

Brand Building During the Influential Stages of Diabetes Patient Education

Diabetes patient education is critically important for the long-term well being of patients. The *Diabetes Outlook Learning Series* integrates brand marketing within an educational context for up to 12-months, precisely when patients are learning about the self-care routines they need to follow. The Learning Series provides:

- HCP delivery of brand marketing to increase patient awareness & interest
- Ongoing brand messaging to patients throughout diabetes education activities
- Category exclusive topic sponsorship to increase brand focus & preempt competition

Program Specs

- Circulation: 150,000 diabetes patients annually
- Distribution: 1,100 participating healthcare providers
- Timing: Program entry every April for 12 months

Digital + In-Person Delivery of Brand Messaging

The Diabetes Outlook Learning Series offers free educational materials to diabetes educators and physicians. They use the materials to lead patients on a progressive journey through the key topics of diabetes self-care: glucose control, monitoring, medication management, and making smart dietary choices.

The program starts with hand-to-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 chosen specifically for their needs, which are emailed to them for up to 12-months. The dual format of in-person + digital content delivery produces meaningful influence on patient behavior and heightens receptivity to participating brands.



HCP-Delivered Patient Pack