



DCE Annual Report

Diabetes Care and Education Dietetic Practice Group 2005 to 2006

Vision

DCE members are the most valued authorities on nutrition in diabetes care, education and prevention.

Mission

Leading the future of nutrition in diabetes care, education and prevention.

Thank You

Special thanks to our many talented volunteers, allies and industry partners. It is because of your support that DCE has accomplished so much.

Realizing the Vision of DCE

The Diabetes Care and Education Dietetic Practice Group (DCE) continues to make great strides forward through the efforts of our members. DCE is growing and thriving as the largest practice group of the American Dietetic Association (ADA).

Rev. Theodore Hesburgh said it best, "The very essence of leadership is that you have to have a vision." And the realization of DCE's vision drives our future actions: *DCE members are the most valued authorities on nutrition in diabetes care, education and prevention.*

Our members fulfill DCE's vision through what they do for our key stakeholders: people with diabetes and their families, health care providers, industry, and other professional health care organizations.

Throughout DCE's rich history, our outstanding members have taken us to the next level. With such talented, skilled members, there is no limit to what DCE can achieve.

Carrie Swift
MS, RD, BC-ADM, CDE
DCE Chair



DCE's 2005-2006 Executive Committee

Back row (L to R): Charlotte Hayes, communications coordinator; Joan Hill, treasurer; Betty Krauss, public policy coordinator; Deborah Fillman, professional development coordinator; Karen Goldstein, network coordinator.
Front row (L to R): Tammy Brown, secretary; Carrie Swift, chair-elect; Tami Ross, chair; Sandra Parker, past chair/industry relations chair.

Our Members Shape DCE's Future

DCE's first-ever online membership survey was conducted in the fall of 2005. Through the successful use of Web-based survey technology, more than 25 percent of members shared their views.

Information gathered from members drove the revisions and updates to our strategic plan. Further, member feedback indicated that our number-one priority should be strengthening DCE through brand positioning.

Our members spoke, and DCE leaders took action, initiating the creation of an authentic brand to better position our organization for the future.

As a result, we launched a brand-position task force and obtained assistance from a professional marketing consultant, thanks to industry support. After much thought and hard work, the task force developed the following brand position statement:

DCE is an established network of compassionate nutrition experts, empowering individuals with diabetes or at risk for diabetes to integrate positive nutrition practices for optimum health and a lifetime of success and satisfaction.

Future continued

In addition to our marketing / public relations (i.e., brand positioning) priority, members who responded to our survey identified three additional strategic priorities:

- Enhancing membership engagement
- Strengthening alliance / international relationships
- Promoting Medical Nutrition Therapy (MNT) research opportunities

In 2006-2007, DCE leaders will respond by:

- Working to clarify gaps between what “currently is” and how we can realize our full potential as stated in our brand position
- Refining and prioritizing DCE’s objectives
- Determining actions that will enhance alignment with the brand position. *This implementation process will continue throughout the year.*

Critical to the mission of DCE is frequent, open communication with DCE’s key constituents: our members, industry, professional organizations, health care providers, and people with diabetes and their families. In the words of Margaret Mead, “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

DCE understands that aligning our strategic priorities with our key constituencies can allow us to change the world — together — by improving the success and satisfaction of people with diabetes. —CS

DCE Value Chain



Member Benefits at a Glance

DCE provided members with professional development opportunities through our highly valued newsletters, Website and electronic mailings. Continuing education credits obtained by members via issues of *On The Cutting Edge* can be applied to the Registered Dietitian (RD), Certified Diabetes Educator (CDE) and Board Certified – Advanced Diabetes Management (BC-ADM) credentials to fulfill educational requirements for recertification.

The DCE / American Dietetic Association Foundation (ADAF) Outcomes Research Award to support research in MNT for diabetes continues to be offered as an ongoing annual grant opportunity for members. DCE offers a mentoring program for student members and for members new to diabetes care and education. Among other awards, DCE offers educational stipends and speaker stipends, which are generously supported by our industry partners. DCE has collaborated with various international diabetes organizations by sponsoring speakers at conferences and distributing past DCE newsletter issues to conference participants.

These collaborations have provided excellent networking opportunities with dietitians and other health care professionals abroad. DCE also hosts networking opportunities for members at receptions during the Food and Nutrition Conference and Expo (FNCE) and American Association of Diabetes Educators (AADE) Annual Meeting.

Key DCE Projects, 2005-2006

Publications and Communications

Newsletters

Newsflash and *On The Cutting Edge* were again voted top member benefits. *On The Cutting Edge* topics included "New Diabetes Technologies and Therapies," "Physical Activity and Diabetes," and "Medications and Diabetes: New Helps and Old Friends."

DCE Publications

Authored and edited by DCE members, the *ADA Guide to Diabetes Medical Nutrition Therapy and Education* (2005) book is selling well in its second printing.

