



diaTribe

Making Sense of Diabetes

# Together, We're Empowering People With Diabetes

---

2024 IMPACT REPORT

## LETTER FROM THE FOUNDER & CEO

# Dear Friends,

**Thank you** for your unwavering support throughout 2024. It has been a year of remarkable progress, and we are thrilled to share some of our key achievements with you. As the number of people living with prediabetes and diabetes continues to rise, our commitment to making a meaningful impact has only grown stronger.

We recognize the pivotal role of innovation in diabetes management. We celebrate the groundbreaking work of the people at Novo Nordisk, Abbott, Dexcom, Lilly, Medtronic, Vertex, and so many others whose advancements are transforming lives. At diaTribe, we strive to bring these latest developments to our 580,000 subscribers and nearly six million web visitors, providing timely, accurate, and actionable information to help people with diabetes.

Living with diabetes is a daily, lifelong challenge—but together, we can help people live happier, healthier, and more hopeful lives.

// Living with diabetes is a daily, lifelong challenge—but together, we can help people live happier, healthier, and more hopeful lives. //

So your support truly matters. We are deeply grateful to everyone who has generously contributed to diaTribe's mission. Without your continued support, we could not achieve the urgently needed impact to improve the lives of people with diabetes.

As we look to 2025 and beyond, we invite you to continue this journey with us. diaTribe has significantly expanded our reach and impact—a testament to the passion and dedication of our team and community. Your support has been instrumental in driving our success, and I want to personally express my gratitude for your belief in our mission.

With gratitude,

**Jim Carroll**  
CEO, The diaTribe  
Foundation



## PROGRAM HIGHLIGHTS

# 2024 in Review

diaTribe Learn

Making Sense Of Diabetes

**582,000**

diaTribe Learn **subscribers**

NEARLY **400**  
new articles  
on diabetes technology,  
treatments, and cure  
**advancements**

**1.6M** impressions  
on our social media  
**channels**

**TIME** COALITION  
**IN RANGE**

NOW AT **30**  
members globally

**22,000**  
new visitors  
to **timeinrange.org**

dStigmatize

**1.4** million  
views of our  
Spoonful of Laughter  
campaign videos

**36** anti-stigma  
resources  
for healthcare  
professionals,  
free of charge

EVENTS

**2,000**  
**attendees**  
at our 2024 events



## EDUCATION

# diaTribe Learn

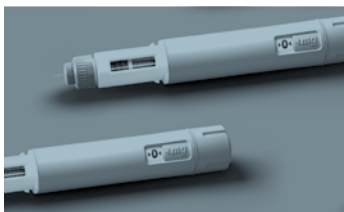
## Making Sense Of Diabetes

We successfully migrated thousands of articles to a new website, improving accessibility and enhancing the user experience. Our team published nearly 400 articles, providing valuable insights on diabetes technology, clinical trials, medication approvals, and strategies to prevent complications. Collaborating closely with key opinion leaders, we created actionable, service-oriented content to empower people in their daily diabetes management.

// It is concise and doesn't ever leave me feeling shamed, overwhelmed, or underqualified to manage my diabetes. //

—diaTribe Learn reader

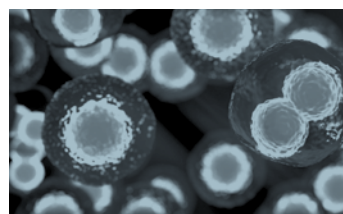
### Why Diabetes Miracle Drugs like Ozempic Are Off-Limits to Type 1s



### Everything You Need to know About Automated Insulin Delivery



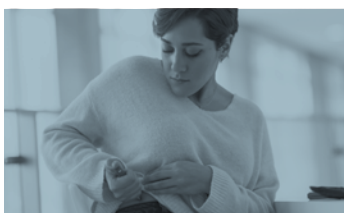
### Vertex Releases New Data on Potential Cure for Type 1 Diabetes



