



## Diabetes Partner Summit Participant & Resource List

Leawood, Kansas

### **Ascend Integrated Media, LLC**

Barbara Kay  
CEO

### **Ascend Integrated Media, LLC**

Rhonda Wickham  
Vice President of Content

### **Boehringer Ingelheim Pharmaceuticals, Inc.**

Kristen Binaso, RPh  
Director, Patient Advocacy & Professional Relations

### **Intelligent Retinal Imaging Systems, LLC**

Anas Daghestani, MD  
Austin Regional Clinic CEO, Medical Director

### **Intelligent Retinal Imaging Systems, LLC**

Patrick Cresson  
Vice President, Sales & Marketing

### **Janssen Pharmaceuticals, Inc.**

Kim Reid, PharmD  
Senior Medical Science Liaison

### **Lilly USA, LLC**

Kathy Ann Lawrence  
Director, US Medical Liaisons - Diabetes

### **Lilly USA, LLC**

Stephen Willis, PA-C  
Medical Liaison - Diabetes

### **AAFP Members**

Kathleen Eubanks-Meng, MD  
Summit Family and Sports Medicine  
AAFP Missouri Chapter President

### **American Academy of Family Physicians**

Craig Doane  
Sr. Vice President, Journal Media and Strategic  
Partnerships, Executive Director AAFP Foundation

Julie Wood, MD, MPH FAAFP  
Sr. Vice President, Health of the Public, Science and  
Interprofessional Activities

RaeLynn Gochnauer  
Director, Strategic Partnerships

### **Merck**

Kerry Edwards, MD  
Executive Director US Medical Affairs

### **Merck (Melanie)**

Hong Song, MSc  
Associate Director

### **Novo Nordisk Inc.**

Michel Farhat, PhD  
Sr. Dir., Professional Association Relations

### **Novo Nordisk Inc.**

Amy West  
Sr. Dir, Patient Marketing & Digital Health Innovation

### **Omada Health**

Rob Guigley  
Vice President, Sales

### **StayWell**

Erin McCarthy  
Business Development Manager

### **Sanofi**

Brad Harmon, MS, MBA  
Head, Diabetes & Cardiovascular Market Development

Afsheen Abdullah Patel, MD  
Saint Luke's Medical Group  
AAFP Missouri Chapter

Natalia Loskutova, MD, PhD  
NRN Director of Evaluation, Health of the Public,  
Science and Interprofessional Activities

Karen Mathes  
Director, Marketing and Strategic Support

Steven Waldren, MD, MS  
Director for eHealth Innovation

## American Academy of Family Physicians (Con't)

Melanie Bird, PhD  
Clinical Policies Strategist, Health of the Public and Interprofessional Activities

Nicole Williams, MPH  
Health Education Strategist, Health of the Public, Science and Interprofessional Activities

Pamela Carter-Smith, MPA  
Clinical Policies Strategist, Health of the Public, Science and Interprofessional Activities

Dan Woodall  
New Business Manager, Marketing and Strategic Support

Sondra Goodman  
Programs/Grant Specialist, AAFP Foundation

Jodi Talia  
Lead Senior Manager, Strategic Partnerships

Barbie Hays, CPC, CPMA  
Coding and Compliance Strategist, Advocacy, Practice Advancement and Policy

Maria Arnone  
Senior Manager, Strategic Partnerships

Kevin Kovach, DrPH(c), MSc  
Population Health Manager, Health of the Public, Science and Interprofessional Activities

Melanie Hayden  
Senior Manager, Strategic Partnerships

Nicole Ryan  
Grant Writer/Grant Strategist, Strategic Partnerships

Shelley Ruhlman  
Senior Program Coordinator, Strategic Partnerships

## Diabetes Guidelines for Reference

<p>AAFP Clinical Preventive Services Recommendations (CPS)</p> <ul style="list-style-type: none"> <li>• Diabetes, Gestational</li> <li>• Diabetes, Abnormal Blood Glucose and Type 2 Diabetes Mellitus Adults</li> </ul>	<p>AAFP's CPS recommendations are provided only as assistance for physicians making clinical decisions regarding the care of their patients. The recommendations contained in the CPS are for screening, chemoprophylaxis and counseling only.</p>
<p>AAFP Clinical Practice Guidelines (CPG)</p> <ul style="list-style-type: none"> <li>• Management of Newly Diagnosed Type 2 Diabetes Mellitus in Children and Adolescents</li> <li>• Oral Pharmacologic Treatment of Type 2 Diabetes Mellitus</li> </ul>	<p>AAFP develops evidence-based clinical practice guidelines (CPGs), which serve as a framework for clinical decisions and supporting best practices. CPGs are statements that include recommendations intended to optimize patient care. They are informed by a systematic review of evidence, and an assessment of the benefits and harms of alternative care options. CPGs should follow a sound, transparent methodology to translate best evidence into clinical practice for improved patient outcomes. Evidence-based CPGs are a key aspect of a patient-centered medical home (PCMH).</p>

## Company Overviews

**Ascend Integrated Media, LLC:** Ascend is a content provider to major medical associations such as American Heart Association, American Academy of Dermatology and American Thoracic Society. They are AAFP's content partner for FamilyDoctor.org, physician wellness content, as well as other funded projects. Ascend has worked for many years with the American Association of Diabetes Educators. They have produced both physician-directed and patient-directed content in diabetes.

