



# DCE Annual Report

Diabetes Care and Education Dietetic Practice Group 2004 to 2005

## DCE's vision

The Diabetes Care and Education (DCE) Dietetic Practice Group of the American Dietetic Association (ADA) is the most valued authority in diabetes medical nutrition therapy (MNT) and its integration with diabetes self-management training and the prevention of diabetes through lifestyle behavior change.

## DCE's mission

The mission of DCE is to lead the future of quality MNT, diabetes care and education for people with diabetes and their families, DCE members, health care providers, professional organizations, and industry.

## Our thanks

We owe special thanks to our many talented volunteers, allies and industry partners. It is because of your support that DCE has accomplished so much.

Thank you!

## Expanding our vision for the future of DCE

DCE is making tremendous progress ... together ... through the combined efforts of our members. DCE has grown more than 30 percent in the past 10 years to nearly 6,000 members. As the largest of 29 specialty practice groups of the ADA, DCE continues to deliver outstanding results to our key stakeholders: DCE members, industry, other professional organizations, health care providers, and people with diabetes and their families.

DCE strives to be the most valued authority in diabetes MNT and its integration with both diabetes self-management training and the prevention of diabetes through lifestyle behavior change. And DCE desires to lead the future in diabetes care and education with high-quality educational tools and expertise. Through our ongoing print and electronic publications, communications and alliance efforts, DCE continues to push the limits and raise the bar.

*Tami Ross, RD, LD, CDE*  
DCE Chair

## DCE's key wins in 2004-2005

In 2004-2005, DCE provided cutting-edge educational tools and expertise that are changing lives. DCE's strategies to deliver greater value to our stakeholders are working. Through a diverse and growing membership, DCE's outreach through members continues to expand into all types of traditional and community health care settings, including hospitals, private practices, outpatient education centers, research departments, managed care organizations, and public health settings, as well as nontraditional settings. Across the service continuum, we are enhancing the lives of people with diabetes. *Review a complete listing of DCE's key projects in 2004-2005 on page 3.*

## Looking forward: DCE's key opportunities for 2005-2006

As DCE moves into the 2005-2006 fiscal year, we're further enhancing our strategic initiatives and activities to ensure they're aligned with our key constituencies.



*"Alone we can do so little;  
together we can do so much."*

- Helen Keller

## Key activities in DCE's pipeline of performance for 2005-2006 include:

### For DCE members

- Develop DCE's current and desired brand positioning based on quantitative membership study and industry input
- Promote DCE-authored *American Dietetic Association Guide to Diabetes Medical Nutrition Therapy and Education*
- Develop expert/volunteer database
- Provide ongoing development of best practices in diabetes care
- Offer annual awards, educational stipends and speaker stipends

### For industry

- Share industry's message among DCE members for dissemination to people with diabetes and their families
- Develop DCE's current and desired brand positioning based on quantitative membership study and industry input in order to deliver optimal value
- Strengthen industry partnerships
- Maintain a structured, ongoing feedback loop with industry partners

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**For professional organizations**

- Respond to specific needs of other diabetes-focused organizations
- Sponsor noted speakers at American Overseas Dietetic Association and University of the West Indies Diabetes Outreach Program conferences
- Develop DCE's current and desired brand positioning based on quantitative membership study and industry input
- Increase awareness of DCE as a valuable and available resource

**For health care providers**

- Develop new diabetes-focused patient education slicks and resources
- Provide expert speakers at national and international conferences
- Provide DCE representatives for various health care provider meetings and conferences

**For people with diabetes and their families**

- Translate diabetes MNT recommendations into practice
- Use evidence-based practice guidelines to provide educational resources and ensure quality service
- Promote legislative activities and monitor reimbursement issues that affect people with diabetes

**A winning alignment**

Finally, by aligning our strategic initiatives with our key constituencies, we will ensure that all of DCE's efforts provide maximum value to each of our stakeholder groups. DCE's objective remains the same: to stay on the cutting edge, leading the future of quality diabetes MNT and diabetes care and education.

Moving forward, we will continue to evolve this mission, elevating DCE's position globally as a key contributor, improving the well-being of people with diabetes.

Alone we can do so little, but *together*, DCE as an organization can do so much — for our members, industry, other professional organizations, health care providers, and especially for people with diabetes and their families. – TR

## DCE value chain



### ADA/DCE key constituencies

**DCE's 2004-2005 Executive Committee**

(L to R, front row) Carrie Swift, secretary; Tami Ross, chair-elect; Sandra Parker, chair; Cindy Halstenson, past chair; (L to R, back row) Charlotte Hayes, communications coordinator; Betty Krauss, public policy coordinator; Amy Fischl, treasurer; Deborah Fillman, professional development coordinator; Suzanne Laws, network coordinator. Not pictured: Janine Freeman, industry relations chair.



