

2022

IMPACT REPORT

Thank you for investing
in our mission.

THE diaTribe
FOUNDATION



LETTER FROM THE CEO

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 blame" 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



PROGRAM HIGHLIGHTS

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

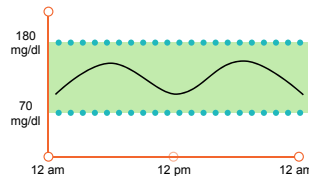


diaTribe Learn

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.

Time in Range: The New Gold Standard in Glucose Management

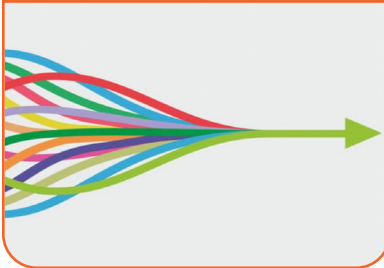
by Natalie Sainz



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!

Treating Hyperglycemia in Type 2 Diabetes

by Arvind Sommi

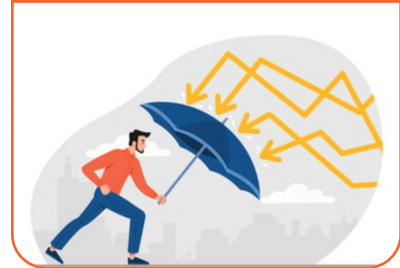


Stem Cells and the Search For a Type 1 Diabetes Cure

by Andrew Briskin

How to Build Resilience as a Person with Diabetes

by Amelia Harnish



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



EDUCATIONAL EVENTS

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
& 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 Segan
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

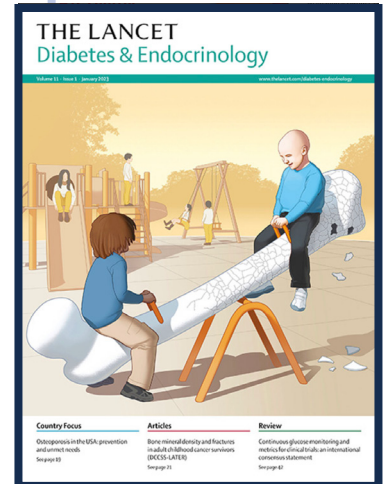
The diaTribe Foundation leads the Time in Range Coalition (TIRC), a multi-stakeholder group of industry executives, nonprofit leaders, diabetes researchers, healthcare providers, and people with diabetes. Our three workstreams include: people with diabetes, healthcare professionals, and regulatory bodies.

2022 ACCOMPLISHMENTS:

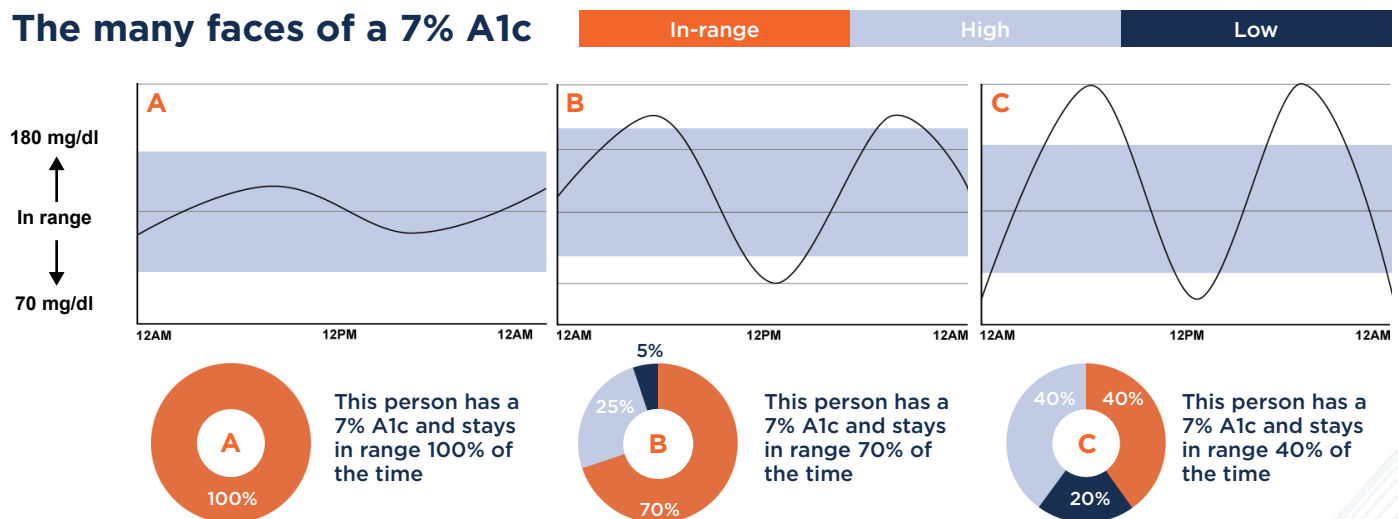
Convened more than 30 global diabetes experts and **developed a consensus on how CGM metrics and Time in Range should be included in clinical trials** which was endorsed by ADA, JDRF, EASD, ISPAD, AACE, ADCES, DiabetesIndia and the Japanese Diabetes Society.

