

## Access & Influence Patients Over Their Entire First Year of Diabetes Education

The first year of diabetes education is a critically important time for the long-term well being of patients and the period when they are most receptive to brand messaging. The *Diabetes Outlook First Year Learning Series* reaches and influences patients when they are newly diagnosed or becoming newly aware of the self-care routines they need to initiate.

### Diabetes Outlook • First Year Learning Series offers:

- Ongoing contact with patients during 12-months of diabetes education
- Sponsored educational content tailored to individual patients by their HCP
- Multi-channel delivery of brand messaging
- Category exclusive topic sponsorship

### Digital + In-Person Delivery of Brand Messaging

The *First Year Learning Series* leads patients on a progressive journey through the key topics of diabetes self-care including: glucose control, monitoring, making smart dietary choices, medication management and exercise.

The program starts with hand-delivery of a Patient Pack by the HCP during an initial office visit. The pack introduces patients to sponsor brands via print advertising, brand literature, product samples & coupons. Patients then receive educational articles selected by their HCP, which are emailed throughout the first 12-months of diabetes education. The dual formats of “in-person + digital content delivery” produce meaningful influence on patient behavior.



“By giving patients nuggets of information over time, they feel less overwhelmed... it’s useful to newly diagnosed patients, and patients who have attended education sessions in the past but now need to be more aware of their numbers, food intake, etc. “

OSU Medical Center – Tulsa, OK  
Feedback about “First Year Learning Series”

*Impactful Diabetes Patient Marketing*