# Key DCE projects, 2004-2005

## Publications and communications

### Newsletters

*Newsflash* and *On the Cutting Edge* continued to be top-rated member benefits. *On the Cutting Edge* topics included "ABCs of Diabetes: Hypertension," "ABCs of Diabetes: Cholesterol and Cardiovascular Issues," and "Facilitating Behavior Change."

### Books

The DCE-authored *American Dietetic Association Guide to Diabetes Medical Nutrition Therapy and Education* went to print! The book is available for purchase through the ADA.

### Patient education slicks

Five new patient education handouts were mailed to DCE members and posted in PDF format on the DCE and sponsor Web sites: "Carbohydrate Counting: Focus on Consistency for People Who Use Diabetes Pills and Basic Insulin Regimens" (sponsored by Merisant), "The Truth About Carbs" (sponsored by Bristol-Myers Squibb), "Your Blood Glucose Numbers" (sponsored by Abbott Laboratories), "Diabetes and Dietary Supplements: Do Tell, Do Ask" (sponsored by Nutrition 21), and "Stay off the Rollercoaster — Avoiding Blood Glucose Highs and Lows" (sponsored by LifeScan).

### Electronic communications

The DCE Web site ([www.dce.org](http://www.dce.org)) featured DCE publications, awards, annual reports, professional development and education opportunities, DCE mentoring program, diabetes and nutrition newswire reports, and professional resources, including reproducible educational slicks and a new "Recipe of the Month" feature. Abstracts and select articles from *On the Cutting Edge* were highlighted. The number of Web site visits increased by approximately 2,000 visits per month in the past year for a total of nearly 6,700 visits per month by the year's end.

DCE's electronic mailing list (EML) remained active, with nearly 900 DCE members sharing ideas, educational tools and clinical information relevant to diabetes and nutrition. The EML informed members about ADA activities and linked members to new online options, such as online voting for ADA and DCE elections.

## Professional development projects

An article about the *Standards of Practice and Standards of Professional Performance for Registered Dietitians in Diabetes Care* was published in the *Journal of the American Dietetic Association* in May 2005. This publication provides direction for entry-level, intermediate-level and advanced-level dietetics professionals in diabetes care skill sets and practice recommendations.

DCE collaborated with the ADA and the American Diabetes Association to author an article about the importance of glycemic control for inpatient diabetes management. The article will be published in the *Journal of the American Dietetic Association* in late 2005 or early 2006.

Marianne Smith-Edge, RD, LD FADA, past president of the ADA, provided a leadership training session at the 2005 DCE Leadership Retreat. The session was designed to position DCE in building leaders within the organization, as well as building leaders for ADA and our alliance organizations.

### Mentoring program

DCE continued its successful and growing mentoring program, pairing DCE members with other members seeking professional mentoring. A new online Certified Diabetes Educator (CDE) exam study group was conducted twice during the year.

### Public policy and reimbursement

DCE maintained a commitment to public policy and reimbursement efforts with members, continuing to be actively involved in the legislative arena on issues pertaining to nutrition, diabetes and reimbursement. DCE supported ADA's efforts to build cosponsors for the new Medicare Medical Nutrition Therapy Act of 2005, which would give the Center for Medicare and Medicaid Services the authority to expand the MNT benefit to any disease condition or disorder. DCE also provided ongoing support for amendments to the Ryan White Act. Policy in advocacy grassroots continued, with DCE members being active when delicate issues developed. Over the year, many additional DCE members became Medicare MNT providers.

DCE continued to collaborate with the American Diabetes Association, American Association of Diabetes Educators, and the ADA regarding the MNT benefit and nutrition component of diabetes self-management training.

## Alliances

### Diabetes professional organizations

DCE networked with other diabetes organizations to improve outcomes for people with diabetes. DCE members held key roles in the diabetes community by serving on boards, committees and/or task forces of the ADA, American Diabetes Association, and American Association of Diabetes Educators. DCE/ADA was represented on the National Diabetes Education Program (NDEP) steering and operations committees and various work groups and played an active role in meeting the program objectives and encouraging members to incorporate NDEP activities and products into their practices and communities. DCE had invited representation at the American College of Endocrinology/American Association of Clinical Endocrinologists (ACE/AACE) Implementation Conference for outpatient diabetes recommendations.

### International

In March 2005, DCE sponsored member Cindy Merrins to present a session entitled "Diabetes MNT for the Elderly" at the University of the West Indies Diabetes Outreach Program in Ocho Rios, Jamaica.

