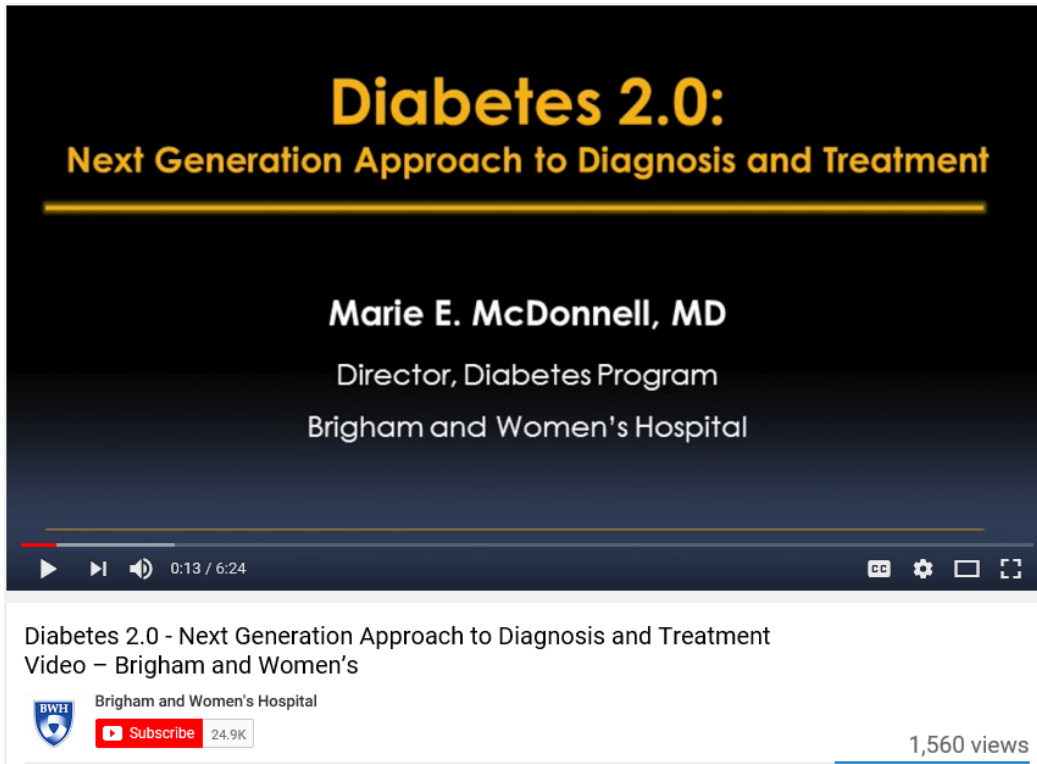

APPENDICES

Appendix 1. Stakeholder and Patient Social Media Engagement Websites

Appendix 1: Stakeholder and Patient Social Media Engagement Websites

Appendix 1 -Example of Social Media Dissemination Strategies via You Tube Video, 2/25/2015
Go to <https://youtu.be/XL6Cbgidk4> to watch full video.



Diabetes 2.0:
Next Generation Approach to Diagnosis and Treatment

Marie E. McDonnell, MD
Director, Diabetes Program
Brigham and Women's Hospital

0:13 / 6:24

Diabetes 2.0 - Next Generation Approach to Diagnosis and Treatment Video – Brigham and Women's

Brigham and Women's Hospital
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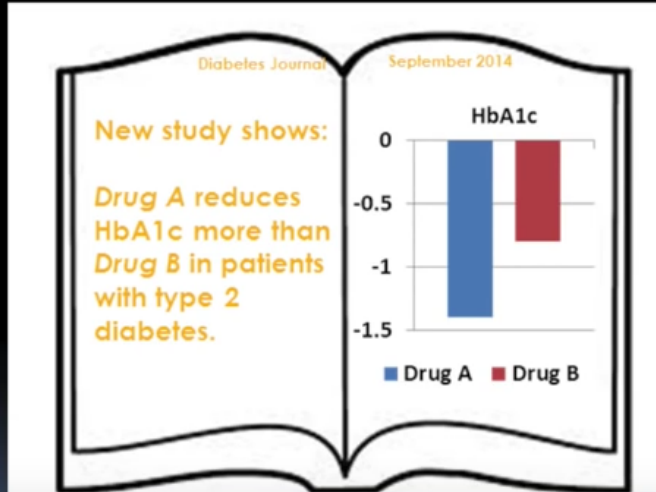


BRIGHAM AND WOMEN'S HOSPITAL

Marie E. McDonnell, MD
Endocrinology
Diabetes Program

1:27 / 6:24

Personalizing Diabetes Treatment



It looks like Drug A works better in general, but is it the right drug for me?