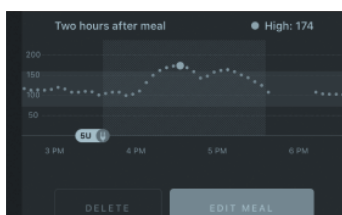
### Bridging the Gap: Innovative Solutions for Diabetes Care



### Lilly's Once-Weekly Insulin Delivers Similar A1C Reduction to Daily Basal Insulin



### 8 Apps to Improve Your Time in Range



### FDA Clears Two New Abbott Over-the-Counter CGMs



## EDUCATIONAL EVENTS

# Connecting Experts & People with Diabetes



In 2024, we featured 14 diabetes leaders across three **diaTribe Musings** programs. Two virtual discussions—free and accessible to audiences worldwide—explored ongoing challenges in type 1 diabetes and the nutritional and holistic health considerations of the newest anti-obesity medications. Our annual **Musings Live at ADA**, held at the 2024 **Scientific Sessions**, brought together leaders from four of the largest diabetes technology companies to discuss the latest advancements optimizing diabetes care.

### SPONSORED BY:

Abbott, Dexcom, Lilly, Medtronic, Novo Nordisk, Tandem, and Vertex

## SOLVABLE PROBLEMS IN DIABETES

**diaTribe** hosted two **Solvable Problems in Diabetes** panel discussions, bringing together a top-tier group of international female researcher-clinicians. The **11th Solvable Problems at EASD** focused on **diabetes in pregnancy** and was moderated by Professor **Helen Murphy**. The **2nd annual Solvable Problems at ATTD** was moderated by **Professor Tadej Battelino**, co-chair of the ATTD conference.

### SPONSORED BY:

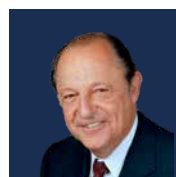
Abbott, Dexcom, embecta, Lilly, Medtronic, Novo Nordisk, Sanofi, Vertex and Ypsomed



## 18th Annual Diabetes Forum

Kelly Close, Founder of **diaTribe**, and Dr. Steve Edelman, Founder and Director of **Taking Control of Your Diabetes (TCOYD)**, co-hosted the **18th Annual Diabetes Forum at the ADA Scientific Sessions** in Orlando, Florida. The **5th Virtual Forum Broadcast** followed shortly after. These two events featured a distinguished panel of five expert clinician-researchers discussing the latest breakthroughs and key learnings from the conference.

## Annual Diabetes Forum at ADA 2024



**Dr. Ralph DeFronzo**  
UT Health, San Antonio, Texas



**Dr. Jennie Luna**  
Scripps Clinic  
Center for Weight Management



**Prof. Chantal Mathieu**  
President, EASD;  
Katholieke Universiteit Leuven,  
Belgium



**Dr. Richard Pratley**  
AdventHealth  
Diabetes Institute



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



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



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



## SOLVABLE PROBLEMS IN DIABETES

### Solvable Problems at ATTD 2024 in Florence: Is it Time for Time in TIGHT Range?



**Dr. Natalie Bellini**  
Case Western Reserve University



**Prof. Nataša Bratina**  
University Medical Center, Ljubljana,  
Slovenia



**Dr. Chiara Fabris**  
University of Virginia School of Medicine



**Dr. Helena W. Rodbard**  
Endocrine and Metabolic Consultants



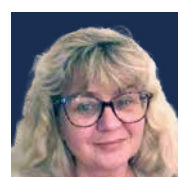
**Prof. Tadej Battelino**  
University of Ljubljana,  
Slovenia



