperative



**Virginia Valentine**  
Clinica La Esperanza



**Dr. Jennifer K. Sun**  
Joslin Diabetes Center



**Dr. Vanita R. Aroda**  
Harvard Medical School



**Scott Harper**  
Abbott Diabetes Care

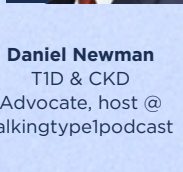
Connecting the Pieces: New Insights on Metabolic, Lipid and Kidney Health



**Dr. Robert Eckel**  
University of Colorado, Anschutz Medical Campus



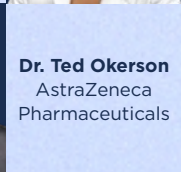
**Dr. Roopa Mehta**  
National Institute of Medical Sciences and Nutrition Salvador Zubirán (INCMNSZ), Mexico City



**Daniel Newman**  
T1D & CKD Advocate, host @ talkingtype1podcast



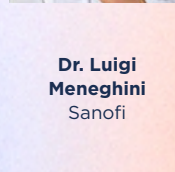
**Dr. Karen Boje Pedersen**  
Novo Nordisk



**Dr. Ted Okerson**  
AstraZeneca Pharmaceuticals



**Dr. Luigi Meneghini**  
Sanofi



**Girish Naganathan**  
Dexcom



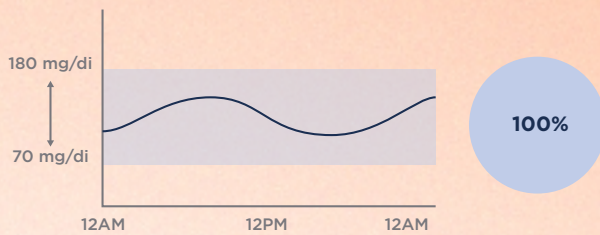
**Dr. Paul V. Tomic**  
AstraZeneca Pharmaceuticals

## ADVOCACY

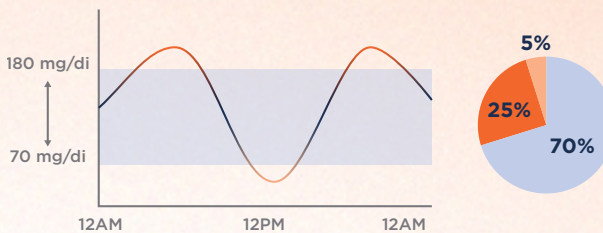
# TIME COALITION IN RANGE

The Time in Range Coalition (TIRC), led by The diaTribe Foundation, is a global effort to engage a diverse group of diabetes stakeholders, including nonprofits, professional societies, industry, researchers, clinicians, and patient advocates. The TIRC's goal is to drive awareness and adoption of time in range (TIR) as a critical tool to improve the care of people with diabetes.

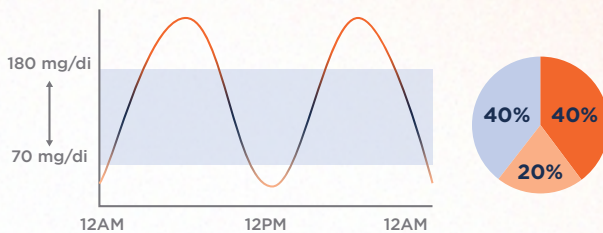
### The Many Faces of 7% A1c...



**This person has 7% A1c and stays in range 100% of the time...**



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



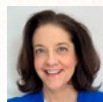
**This person has 7% A1c and stays in range 40% of the time...**

● in range    ● high    ● low

### 2023 accomplishments:

- Continued regulatory advocacy in the U.S. by consistently engaging with the FDA about TIR in drug labeling and its path to becoming a surrogate endpoint—including a convening of decision-makers in Washington DC, such as the FDA, NIH, advocacy groups, industry and congressional staff, including U.S. Senator Jeanne Shaheen (D-NH).
- Reached hundreds of thousands of people with diabetes and healthcare professionals through a digital campaign, including the launch of [timeinrange.org](https://timeinrange.org), awareness and acquisition advertising campaigns, an email newsletter, a video series, and social media.
- Launched our TIRC efforts in the European Union and hosted the first EU strategy workshop focused on getting TIR recognized by the European Medicines Agency (EMA).

“The insights and knowledge that are provided through TIR, as well as times below and above range, are transforming clinical and personal diabetes management across the globe. The Coalition is committed to harnessing the power of this data to help more people lower A1Cs, decrease diabetes complications, and improve overall quality of life. The Coalition is steadfast in furthering time in range education and regulatory inclusion as a critical tool to improve the care of people with diabetes. ”



—Julie Heverly  
Senior Director of the TIRC



# TIME IN RANGE COALITION

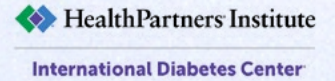
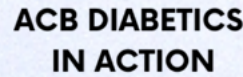
## Executive Steering Committee Members



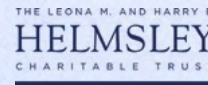
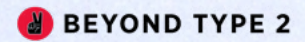
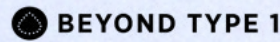
## Steering Committee Members



## Members



## Advisory Board Members



## ADDRESSING STIGMA

# dStigmatize

Addressing diabetes stigma is an essential missing element of effective diabetes care. We plan to change that. In 2023, our [dStigmatize program](#) continued to grow and expand, spreading awareness on diabetes stigma and its impacts, while challenging everyone to create a more respectful, compassionate, and supportive world for people with diabetes.



