



diaTribe
empowers people
with diabetes.

LETTER FROM KELLY



Dear Friends of The diaTribe Foundation,

As you are all well aware, our community has faced massive adversity this year. With the onset of the COVID-19 pandemic, many people with diabetes have been challenged in various ways and left without access to life-sustaining therapies. Throughout this frightening time, the diaTribe team has remained undeterred in our mission to improve the lives of people with diabetes and prediabetes (our diatribe.org/covid-19 resources are an example of our pandemic-related work).

People with diabetes are constantly striving to be in the driver seat of their health and access to better therapies and data brings them one big step closer. That is why I am so passionate about the multi-stakeholder Time in Range Coalition that diaTribe launched in 2019. In the months to come, we will continue to advocate for the regulatory acknowledgement and widespread clinical use of time in range. We will also continue to provide education to people with diabetes and health care providers on ever-evolving advances in diabetes treatment and management. It is with great excitement that we pursue this monumental work to drastically improve long-term outcomes for people with diabetes.

Our small but nimble team climbed to greater heights in 2019 – our educational website, diaTribe Learn, reached over 2.6 million people and its associated newsletter had over 200,000 subscribers. Our 2019 convenings, events, and public discussions convened 1,240 key stakeholders working at the intersection of diabetes research, healthcare, industry, and policy. This includes the d19 Executive Innovation Lab in Diabetes and Prediabetes where we catalyzed action around “Food as Medicine” to reverse the trend of the national diabetes epidemic. Our fundraising was also at a record high, surpassing \$3 million in revenue from an expanded supporter base. This success is due in no small measure to your support.

Thanks to you, our work has touched an unprecedented number of people with diabetes and made an indelible impact on the field. As you read this report, I hope each impact we describe conveys our deepest gratitude for what you are making possible.

Onward!

A handwritten signature in black ink, appearing to read 'Kelly Close', written in a fluid, cursive style.

Kelly L. Close
Founder, The diaTribe Foundation

2019 PROGRAM HIGHLIGHTS

2.6M

readers — a 25% increase
from 2018

209,000

diaTribe subscribers —
a 19% increase from 2018

205,000

hours reading on site —
a 15% increase from 2018

181,000

copies of *Bright Spots &
Landmines* distributed
as of December 2019

Co-authored

“Clinical Targets for Continuous Glucose Monitoring Data Interpretation:
Recommendations From the International Consensus on Time in Range”
in *Diabetes Care*

“Our team is fiercely committed
to improving the lives of people
with diabetes and prediabetes.”

Kelly L. Close

1,240

clinical, scientific, and
business leaders and patient
advocates attended events

117

levers identified at d19
for changing the course of
the type 2 diabetes epidemic

Advocated

for patients at 20 conferences
and regulatory meetings

Collaborated

with 60 organizations on advocacy initiatives

51.7%

growth in funds
raised vs. 2018

We are determined
to educate, advocate,
and connect so
people with diabetes
can achieve their
best health.



“Tech on The Horizon: Automated Insulin Delivery Systems Coming In 2020” New technology that is helping to reduce hypoglycemia and hyperglycemia while improving time in range – especially overnight.



“Everything You Always Wanted to Know About Metformin, But Were Afraid to Ask” Starting on metformin? My journey as a type 2 of learning how to deal with side effects, “faux lows,” and learning more about this therapy.

“In the very short time I’ve known about... diaTribe, it has become my #1 go-to site for everything diabetes [and] is going to continue to be my best resource as a diabetes educator. I only wish I had known about you months earlier when I was first diagnosed with T2D!”

- Michael Hattori

“I don’t have any friends with diabetes, and it is reassuring to read about folks who are living with it and finding success with various approaches. Thanks for offering your news for free to people like me.”

- Kathryn McCreary



“Bright Spots Lab – What I’m Trying This Month” (by Adam Brown)
Writing that focuses on food, mindset, exercise, and sleep.