**Boehringer Ingelheim:** The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. The company's key assets of interest are: [respiratory diseases](#), [metabolism](#), [immunology](#), [oncology](#) and diseases of the [central nervous system](#).

**Intelligent Retinal Imaging Systems, LLS (IRIS):** IRIS distributes the only FDA-approved telemedicine screening system for diabetic retinopathy. When installed in the primary care setting, the IRIS system increases patient access to preventative care while reducing costs for patients and payers, and improving performance measures and payment

for physicians. IRIS has established clinical partnerships with university health systems, integrated delivery networks, ACOs, private practices, non-profits and FQHCs across the country. They are also fully integrated with EPIC's EHR.

**Janssen Pharmaceuticals, Inc:** Janssen Pharmaceuticals, a division of Johnson & Johnson, manufactures medications in the areas of Cardiovascular and Metabolism, Immunology, Infectious Diseases, Neuroscience, Oncology and Reproductive Health. Their diabetes drug, **Invokana**, is an oral SGLT2. Janssen has presented to AAFP an online T2D diabetes shared decision making tool, developed in partnership with Emmi patient engagement solutions. The tool presents various unbranded T2D medication classifications, with the purpose of ranking treatments by patient preferences and needs. The patient then downloads and prints out a summary to discuss with their physician. The tool was approved by the FamilyDoctor.org team. We are determining the right place and package opportunity for this, depending on Janssen's budget availability.

**Lilly USA, LLC:** Lilly has been a corporate partner for over 15 years. They manufacture a wide variety of insulins, but their most recent meds are all partnerships with Boehringer-Ingelheim. Lilly supports a lot of patient-focused efforts for diabetes patients, including diabetes camps for kids, a resource package for new college students and low-cost purchasing programs for uninsured patients.

**Merck:** Merck has been a corporate partner for over 20 years, and has supported diabetes education for nearly all of that time. They are active partners with the ADA, and in 2009 committed \$15 million to help bridge the care gap for patients in underserved populations. Their current diabetes work is mostly around Januvia, which is a partnership with Pfizer.

- America's Diabetes Challenge - <http://americasdiabeteschallenge.com/>

**Novo Nordisk Inc.:** Novo Nordisk is a long-time corporate partner, with Michel Farhat a current member of the AAFP Foundation Board of Trustees. Novo operates in only two therapeutic areas: diabetes and obesity. Their company mission is to eradicate diabetes worldwide in this century. They provide a wide range of therapeutics, including several with multiple indications like obesity and CVD. Novo maintains the Cornerstones4Care website, which provides many, many tools for patients, caregivers and physicians.

- Cornerstones4Care - <https://www.cornerstones4care.com/>

**Omada:** Omada Health is a digital behavioral medicine company that inspires and enables people at the tipping point of chronic conditions like type 2 diabetes and heart disease to change the habits that put them most at risk. Working with health plans, health systems, and employers, Omada provides scalable, effective lifestyle interventions that deliver clinically-meaningful results. Visit [www.omadahealth.com](http://www.omadahealth.com).

- Diabetes Prevention Program - <https://www.omadahealth.com/>
- Medicare Diabetes Prevention Program - <https://innovation.cms.gov/initiatives/medicare-diabetes-prevention-program/>
- National Diabetes Prevention Program (NDPP) - [https://nccd.cdc.gov/DDT\\_DPRP/Programs.aspx](https://nccd.cdc.gov/DDT_DPRP/Programs.aspx) & <https://www.omadahealth.com/news/cdc-recognizes-omada-health-s-prevent-for-use-in-its-diabetes-prevention-program>
- USPSTF Guidance on Intensive Behavioral Counseling - <https://www.uspreventiveservicestaskforce.org/Page/Document/RecommendationStatementFinal/healthy-diet-and-physical-activity-counseling-adults-with-high-risk-of-cvd>

**Sanofi:** Sanofi is part of a leading global pharmaceutical company that discovers, develops, produces, and markets innovative therapies that enhance people's lives. Their extensive research and development efforts are focused on health care challenges in cardiology, oncology, and internal medicine, as well as metabolic diseases, central nervous system disorders, and vaccines.

**StayWell:** StayWell is a health engagement company focused on helping its clients engage and educate people to improve overall health and business results. StayWell has grown into a leading provider of patient education for primary care providers and the hospital setting, employers, payers, government, and medical societies and associations. Visit [www.staywell.com](http://www.staywell.com).

- Care Engage-Sustain Tool - <http://www.prweb.com/releases/2017/03/prweb14153871.htm>