“I have had type 1 diabetes for 16 years and for me the biggest stigma I have faced is being judged for my diet choices.”

—Thapi Semanya  
22, Limpopo, South Africa

## Research

The dStigmatize program continued to put research on diabetes stigma at the forefront of its advocacy work. Most notably, along with the Australian Centre for Behavioural Research in Diabetes, diaTribe helped lead an international consensus effort to [end diabetes stigma](#).

Additionally, diaTribe presented original research at major diabetes and medical conferences, including ATTD, ADA, ADCES, and EASD, and collaborated with dQ&A to conduct a research study on the impact of diabetes stigma on clinical conversations around diabetes-related complications.

## Health Care Provider Initiatives

We recognize the outsized impact that diabetes stigma in the healthcare space can have on people with diabetes. This is why we prioritize creating content for healthcare professionals aimed at shifting towards more person-centered and less judgmental care. To this end, in 2023 we launched the [dStigmatize Resource Library](#) with dedicated resources for healthcare professionals.

## OUR 2023 SUPPORTERS

The diaTribe Foundation would like to extend a special thank you to all its supporters for their generous contributions, which help us improve the lives of people with diabetes.

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### \$100,000 and above

Abbott  
AstraZeneca  
Boehringer-Ingelheim  
Dexcom  
Eli Lilly and Company  
Genentech  
Helmsley Charitable Trust  
Novo Nordisk  
Sanofi  
Vertex Pharmaceuticals

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Marjorie and Tomas T.  
Sennett  
Archie and Senator Tina  
Smith Charitable Fund  
WellDoc

Barbara Troupin  
Charitable Fund  
Emily and Tom Vitale  
Jan Paul Zonnenberg

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### \$50,000 to \$99,999

Insulet Corporation  
Ionis Pharmaceuticals  
KBF Canada  
Medtronic  
Marla and Robert Oringer,  
and Claude Piche  
Xeris Biopharma

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### \$1,000 to \$4,999

Maryle Ashley  
Donna Batzel  
Christine Simpson Brent  
John L. Brooks III  
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Price Fund of the Jewish  
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Bob Reingold  
The Paul Sack Fund  
Diana Thornton  
Jacqueline Rose Scott  
Tidepool

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### \$500 to \$999

Michael and Sarah Alter  
Family Foundation  
Patrick Armstrong  
Amy Benjamin  
Lawrence Blonde  
John Cammett  
Rebecca Carpenter  
Mickey Carusillo  
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Jewish Federation of  
Metropolitan Chicago  
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Joanne McIntosh  
Daryl Ngee Chinn  
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Sarah Varon  
The Winkler Family Fund  
of the Jewish Community  
Foundation  
Katherine Wolf Fund  
Helen Zamora

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### \$10,000 to \$49,999

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Merck  
Petrovic Gubin Foundation  
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Karen Talmadge and John  
Fiddes  
Tandem Diabetes Care  
Zucara

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### \$5,000 to \$9,999

Dick and Mary Allen  
Apple Pickers Foundation  
Jim Carroll & Scott Romesburg  
CeQur Corporation  
dQ&A

We are grateful for the ongoing generosity of all our donors. [Find out how you can support The diaTribe Foundation.](#)

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### Board Members

**Kelly Close**  
**Jeff Halpern**  
**Roberta Herman, MD**  
**Dr. Orville Kolterman**  
**Dr. Alan Moses**  
**Marjorie Sennett**  
**Thomas Vitale**  
**Jim Carroll, CEO**

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### Scientific and Medical Advisor





**Dr. Charles M. Alexander**

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### Our Team

**Jim Carroll, CEO**  
**Michael Howerton, Editorial Director**  
**Julie Heverly, Senior Director,**  
Time in Range Coalition  
**Diane Scherer, Development Director**  
**Tom Cirillo, Deputy Director**  
**Matthew Garza, dStigmatize Senior**  
Program Manager  
**Alex Cameron, Senior Manager of**  
Individual Giving  
**Anna Brooks, Managing Editor**  
**Susannah Chen, Managing Editor**  
**April Hopcroft, Staff Writer**  
**Eritrea Mussa, Social Media Manager**  
**Franklin Medina, SEO Manager**  
**Audree Hall, Time in Range Digital**  
Campaign Manager  
**Rachel Allen, Development Manager**  
**Marenda Lewer, Project Coordinator,**  
Time in Range Coalition

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[timeinrange.org](http://timeinrange.org)  
[dStigmatize.org](http://dStigmatize.org)

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**THE diaTribe**  
**FOUNDATION**

**The diaTribe Foundation**  
**2352 Market St b,**  
**San Francisco, CA 94114**

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### 2023 Use of Funds



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### Annual Revenue 2014-2023 (in millions)