Empowering through Education

Our online articles on lifestyle, therapy, and technology help people confidently manage their diabetes, thanks to our team of 27 writers and over 40 acclaimed medical advisors around the globe.

“diaTribe fights to help patients like me afford essential diabetes care, tools, and education. They are committed to giving voice to a large and often silently suffering community.”

- Leanne Chabalko



In 2020, you'll see more articles on managing diabetes through user journeys, from diagnosis to therapy and lifestyle decisions to complications, prevention, and management.



At the Promoting Research in Social Media and Health (PRISM) Symposium, Kelly spoke to a diverse group of diabetes stakeholders about the power of online peer support communities in creating a shared place of community and empathy.



Kelly presented at the International Geriatric Diabetes Workshop, Joslin Diabetes Center, on aging well with diabetes.

Advocating for Change

The diaTribe team presented and participated at 33 conferences, regulatory meetings, and gatherings including the FDA, American Heart Association, and Cleveland Clinic, to prioritize changes that will help people with diabetes.

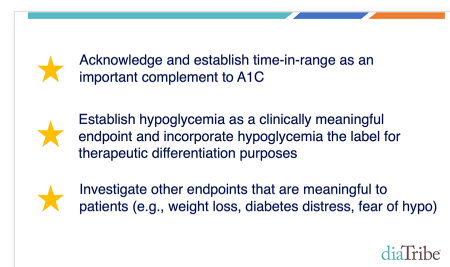


diaTribe co-authored a landmark consensus report that defined time in range targets for people with diabetes, which have since been incorporated into clinical guidelines.

“Today, for those who are lucky, the strides in science and technology are about preventing complications.

Everyone deserves to benefit from these scientific strides – and time in range is the key to enabling this cultural shift globally, nationally, and locally.”

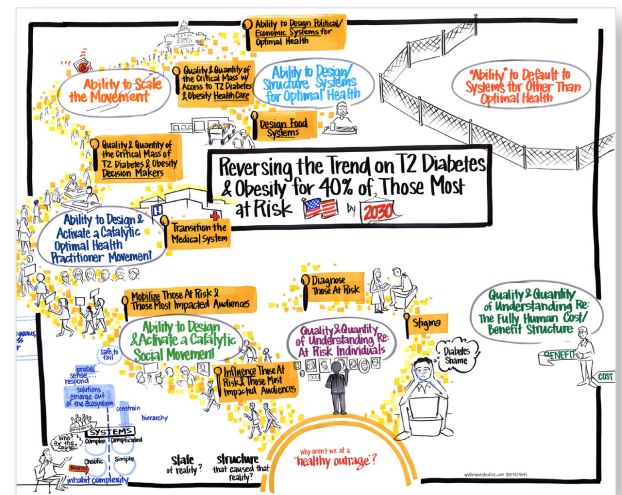
– Kelly L. Close



We brought forward the patient voice to the FDA Office of New Drugs.

The diaTribe Foundation launched the Time in Range Coalition to build momentum towards supporting greater time in range for individuals and communities.

At d19, we brought together 69 influential diabetes leaders to promote high impact action we all can take to address the type 2 diabetes epidemic.



We initiated a 'systems mapping' project to highlight the interaction of over 100 factors that impact diabetes outcomes and to prioritize actions that can reduce this crisis.



Connecting the Field

In 2019, we brought together 1,240 medical professionals, industry leaders, and patient advocates at 6 uniquely powerful events which hosted 47 esteemed speakers across diverse panels.

