

Together2Goal[®]

AMGA Foundation
National Diabetes Campaign

March 2019 Webinar at Work

“Putting T2G webinars into practice”

Webinar: [“Overcoming Barriers to Diabetes Self-Management Education \(DSME\) Referrals”](#)

Speaker: Jodi Lavin-Tompkins, MSN, RN, CDE, BC-ADM (American Association of Diabetes Educators) and Valerie Spier, M.P.H., RD, CDE (Sutter Health)

Webinar Date: March 21, 2019

Summary: AADE provides a quality accreditation process that assists organizations in expanding their diabetes education services in both traditional and community-based settings. High-quality DSME have been shown to improve patient self-management, satisfaction, and glucose outcomes.

Sutter Health is an AADE-accredited organization that has demonstrated success in increasing their DSME referrals. Their campaign, “4 Times to Refer,” reminds stakeholders of critical times to consider a DSME referral (i.e., at diagnosis, during an annual assessment, when new complicating factors arise, during transitions of care) and focused on the following strategies:

- Making it easier to refer (e.g., standard electronic and paper referrals, cheat sheet on how to refer, education on how to create order in EHR)
- Building partnerships (e.g., attending team huddles and physician meetings, meeting with nurse case managers, enlisting a quality champion, acknowledging top referring doctors)
- Promoting services (e.g., flyers, lunch & learns, welcome emails to new physicians)
- Creating ownership (e.g., diabetes educators own “4 Times to Refer” campaign, regular meetings to review and discuss results, external stakeholder meeting)

Implementation Tips:

1. Implement system/process change
 - E.g., Include all new providers in an onboarding tour of the diabetes center, add electronic order for DSME to EHR favorites, train schedulers
2. Identify program participants
 - E.g., Examine providers’ schedules for potential same day appointments, complete pre-visit planning to identify eligible participants or those who need follow-up
3. Collaborate with providers

- E.g., Work with providers to develop relationships, determine what information the referral needs to have included to be successful, embed DSME services within PCP and Endocrinology departments for “warm hand-offs”
4. Market DSME services
 - E.g., Create marketing materials to highlight positive outcomes, send information to targeted patient populations (Cardiology Rehab units, ER, labs)
 5. Create partnerships
 - E.g., Engage relevant units (Behavioral Health, Case Management, Cardiac Rehabilitation)
 6. Conduct community outreach
 - E.g., Advertise in churches/pharmacies, invite stakeholders to attend DSME meetings to spread knowledge of program

Team Discussion:

1. Does your organization have a DSME program? If not, where can patients access an accredited diabetes education program?

2. What is your organization’s referral rate for DSME? Are the “4 Times to Refer” considered? Are there opportunities for improvement?

3. How do you currently encourage referrals for DSME? How can you make it easier to refer patients to DMSE programs? (e.g., system change, partnership)

4. What do providers need to know about DSME referrals (e.g., services available, value, process)? How can you facilitate this education?

5. What do patients need to know about DSME programs? How can you facilitate this education?

Additional Notes:

Next Steps:

- _____
- _____
- _____
- _____

Additional Resources:

- Coming Soon...