HSPH – Marcia A. Testa, MPH, PhD

BWH – Donald C. Simonson, MD, MPH, ScD; and Alexander Turchin, MD, MS

Funded by: Patient Centered Outcomes Research Institute (PCORI)

2:28 / 6:24

Personalizing Diabetes Treatment

- Identify individual patient characteristics from our database of 20 randomized clinical trials with almost 7,000 patients to determine which treatment is *likely to work best in this specific patient*

Demographic and Clinical Characteristics	Patient Example
Age (yrs.)	64
Sex	Male
Race / Ethnicity	Caucasian
BMI (kg/m ²)	32
Fasting Glucose (mg/dl)	175
HbA1c (%)	8.2
Diabetes Duration (yrs.)	2
Previous Treatment	No

Logistic Regression Model

Treatment	Probability of Achieving HbA1c < 7.0%
Diet and Exercise	0.05
Drug A	0.60
Drug B	0.58
Drug C	0.67
Drug D	0.33

HSPH – Marcia A. Testa, MPH, PhD

BWH – Donald C. Simonson, MD, MPH, ScD; and Alexander Turchin, MD, MS

Funded by: Patient Centered Outcomes Research Institute (PCORI)

3:07 / 6:24

Appendix 1 -Example of Social Media Dissemination Strategies via You Tube Video, 2/25/2015

Go to <https://youtu.be/XIL6Cbgidk4> to watch full video.

Appendix 1 -Example of Social Media Dissemination Strategies via You Tube Video, 2/25/2015

Go to <https://youtu.be/XL6Cbgidk4> to watch full video.

Published on Feb 25, 2015

Diabetes is an increasingly common disease. Overall, approximately nine percent of all Americans have diabetes. Over the age of 65, the prevalence of diabetes is even higher, affecting as many as one-fourth of adults.

Diabetes is a disease that affects many organ systems over time. As a result, it's important that patients adhere to their medications; however, this can be challenging because of the side effects that many patients experience with their diabetes medications.

Dr. Marie E. McDonnell, Director of the Diabetes Program at Brigham and Women's Hospital, describes research aimed at developing more precise, targeted diabetes care to improve patient outcomes while minimizing side effects. She also describes new diabetes treatments including beta cell restoration and islet cell transplants.

Learn more about diabetes care at Brigham and Women's Hospital:
<https://www.brighamandwomens.org/medi...>

Read the Next Generation Approach to Diabetes Diagnosis and Treatment video transcript:


<https://www.brighamandwomens.org/medi...>

- Category
- Nonprofits & Activism

Appendix 1 - Diabetes Stakeholder and Partners Forum and Social Media Learning Collaborative
Go to <https://phasevtechnologies.com/pcori/>

Diabetes Stakeholders and Partners Forum Communication Portal

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Connect with others


Our Goals:

- Build a diabetes social network of patients, clinicians, caregivers, advocates and stakeholders
- Improve quality of life through targeted patient-centered diabetes research
- Make your voice heard



Diabetes Stakeholders and Partners Forum Communication Portal

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Online Forum


participate

- Join meetings, focus groups, webinars and online forums
- Take surveys and polls
- Write comments and feedback



Appendix 1 - Diabetes Stakeholder and Partners Forum and Social Media Learning Collaborative
Go to <https://phasevtechnologies.com/pcori/>


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Surveys
Benchmarking
Tools
Polling


Research

- Diabetes affects a large and diverse population
- Treatment guidelines target the "average" person
- We want to personalize medicine



◀ ▶


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PCORI Project Updates
Abstracts & Publications

Sign up and participate

- Join meetings, focus groups, webinars and online forums
- Take surveys and polls
- Write comments and feedback




◀ ▶

Appendix 1: Harvard T. Chan School of Public Health Project Web portal – sample pages

Go to <https://www.hsph.harvard.edu/comparative-effectiveness-of-diabetes-treatments/>

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Benchmarking the Comparative Effectiveness of Diabetes Treatments Using Patient-Reported Outcomes and Socio-Demographic Factors

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BENCHMARKING THE COMPARATIVE EFFECTIVENESS OF DIABETES TREATMENTS USING PATIENT-REPORTED OUTCOMES AND SOCIO-DEMOGRAPHIC FACTORS

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Welcome

Our Mission

Our mission is to promote the public's health and well being by improving the quality, relevance and understanding of scientific evidence available to help patients, clinicians, caregivers and insurers make better and more informed healthcare decisions.