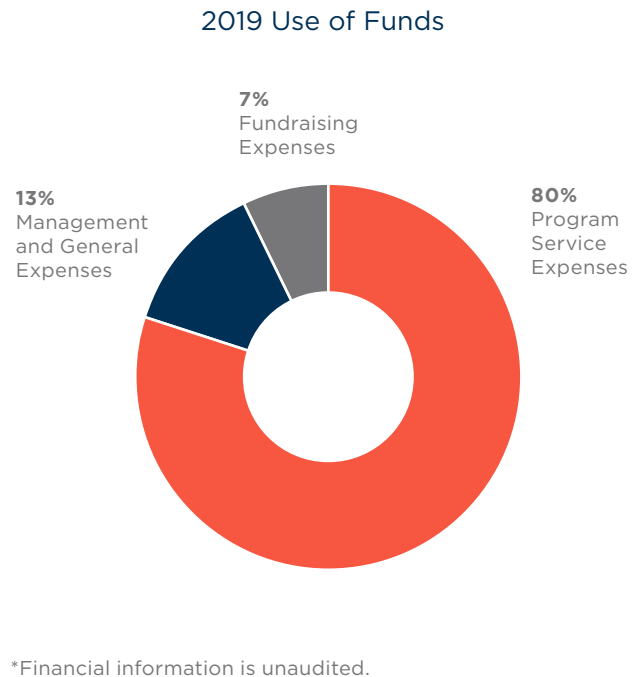
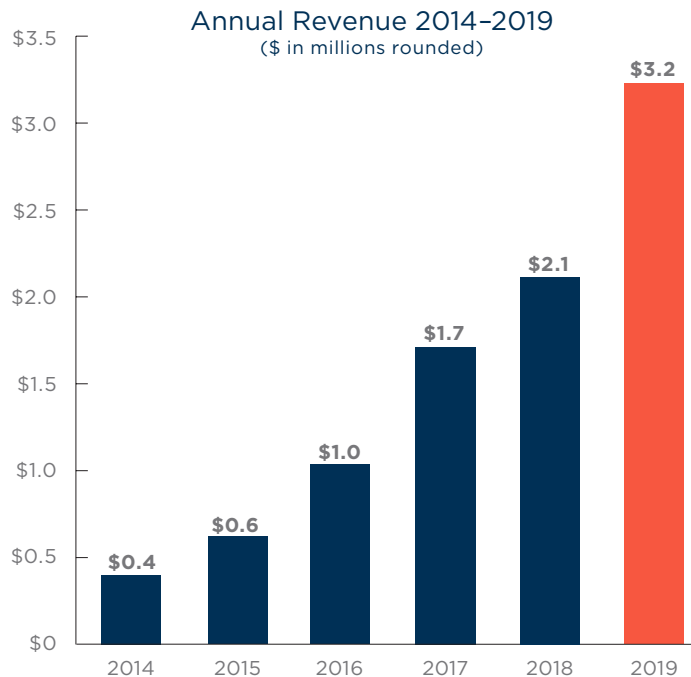
Our dSeries Network will be the brain trust that helps movements for changing the course of the type 2 diabetes epidemic, starting with the impact of stigma.

To learn more about our events, please visit: diatribe.org/connecting



At Musings Under the Moon: Easier, Better, Cheaper: Where Are We in Diabetes? two expert panels discussed design challenges facing the diabetes industry, lessons from innovation, and hopes for future diabetes research. The night ended on a powerful note with a screening of "A Touch of Sugar" narrated by Viola Davis.

FOUNDATION INFORMATION*



Board of Directors

Kelly Close

Founder, The diaTribe Foundation

John Close | Jeff Halpern | Dr. Orville Kolterman | Dr. Alan Moses | Marjorie Sennett

The diaTribe Foundation Team



Our 2020 Programs:

We remain as committed as ever to elevating the diabetes conversation by connecting, educating, and aligning stakeholders in the field. In the interest of public safety in view of COVID-19, our in-person events are being re-designed as virtual gatherings.

- The 5th Annual Musings Under the Moon
- The 14th Annual Diabetes Forum
- The 7th Annual Solvable Problems in Diabetes
- d20: Innovation Lab on Diabetes and Prediabetes

For the latest updates on our programs, please visit diaTribeFoundation.org.