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



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



EXECUTIVE STEERING COMMITTEE MEMBERS



ADVISORY BOARD MEMBERS



MEMBERS



For more information, visit:
diaTribe.org/TimeInRangeCoalition



ADDRESSING STIGMA

dStigmatize:

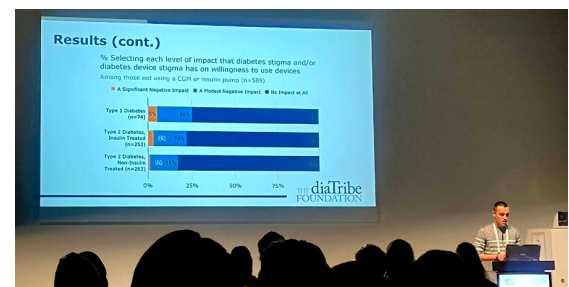
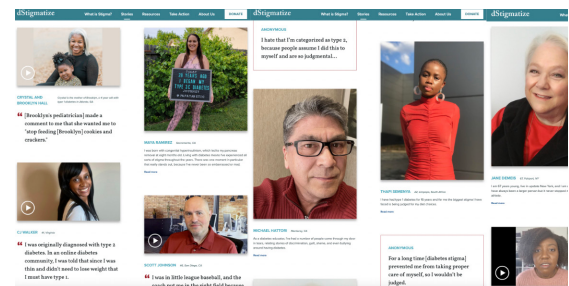
In 2022, we launched dStigmatize.org, a resource hub on diabetes stigma to help challenge and reframe the way we think, write, and speak about diabetes. The site features information on stigma and its harm, seminal research studies on stigma, real-life stories of people with diabetes, resources on how 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.

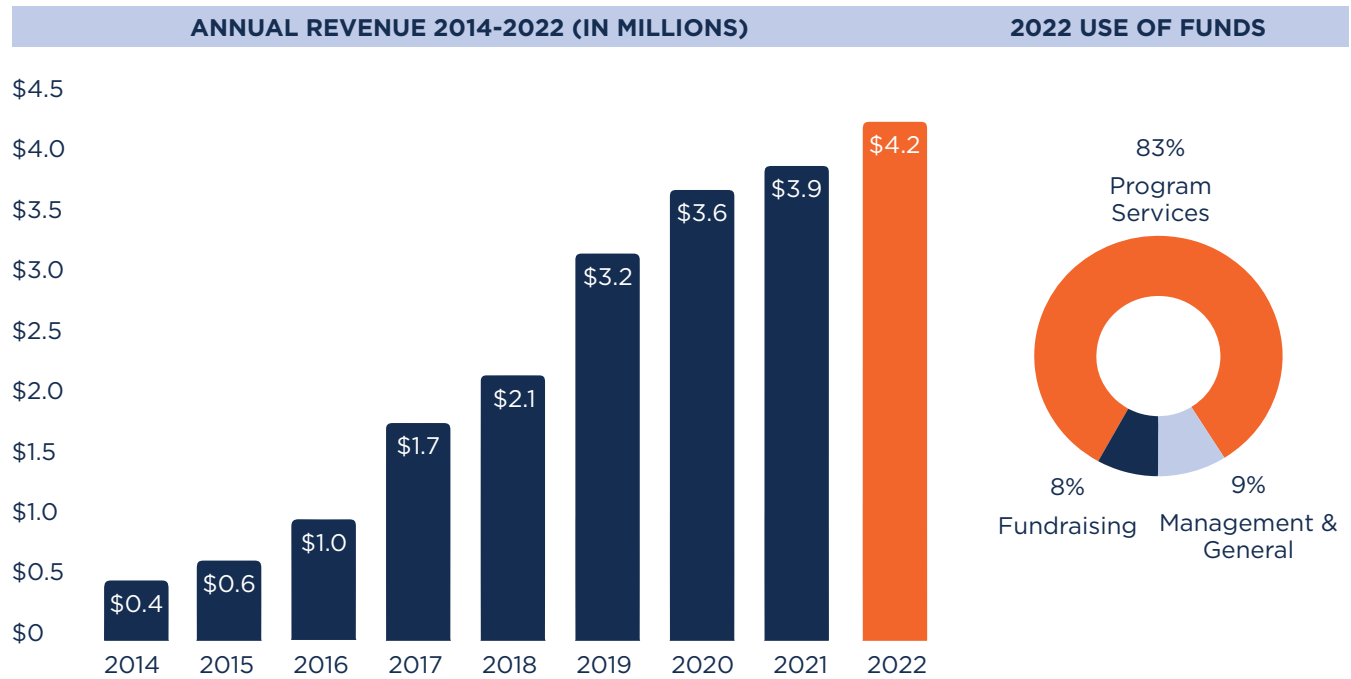
d22:

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



Board Members:

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





OUR 2022 SUPPORTERS

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

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Jan Paul Zonnenberg

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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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@diatribenews (TikTok)

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THE **diaTribe**
FOUNDATION