Electronic Communications

The DCE Website, www.dce.org, features DCE publications, awards, annual reports, professional development/educational opportunities, the mentoring program, diabetes/nutrition newswire reports, job listings, professional resources, etc. Abstracts and selected articles from *On the Cutting Edge* are highlighted, and patient education slicks can be printed. The Recipe of the Month feature now includes an archive. The Website averages 2,000 hits a month.

More than 1,000 subscribers share ideas, tools and clinical information relevant to diabetes and nutrition on the DCE electronic mailing list (EML). The EML also informs members about ADA activities and new online options.

ADA Standards of Practice and Standards of Professional Performance (SOP/SOPP) Workshop Task Force

In September 2005, this DCE task force began to create a "train the trainer" program for the new ADA SOP/SOPP for registered dietitians in diabetes care. The task force concluded that increased awareness of the standards was needed. Based on this assessment, the task force developed an interactive workshop to be launched at FNCE 2006.

A video portion features an RD at each level of practice (generalist, specialist and advanced) and includes an interactive activity for self-assessment and planning. Expansion of this workshop to select state-affiliate meetings and development of a Web-based version is planned for 2007 and 2008, respectively.

Branding

A brand position was established to further strengthen the practice group. Implementation of DCE's brand position is now in progress. (See page one for more information.)

Professional Development Projects

The 2006 DCE Leadership Retreat topics included "Brand Positioning" and "The Legislative Process in Dietetics: Skills for Success!" These learning sessions helped DCE's leaders enhance their skills and further position DCE as "cutting edge" in dietetics and diabetes.

DCE Mentoring Program

- DCE mentees continue to be matched with mentors.
- An online CDE exam study group formed in 2005.
- A DCE welcoming committee formed in April 2006, and 1,200 new members were matched and welcomed by committee members.

Public Policy and Reimbursement

"The future is not someplace we are going to but a place we are creating. The paths to it are not found; they are made," once proclaimed Jane Garvey, former deputy administrator, Federal Highway Administration. DCE members affirm this belief through their support of ADA's legislative activities that influence coverage and payment policies, which are critical for continued service in the marketplace. Efforts included the Medicare MNT expansion, with approval of covered RD-telehealth services in January, 2006; support of MNT as a core medical service listed in the Ryan White Care Act; continued monitoring and action via demonstration pilot programs; and other strategies to advance the current MNT benefit to include cardiovascular disease and pre-diabetes.

The DCE Reimbursement Committee has updated valuable resources on the Website and via the EML to assist members in understanding diabetes self-management education (DSME) and Medicare MNT, as well as third-party payer reimbursement. The committee will continue to work closely with ADA Quality Outcomes and Coverage Team on local and national diabetes issues and with ADA's staff in the transition to a National Provider Identifier (NPI) system throughout 2006.

Alliances

Alliance Relationships

DCE networked with other organizations to improve outcomes for people with diabetes. DCE members held key roles on boards, committees and/or task forces of the ADA, American Diabetes Association, AADE, Society of Hospital Medicine, and the Joint Commission on the Accreditation of Healthcare Organizations.

DCE/ADA was represented on the National Diabetes Education Program (NDEP) steering and operations committees and various work groups. DCE also participated in a meeting of the NDEP to develop and promote an initiative to help prevent type 2 diabetes in women with previous gestational diabetes.

DCE/ADA was also represented at the American Association of Clinical Endocrinologists consensus conference, with a presentation on nutrition therapy for inpatient glycemic control.

International Activities

In September 2005, three leaders represented DCE at the European Association for the Study of Diabetes meeting in Athens, Greece, providing a more global presence for DCE and laying the groundwork for several future ventures.

In March 2006, DCE sponsored a member to speak at the University of the West Indies Diabetes Outreach Program conference in Jamaica and a DCE member to speak at the American Overseas Dietetic Association meeting in Dublin, Ireland.

Our Industry Partners

June 1, 2005, through May 31, 2006

DCE thanks the corporate sponsors that have supported the group's mission, vision and strategic plan. Due to our industry partners' generosity, the following DCE projects were accomplished in the past year:

BD Consumer Healthcare

- Spring 2006 issue of *Newsflash*

Diabetic Cooking magazine

- DCE Awards Breakfast at 2005 FNCE
- 2005 Diabetes Educator of the Year Award
- Free *Diabetic Cooking* magazine subscription for DCE members

Eli Lilly and Company

- Spring 2006 issue of *On The Cutting Edge*, "Medications and Diabetes: New Helps and Old Friends"
- Support of 2006 DCE Leadership Retreat
- Winter 2005-2006 issue of *Newsflash*
- 2005 DCE Creative Nutrition Education Award
- Support of brand position development for DCE leadership

Enova

- Support of 2006 DCE Leadership Retreat

General Mills

- DCE Leaders' Meeting Breakfast at 2005 ADA FNCE

Health Management Resources

- Four 2005-2006 DCE Educational Stipend Awards

Lean Cuisine

- Support of 2006 DCE Leadership Retreat

LifeScan

- Summer 2006 issue of *On the Cutting Edge*, "Examining the Issues of Diabetes in Youth"
- Winter 2005-2006 issue of *On the Cutting Edge*, "Physical Activity and Diabetes"
- Fall 2005 issue of *Newsflash*
- 2005 Distinguished Service Award
- Pre-conference workshop at 2005 ADA FNCE, "Glycemic Effect of Food and Physical Activity: Make it a Winning Combination"