## 2005-2006 Executive Committee

### *Chair*

**Tami Ross, RD, LD, CDE**  
tarossrd@insightbb.com

### *Chair-elect*

**Carrie Swift, MS, RD, BC-ADM, CDE**  
carrie.swift@med.va.gov

### *Past chair/industry relations*

**Sandra Parker, RD, CDE**  
parkersa@trinity-health.org  
sandymda@aol.com

### *Secretary*

**Tammy Brown, MPH, RD, BC-ADM, CDE**  
tammy.brown@ihs.gov

### *Treasurer*

**Joan Hill, RD, LD, CDE**  
jhill36514@aol.com

### *Network coordinator*

**Karen Goldstein, RD, CD, CDE**  
kargolds@aol.com

### *Communications coordinator*

**Charlotte Hayes, MMSc, RD, LD, CDE**  
c\_a\_hayes@bellsouth.net

### *Professional development coordinator*

**Deborah Fillman, MS, RD, LD, CDE**  
djfillman@mindspring.com

### *Public policy coordinator*

**Betty Krauss, RD, CDE**  
betty.krauss@maryfreebed.com  
bkmda@aol.com

*Visit our  
Web site at  
[www.dce.org](http://www.dce.org)*

## Looking ahead: DCE's strategic plan

In the fourth quarter of 2005, DCE will reevaluate the overall strategic plan for the next three to five years. Following are DCE's current strategic priorities:

### *Communication*

- Create and disseminate quality diabetes care and education information.

### *Networking*

- Work closely with other U.S. and international professional organizations and industry to raise awareness of dietetics professionals as experts in diabetes MNT.
- Promote team care, which includes the dietetics professional, in the treatment of individuals with diabetes and those at risk of developing diabetes.
- Build awareness of diabetes MNT and its integration with diabetes self-management training for individuals with diabetes and their families by working with other professional organizations and industry.
- Encourage and facilitate professional development of DCE members by engaging them in organizational activities.

### *Professional development*

- Demonstrate the effectiveness of diabetes MNT provided by dietetics professionals.
- Enhance the dietetics professional's ability to perform effectively in any role — academic, community, clinical, public health and research — and their ability to act on outcomes.
- Expand the role of the dietetics professional in diabetes care and education and the prevention of diabetes.

### *Public policy*

- Influence public policy to increase access to care and improve quality of care for people with diabetes.
- Increase member involvement in diabetes advocacy.



## 2004-2005 DCE Awards

**Distinguished Service Award**  
(sponsored by LifeScan)  
Alison B. Evert, RD, CDE

**Creative Nutrition Education Award**  
(sponsored by Eli Lilly and Company)  
Rita D. Pittenger, MS, RD, CDE, CD

**Publications Award (sponsored by DCE)**  
Linda M. Delahanty, MS, RD

**Diabetes Educator of the Year Award**  
(sponsored by *Diabetic Cooking Magazine*)  
Joan V. C. Hill, RD, LD, CDE

**Honorary Member (sponsored by DCE)**  
Marcia Levine Mazur, senior editor of  
*Diabetes Forecast*

**Legislative Activity Award**  
(sponsored by Roche Diagnostics-  
Accu-Chek® Products)  
Carol M. Brunzell, RD, LD, CDE

**Educational Stipends**  
(sponsored by Health Management  
Resources)  
Ann Constance, MA, RD, CDE  
Cathy Deics, RD, LN, CDE  
Carol Hughitt, RD, CDE  
Rita D. Pittenger, MS, RD, CDE, CD

**Speaker Stipends (sponsored by DCE)**  
Brenda Broussard, RD, MPH, MBA, CDE  
Susanne Consiglio, RD  
Regina Dick, RD, LD, CDE

## 2004-2005 ADA Awards

Melinda D. Maryniuk, Med, RD,  
FADA, CDE  
*American Dietetic Association Award for  
Excellence in Clinical Dietetics*

Madelyn Wheeler, MS, RD, CD,  
FADA, CDE  
*American Dietetic Association Medallion  
Award*

Molly Gee, Med, RD, LD  
*American Dietetic Association Medallion  
Award*

Tatyana El-Kour, DCE student member  
*American Dietetic Association International  
Student Scholarship Award*

