



Physician and care team engagement

Presentation tips

One of the most important aspects of creating a successful National Diabetes Prevention Program lifestyle change program is engaging physicians and care team members. Following your prediabetes general awareness campaign, you should hold events targeted for specific care team members to create deeper awareness, engagement and education on your organization's diabetes prevention initiative. Potential events are webinars, lunch and learns and in-person presentations. You can supplement these events with the additional CME resources available from the American Medical Association.

We have listed several “tips” below to assist in coordinating successful in-person physician and care team presentations.

1. Coordinating the presentation logistics

Schedule the presentation during an existing meeting

To secure good attendance, it's ideal if this presentation is scheduled during an existing meeting.

- It will be more valuable to get 15 minutes on the agenda for an existing meeting that has great attendance, than it will be to schedule a separate meeting where you may be offered a greater amount of time where attendance cannot be guaranteed.
- Location of the meeting should also be consistent with where the existing meeting is held (on site, easy to get to).

Healthy food options

If ordering food for the meeting, select healthy food options consistent with the message to prevent type 2 diabetes.

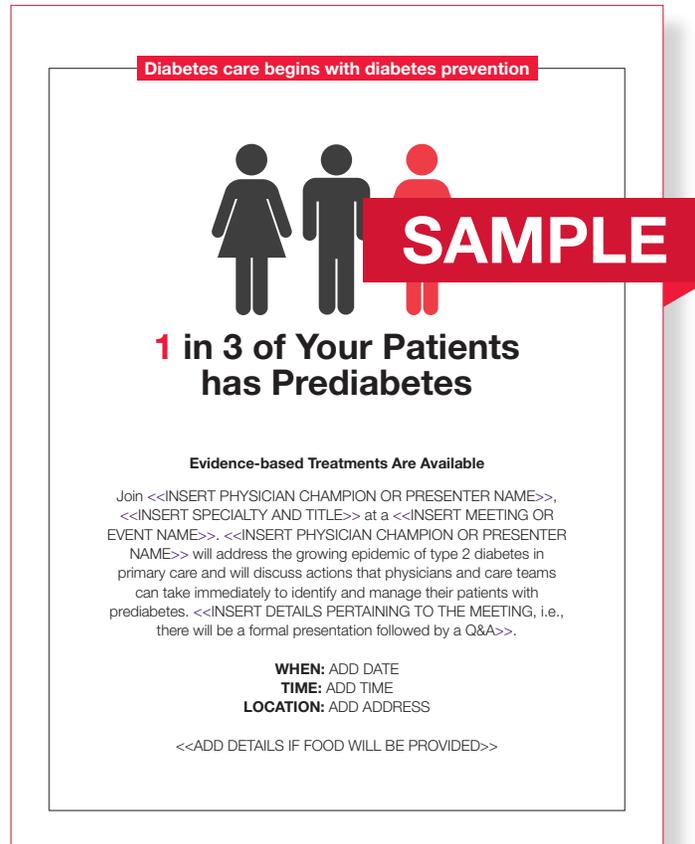
If the meeting is for one group only (i.e., a physician meeting), consider extending an invitation to the entire care team and other key stakeholders. Potential invitees are:

- Primary care practice physicians, NPs and PAs
- Residents
- Residency program directors
- Physician liaisons
- Nurses
- Practice managers
- Care coordinators
- IT/informatics support

2. Marketing/promotion

Verbiage to promote the presentation

The following example provides language you can copy and use to promote your presentation and/or add to either meeting agenda outlined below.



3. Proposed agenda

The agenda should be adjusted based on the allocated length of time granted for the presentation. Below are samples of agendas for 45-minute and 15-minute time slots.

Agenda timeline (45-minute presentation)

Below is verbiage that can be used to market the presentation, or verbiage that can be added to the agenda.

- Physician champion or presenter provides welcome message and gives participants background on the organization's short-term and/or long-term goals pertaining to type 2 diabetes prevention and how it ties to organizational priorities and mission
- Diabetes prevention general presentation (part I: 15 minutes)
 - Use AMA's adaptable slide deck
 - Share learning objectives: (1) Review evidence that supports referring patients with prediabetes to a lifestyle change program (2) Discuss key steps that physicians and care teams can take to prevent type 2 diabetes

- Project team lead, site coordinator or designee presentation (part II: 15 minutes)
 - Add slides to the adaptable deck, proposed topics to discuss:
 - Current locations of the lifestyle change program
 - When classes are being offered
 - Process/specifics on how physicians and care teams can refer into the lifestyle change program
 - Process/specifics on feedback provided to physicians and care teams on their patients after the referral is made
 - Outcomes: Focus on data over testimonials, examples of metrics to consider including:
 - Number of cohorts offered
 - Total participants enrolled and retention rates
 - Average number of sessions attended in months 1–6
 - Average number of sessions attended in months 7–12
 - Average weight loss for all participants
 - Percentage of participants that met the weight loss goals from baseline weight
 - Average physical activity minutes for all participants
 - If possible, show this data with graphs that are easy to view and easy to digest
- Questions and answers (part III: 15 minutes)

Agenda timeline (15-minute presentation)

- Physician champion or presenter provides welcome message and gives participants background on the organization's short-term and/or long-term goals pertaining to type 2 diabetes prevention and how it ties to organizational priorities and mission
- Diabetes prevention general presentation (five minutes)
 - Use AMA's adaptable slide deck and prioritize:
 - Impact of type 2 diabetes
 - Burden of prediabetes
 - Intervention and evidence of the lifestyle change program
- Project team lead, site coordinator or designee presentation (five minutes)
 - Add slides to the adaptable deck, proposed topics to discuss:
 - Current locations of the lifestyle change program
 - When classes are being offered
 - Process/specifics on how the physicians and care teams can refer into the lifestyle change program
 - Process/specifics on feedback provided to physicians and care teams on their patients after the referral is made
- Questions and answers (five minutes)