### Solvable Problems at EASD 2024 in Madrid: Diabetes and Pregnancy: The Journey to Motherhood



**Dr. Dawn Adams**  
SHSCT, Northern Ireland



**Dr. Anata Addala**  
Stanford University



**Prof. Arianne Sweeting**  
University of Sydney, Australia



**Prof. Elisabeth R. Matheisen**  
University of Copenhagen,  
Denmark



**Prof. Helen Murphy**  
University of East Anglia, UK



## Musings Live at ADA Scientific Sessions 2024: Bridging Technology and Therapies to Improve Diabetes Outcomes



**Dr. Anila Bindal**  
Abbott Diabetes  
Care



**Dr. Alice Y. Y. Cheng**  
University of  
Toronto



**Dr. Thomas Grace**  
Dexcom



**Dr. Jennifer McVean**  
Medtronic



**Dr. Laurel Messer**  
Tandem Diabetes  
Care



**Dr. Alan Moses**  
The diaTribe  
Foundation



**Philly De Piante**  
dQ&A



**Dr. Osagie Ebekozen**  
T1D Exchange



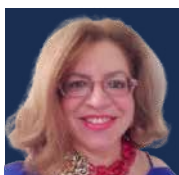
**Julie Heverly**  
The diaTribe  
Foundation



**Dr. Jennifer Sherr**  
Yale University  
School of Medicine



**Dr. Lisa M. Neff**  
Eli Lilly and  
Company



**Lorena Drago**  
RDN and CDCES



**Dr. John Jakicic**  
University of  
Kansas Medical  
Center



**Dr. Kelly Brownell**  
Duke University



Thank you  
to our 2024  
panelists  
& moderators

## ADVOCACY

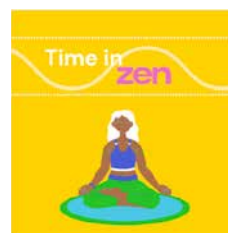


## Advocating for the tools and information to thrive with diabetes

Continuous glucose monitoring (CGM) and the metrics it provides—like time in range (TIR)—are game-changers in diabetes management. CGM & TIR ease management, improve outcomes across types of diabetes, reduce risk of complications, and even prevent further healthcare costs.

As convener of the Time in Range Coalition (TIRC), we bring together 30 global diabetes organizations including nonprofits, professional societies, industry, researchers, clinicians, and patient advocates to make sure everyone has access to these benefits. Join the learning at [www.timeinrange.org](http://www.timeinrange.org)

With better information to guide diabetes management, people with diabetes can not only spend more time in range, but more...



### BY THE NUMBERS:

## Time in Range Coalition's Work in 2024

Through research, education, and advocacy—we're working to ensure time in range is utilized to its full potential at home, in the clinic, and by researchers and regulators to improve the care of people with diabetes.

### Education

**150+** healthcare professionals participated in continuing medical education on TIR

**22,000** new visitors accessed resources on [timeinrange.org](http://timeinrange.org)

Our content was seen over **200,000** times by friends across the globe!

Our online community grew, with **36%** more newsletter subscribers

### Research

**43 international experts** convened to identify evidence and recommendations for a consensus statement to guide optimized use of diabetes tech during pregnancy for better outcomes.

**108 studies added** to a compendium of **over 300 high-quality peer-reviewed studies** that inform cutting-edge, evidence-based education.

### Advocacy

Provided consistent advocacy and thought leadership for widespread regulatory, clinical and patient adoption of time in range on a global stage, including:

**10 letters submitted to policymakers** at Food and Drug Administration, European Medicines Agency, Centers for Medicare and Medicaid, and National Institutes for Health

**5 oral testimonies delivered to policymakers** at FDA and NIH meetings, ensuring patient perspectives and the latest evidence are incorporated in the dialogue.





// Since the inception of the Time in Range Coalition, people with diabetes and healthcare professionals have increasingly recognized and utilized TIR as an actionable tool for diabetes management. //

—Julie Heverly

## TIME IN RANGE COALITION

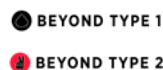
### Executive Steering Committee Members



### Advisory Board Members



### Members



## ADDRESSING STIGMA

# dStigmatize

Addressing diabetes stigma continues to be an essential missing element of effective diabetes care. However, through research, education, advocacy, and culture change – dStigmatize is pushing back against stigma to create a more respectful, compassionate, and supportive world for all those affected by diabetes.