This website was originally supported through funding from the Patient Centered Outcomes Research Institute (PCORI) www.pcori.org awarded to the Harvard T. H. Chan School of Public Health, Harvard University www.hsph.harvard.edu. The purpose of this website is to engage patients, stakeholders and partners involved in the providing care, treatment and support to individuals with diabetes.

We would like to invite anyone who has been affected by diabetes (e.g., patient, clinician, care-giver, health care provider, family member, researcher, device and pharmaceutical company professionals and healthcare and patients advocates) to become part of our broad-based, patient-centered, evaluation team. Through our e-Stakeholder and Partner forum we would like to collect your thoughts and suggestions regarding what is important for improving the quality of life for persons with diabetes. Please feel free to browse this site, or if you are interested in joining our eStakeholder and Partner Forum click on the link below. You will be asked to register as a member to view the entire website and to interact as a contributor.

Diabetes e-Stakeholders and Partners Forum

Register to join the online Diabetes Stakeholders and Partners Forum (DS&PF) as part of the Patient Centered Outcomes Research Institute (PCORI) sponsored study, "Benchmarking the Comparative Effectiveness of Diabetes Treatments Using Patient-Reported Outcomes and Socio-Demographic Factors."

[\[Register Online\]](#)

Scientific Presentations

Presented at American Diabetes Association Scientific Sessions. [Go to Diabetes e-Stakeholders and Partners Forum webpage](#) to view abstracts, posters and oral presentations.



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Benchmarking the Comparative Effectiveness of Diabetes Treatments Using Patient-Reported Outcomes and Socio-Demographic Factors

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Research News and Updates

Please visit the Diabetes Stakeholder and and Partner Forum's Webpage for Research News and Updates.

This Diabetes Stakeholder and Partner Forum Webpage is open to the public. You do not have to join the Forum.

See presentations abstracts by clicking on link. [Go to Diabetes e-Stakeholders and Partners Forum webpage to view abstracts, posters and oral presentations.](#)

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Case Study: Diet and Exercise versus Sulfonylurea Monotherapy in Type 2 Diabetes Patients: High Benchmark Calculator after Three Months of Treatment

The following diabetes treatment effectiveness benchmarking calculator demonstrates how individuals treated previously with only diet and exercise (or after re-challenge of diet and exercise after sulfonylurea monotherapy) might respond to sulfonylurea monotherapy after three months of treatment. Consider the patient described below.

Case 1 Description: *In your clinical practice, a 50-year old woman is newly diagnosed with type 2 diabetes and she has never been treated. She is Black/African, has a BMI of 36 kg/M², a fasting blood glucose of 170 mg/dl (9.4 mmol/l) and an HbA1c of 9.5%. Even though she is in poor control, she wants to try diet and exercise for at least three months before going on an oral medication. Assume that she is a "typical patient" with these characteristics with average motivation for dieting and exercise and without any serious comorbid conditions. She visits with the nutritionist, and she also receives exercise counseling twice a month on her diet and exercise regimen. She returns to have her HbA1c checked after three months.*

As described in the case, no specific diet and exercise program was offered or recommended. To determine the probability of the achieving a glycemic target, you would enter the patient's seven demographic and clinical predictor values and the planned diabetes treatment into the calculator. Note, we have already done this for you for the patient referenced above. The variables and codes are as follows: Age (yrs); Sex (0 = Female, 1 = Male); BMI (kg/M²); FPG (mg/dL); HbA1c (%), Duration Diabetes (yrs); Race - Enter 1 if other than White, Black = 1, Hispanic = 1, Asian = 1, Other, Non-White = 1; Previous Diab Treatment – Naïve = 0, Planned Diabetes Treatment, 0 = Diet/Exercise, 1 = Sulfonylurea

As shown in the last two rows of the calculator, after continuing with diet and exercise only, her probability of achieving an HbA1c of < 8% after 3 months is only 0.15, and her probability of achieving an HbA1c of < 7%, practically 0, only 0.03.