McNeil Nutritionals

- DCE Reception at the 2005 AADE Annual Meeting
- DCE Reception at the 2005 ADA FNCE

Novo Nordisk

- 2006 Government affairs meeting of DCE and ADA leaders

Nutrition 21

- DCE Business Suite at 2005 ADA FNCE

*Thank you,
industry partners!*

2005 DCE Awards

Distinguished Service Award

Sponsored by LifeScan
Diane Reader, RD, CDE

Creative Nutrition Education Award

Sponsored by Eli Lilly and Company
Carol Brunzell, RD, LD, CDE

Publications Award

Sponsored by DCE
Jackie Boucher, MS, RD, BC-ADM, CDE

Diabetes Educator of the Year Award

Sponsored by Diabetic Cooking Magazine
Patti B. Geil, MS, RD, FADA, CDE

Honorary Member Award

Sponsored by DCE
Ronald Moen, MS

Medical Nutrition Therapy Diabetes Outcomes Research Award

Sponsored by DCE and the American Dietetic Association Foundation (ADAF)
Jackie Boucher, MS, RD, BC-ADM, CDE

Legislative Activity Award

Sponsored by DCE
Leonilda McDonagh, RD, CDE

Educational Stipends

Sponsored by Health Management Resources
Ruth Bear, MS, RD, BC-ADM, CDE
Vijaya Juturu, PhD, RD
Nadine Braunstein, MS, RD, LDN, CDE
Scharla Nunes, MS, RD, CDE

Speaker Stipends

Sponsored by DCE
Janis Roszler, RD, CDE
Sandra Parker, RD, CDE
Terri Ryan-Turek, RD, CDE
Joan V. C. Hill, RD, LD, CDE
Christine Hurley, RD, LDN, CDE

2005 ADA Award Winners

ADAF Award for Excellence in the Practice of Community Dietetics
Ann Albright, PhD, RD

ADAF Award for Excellence in the Practice of Dietetics Research
Linda M. Delahanty, MS, RD, LDN

2005-2006 Un-audited Financial Report

June 1, 2005, through May 31, 2006

REVENUE	Actual	Budgeted
Membership dues	\$171,510	\$168,000
Publications sales/subscriptions	\$667	\$500
Royalties	\$4,000	\$700
Grants/contracts	\$139,779	\$142,000
Interest income	\$13,940	\$0
REVENUE	\$330,379	\$311,700

EXPENSES	Actual	Budgeted
Lodging/food/transportation	\$48,525	\$47,530
Professional consulting	\$44,725	\$57,214
Postage	\$22,132	\$28,430
Mailing service	\$3,156	\$6,300
Office supplies	\$4,370	\$6,280
Stationery/forms	\$0	\$650
Telephone	\$1,242	\$4,610
Teleconference expense	\$1,748	\$2,511
Advertising/promotion	\$0	\$4,750
Temporary help	\$0	\$0
Other expense	\$2,022	\$35
Books/subscriptions	\$0	\$0
Membership dues/seminar fees	\$10,831	\$18,665
Outside services	\$11,515	\$15,645
Donations to ADAF	\$6,400	\$4,300
Honorariums/awards	\$8,168	\$8,250
Donations	\$6,300	\$300
Audio visual	\$4,618	\$4,600
Depreciation	\$0	\$914
Food service	\$18,462	\$18,250
Printing/copying	\$65,641	\$56,675
Word processing	\$90	\$0
EXPENSES	\$305,825	\$346,082
Net profit (loss)	\$24,554	(\$34,382)

2006-2007 Executive Committee

Chair

Carrie Swift, MS, RD, BC-ADM, CDE
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Chair-elect

Charlotte Hayes, MMSc, RD, LD, CDE
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Past Chair/Industry Relations

Tami Ross, RD, LD, CDE
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Secretary

Tammy Brown, MPH, RD,
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Treasurer

Joan Hill, RD, LD, CDE
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Public Policy Coordinator

Carol Hamersky, RD, CDE, MBA
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Looking Ahead: DCE's Strategic Plan

DCE is an established network of compassionate nutrition experts, empowering individuals with diabetes or at risk for diabetes to integrate positive nutrition practices for optimum health and a lifetime of success and satisfaction.

Strategic Priority Areas

- Marketing and public relations/brand positioning
- Membership engagement
- Alliance/international relationships
- Research

2006-2007 Strategic Goals

- DCE brand will be recognized among our key constituents
- Engage a greater number of members in DCE in order to enhance member satisfaction, involvement and retention
- Strengthen DCE's presence and involvement in the diabetes community, locally, nationally and internationally
- Promote research that examines diabetes and pre-diabetes MNT outcomes provided by dietetics professionals

*Visit our Website
at www.dce.org*

DCE

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Diabetes Care and Education

A dietetic practice group of the American Dietetic Association