// Truly appreciate what you are doing. Would have been a bit easier growing up with something to bring laughter and light to the invasive and dark times! //

—Brendan

---

## dStigmatize Accomplishments in 2024

Through research and healthcare provider-focused initiatives, dStigmatize is focused on raising awareness around and addressing diabetes stigma.

This year we delivered **six symposium presentations** at scientific and medical conferences and **ten diabetes stigma training sessions** for healthcare professionals. We added **11 new resources** to the dStigmatize Resource Library and our website received **45,000 website visitors** and had **400 resource downloads**. This work is sponsored by AstraZeneca, Genentech, Boehringer-Ingelheim, and Lilly.

Visit [dStigmatize.org](https://dStigmatize.org) to learn more.



Diabetes stigma is often driven by harmful cultural narratives that perpetuate stereotypes and misinformation. Our newest initiative, Spoonful of Laughter, challenges those narratives using comedy. Together with an amazing team of comedians, artists, and advocates, we released six dynamic comedy short films to show that we can tackle the complexities of diabetes in a way that both entertains and engages audiences.

We don't want to lecture people into changing their stigmatizing behavior. We want to lead them, giggling, into a kinder and more joyful future.

Our inaugural Spoonful of Laughter campaign achieved:

---

**1.4M** video views

---

**100,500** engagement actions

---

**12,700** video shares

---

**50,000** website visitors

---

**7,200** new followers

Visit [SpoonfulofLaughter.org](https://SpoonfulofLaughter.org) to learn more and access our [2024 Campaign Impact Report](#).

## OUR 2024 SUPPORTERS



We are deeply grateful to all of our supporters — your generosity improves the lives of people with diabetes.

---

### \$100,000 and above

Abbott  
AstraZeneca  
Dexcom  
Eli Lilly and Company  
Genentech  
Medtronic  
Novo Nordisk  
Vertex Pharmaceuticals

Jordan family  
Alan and Elizabeth Moses  
ProSciento  
James Sederberg and Tracy Chalk  
Marjorie and Thomas T. Sennett  
Archie and Senator Tina Smith Charitable Fund  
WellDoc  
Apple Pickers Foundation

Opatut Garry Family Fund  
The PBJ Memorial Fund For Creative Gifting  
The Larry and Gigie Price Fund of the Jewish Community  
Diane and Seth Scherer  
Jacqueline Rose Scott  
Barbara Troupin Charitable Fund  
Emily and Tom Vitale  
The Winkler Family Fund of the Jewish Community Foundation  
Olga Zamora  
Jason Zenk  
Jan Paul Zonnenberg

---

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

Boehringer-Ingelheim  
embecta  
Ionis Pharmaceuticals  
Lexicon Pharmaceuticals  
MannKind Corporation  
Sequel Med Tech  
Tandem Diabetes Care

---

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

Abbott-Murphy Charitable Grant  
Maryle Ashley  
Donna Batzel  
Lawrence Blonde  
John L. Brooks III  
Mickey Carusillo  
Elizabeth Caswell  
John and Kelly Close  
Dayton and Sheri Coles  
Brian & Cheryl Coughlin Family Fund  
Alison and Richard Crowell  
Ansley Dalbo  
Dawn Sunday Gift Fund  
Richard Dees Family Fund  
dQ&A  
Bill and Kate Duhamel Charitable Fund  
Wallace Robert Griswold  
Jeff Halpern and Hank Donat  
Roberta and Douglas Herman  
Michael Horner  
Danielle Hornung  
Robert Hunter  
Jewish Federation of Metropolitan Chicago  
Barbara K. Keller  
The William W. and Pamela C. Lane Foundation  
Martino Family Fund  
Ellie and Robin Neustein