## 2004-2005 financial report

June 1, 2004, through May 31, 2005

REVENUE	Actual	Budgeted
Membership dues	\$139,550	\$140,000
Publications sales/subscriptions	\$227	\$500
Royalties	\$2,000*	\$700
Grants/contracts	\$103,600	\$126,750
Interest income	\$23,203	\$0
<b>TOTAL REVENUE</b>	<b>\$268,580*</b>	<b>\$268,450</b>
Transfer from reserves	\$0	\$26,121
EXPENSES	Actual	Budgeted
Lodging/food/transportation	\$72,114	\$79,945
Professional consulting	\$43,097	\$44,350
Postage	\$19,858	\$25,050
Mailing service	\$2,090	\$6,300
Office supplies	\$5,449	\$3,615
Stationary/forms	\$0	\$650
Telephone	\$1,137	\$3,850
Teleconference expense	\$1,595	\$7,087
Advertising/promotion	\$0	\$6,500
Temporary help	\$2,098	\$0
Other expenses	\$1,910	\$35
Books/subscriptions	\$80	\$0
Membership dues/seminar fees	\$16,669	\$18,655
Outside services	\$2,328	\$1,270
Donations to ADAF/other donations	\$26,210	\$10,000
Honorariums/awards	\$11,136	\$6,750
Donations	\$550	\$300
Audio visual	\$1,126	\$5,000
Depreciation	\$0	\$914
Food service	\$22,638	\$23,150
Printing/copying	\$27,404	\$51,150
Word processing	\$25	\$0
<b>TOTAL EXPENSES</b>	<b>\$253,320</b>	<b>\$294,571</b>
Net profit/(loss)	\$15,260*	(\$26,121)
Transfer to reserve funds	\$15,260	\$0
ADAF fund balance	\$126,635	

\*Adjustments made to ADA May financial report by DCE treasurer.

# Our industry partners

June 1, 2004, through May 31, 2005

DCE thanks our industry partners who have supported our mission, vision and strategic plan. Through your generosity, DCE accomplished the following projects in the past year:

## **Abbott Diabetes Care**

- Cosponsor of summer 2005 *On the Cutting Edge*, "New Diabetes Technologies and Therapies"
- Reproducible patient education slick "Your Blood Glucose Numbers"

## **BD Consumer Healthcare**

- Summer 2005 *Newsflash*
- Support of 2005 DCE executive committee retreat

## **Bristol-Myers Squibb**

- Reproducible patient education slick "The Truth About Carbs"

## **Diabetic Cooking Magazine**

- DCE awards breakfast at the 2004 ADA Food and Nutrition Conference and Expo (FNCE)
- 2004 Diabetes Educator of the Year Award
- Free *Diabetic Cooking* subscription for DCE members

## **Eli Lilly and Company**

- Fall 2004 *Newsflash*
- 2004 DCE Creative Nutrition Education Award
- Support of 2005 executive committee retreat
- Support of 2005 DCE leadership retreat

## **Equal (Merisant)**

- DCE leaders' meeting luncheon at 2004 ADA FNCE
- Reproducible patient education slick "Carbohydrate Counting: Focus on Consistency for People Who Use Diabetes Pills and Basic Insulin Regimens"

## **General Mills**

- DCE leaders' meeting breakfast at 2004 ADA FNCE

## **Health Management Resources**

- Four 2004-2005 DCE Educational Stipend Awards

## **LifeScan**

- 2004 DCE Distinguished Service Award
- Reproducible patient education slick "Stay off the Rollercoaster — Avoiding Blood Glucose Highs and Lows"

## **McNeil Nutritionals**

- DCE reception at 2004 American Association of Diabetes Educators Annual Meeting
- DCE reception at 2004 ADA FNCE
- Reprints of *American Dietetic Association: Standards of Practice and Standards of Professional Performance for Registered Dietitians in Diabetes Care*

## **Nutrition 21**

- DCE hospitality suite at 2004 ADA FNCE
- Support of 2005 DCE leadership retreat
- Reproducible patient education slick "Diabetes and Dietary Supplements: Do Tell, Do Ask"

## **Roche Diagnostics**

- Winter 2004 issue of *Newsflash* and spring 2005 *On the Cutting Edge*, "Self-Care Behaviors: The Core of Diabetes Education"

## **Ross Products**

- Cosponsor of summer 2005 *On the Cutting Edge*, "New Diabetes Technologies and Therapies"

## **Takeda Pharmaceuticals America, Inc.**

- Winter 2004 *On the Cutting Edge*, "ABCs of Diabetes: Cholesterol and Cardiovascular Issues"

## Organizational excellence: A summary of DCE membership

### **Strong membership**

DCE was again ADA's largest dietetic practice group, ending the 2004-2005 year with 5,621 members from all 50 states and many foreign countries. DCE membership continued to be quite diverse in ethnicity and career paths.

DCE members work in hospitals, outpatient education centers, managed care organizations, public health settings, research departments in hospitals and universities, federal government agencies, private practice, industry, as well as other settings.

### **Growing recognition**

DCE enhanced its recognition as one of the leading resources in diabetes care and education among members, ADA members, other health care professionals in the United States and abroad, with industry, and among people with diabetes.

### **Outstanding resource**

More than 3,000 people visited DCE displays at state dietetic meetings and other allied health care meetings, including the National Association of School Nurses Annual Conference.

Additionally, more than 36,000 copies of DCE newsletters were distributed nationally and internationally. The two newsletters continued to be the number-one membership benefit.

DCE-produced patient education slicks continued to be valued and used by countless members, other health care professionals, people with diabetes and their families, and industry representatives.

Numerous DCE members presented at local, state, national, and international dietetic, diabetes, and allied health meetings.