---

### \$500 to \$999

Amy Benjamin  
Rebecca Carpenter  
Tom Cirillo and Aaron White  
Lyle Cohen  
Frank Cozzi  
Karen L. Davis  
Timothy Flanigan  
Richard Hollington  
Munir Kabani  
Matt Litzler  
Jim Malone  
Steven and Jodee Martin  
Joseph McEnerney  
Clarence Owen  
Mike Pakzad  
Cyril Patrick Shaughnessy III and Christine Shaughnessy  
Lauren Spivack  
John Sweet  
Milana Todoroff  
Viridan Works Charitable Fund  
Katherine Wolf Fund

---

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

Jim Carroll & Scott Romesburg  
Gordon Ross Medical Foundation  
Orville and Gayle Kolterman  
Merck  
Roche  
Sanofi  
Karen Talmadge and John Fiddes  
Xeris Biopharma  
Ypsomed  
Zucara

---

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

Dick and Mary Allen  
CeQur Corporation  
Vicky Chan  
Diasome  
Truman Heartland Community Foundation  
Insulet



[Find out more about the many ways you can support The diaTribe Foundation.](#)

## Board Members

**Dr. Alan Moses, Chair**  
**Jim Carroll, President and CEO**  
**Dr. Vicky Chan**  
**Dr. Wendy Everett**  
**Jeff Halpern, MBA**  
**Dr. Roberta Herman**  
**Dr. Orville Kolterman**  
**Marjorie Sennett, MBA**  
**Tom Vitale, JD**

## Scientific and Medical Advisor

**Dr. Charles M. Alexander**

## Our Team

**Rachel Allen**, Senior Manager, Development  
**Anna Brooks**, Managing Editor, Learn  
**Jim Carroll**, President and CEO  
**Matthew Garza**, Director, dStigmatize  
**Audree Hall**, Senior Manager, Digital and Outreach, Time in Range Coalition  
**Derek Helm**, Senior Manager, Operations  
**Paul Heltzel**, Staff Writer, Learn  
**Julie Heverly**, Vice President, Time in Range Coalition and Patient Advocacy  
**Marenda Lewer**, Project Coordinator, Time in Range Coalition  
**Jeff Patrick**, Chief Strategy Officer, VP Digital Marketing  
**Shae Puckett**, Content Manager, dStigmatize  
**Diane Scherer**, Senior Director, Development  
**Anna Vidovszky**, Staff Writer, Learn

[diatribe.org](https://diatribe.org)  
[timeinrange.org](https://timeinrange.org)  
[dStigmatize.org](https://dStigmatize.org)

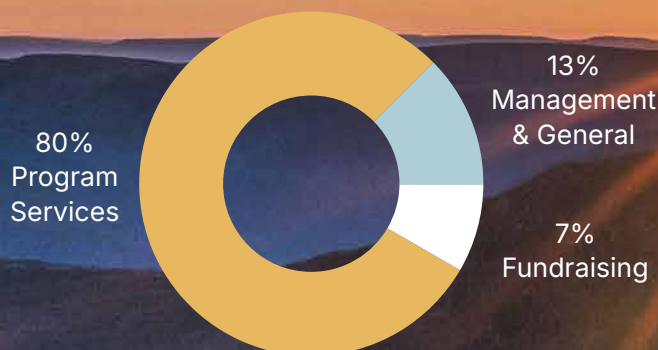
[facebook.com/diatribenews](https://facebook.com/diatribenews)  
[@diatribenews](https://twitter.com/diatribenews) & [@aspoonfuloflaughter](https://twitter.com/aspoonfuloflaughter)  
[@diatribenews](https://tiktok.com/@diatribenews) & [@aspoonfuloflaughter](https://tiktok.com/@aspoonfuloflaughter)  
[the-diatribe-foundation](https://www.linkedin.com/company/the-diatribe-foundation)  
[thediatribefoundation](https://www.youtube.com/channel/UCdiatribefoundation)

# diaTribe

Making Sense of Diabetes

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

## 2024 Use of Funds



## Annual Revenue 2014-2024 (in millions)

