

***Embargoed until:***  
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Contact: Diane Tuncer, (703) 299-5510  
Elizabeth Magsig, (703) 549-1500, ext 2146  
*NEWS ROOM June 22 - 26, 2007:*  
Room E270, McCormick Place Convention Center;  
(312) 949-3210; Fax (312) 949-3218

## **AMERICAN DIABETES ASSOCIATION AND HEALTHY INTERACTIONS ANNOUCE A COLLABORATION TO TRANSFORM DIABETES EDUCATION**

### ***Innovative Experiential Learning Tool For Improving Diabetes Self-Management***

*Chicago, IL (June 24, 2007)* – The American Diabetes Association (ADA) and Healthy Interactions Inc. (Healthyi) launched a series of U.S. Diabetes Conversation Maps™ tools to better engage patients – through their interactions with health care professionals – to learn about diabetes and lifestyle modifications that can lead to improved diabetes self-management. The five U.S. Diabetes Conversation Maps were launched at the American Diabetes Association’s 67<sup>th</sup> Annual Scientific Sessions.

“Diabetes self-management education is the cornerstone of care for all people with diabetes who want to achieve successful health-related outcomes,” said Martha M. Funnell, MS, RN, CDE, past-president, Health Care & Education, American Diabetes Association and Co-Director for the Behavioral, Clinical, and Health Systems (BCHS) Intervention Research Core at the Michigan Diabetes Research and Training Center. “The diabetes Conversation Maps are an important tool to engage patients in the learning process so that they can remember information more effectively, and use that information to guide the decisions they must make on a daily basis regarding their diabetes.”

The U.S. Diabetes Conversation Maps leverage large 3 foot by 5 foot metaphoric images to provide an innovative and interactive way to improve the “conversation” between health care professionals and diabetes patients. Designed for use in small groups of three to 10 patients, the diabetes Conversation Maps offer a forum for dynamic group discussion, rather than one-way lecture. For instance, the “Diabetes and Healthy Eating” Conversation Map helps identify facts and myths around diabetes and nutrition, and helps patients learn how they can navigate the myriad of issues that a person with diabetes must manage when it comes to diabetes and healthy food choices. “This is a learning process by which patients can explore diabetes-related health facts and ‘take ownership’ of what they learn through peer-to-peer interactions,” added Ms. Funnell.

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#### **National Office**

1701 North Beauregard Street  
Alexandria, VA 22311  
Tel: 703-549-1500

#### **Diabetes Information**

call 1-800-DIABETES (1-800-342-2383)  
online [www.diabetes.org](http://www.diabetes.org)  
The Association gratefully accepts gifts through your will.

#### **The Mission** of the American

Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

*U.S. Diabetes Conversation Maps – page 2*

The U.S. Diabetes Conversation Map tools consist of five diabetes Conversation Maps:

- 1) Diabetes Overview
- 2) Diabetes and Healthy Eating
- 3) Blood Glucose Monitoring
- 4) Natural Course of Diabetes
- 5) Gestational Diabetes

Linda Siminerio (RN, PhD, CDE, Executive Director, University of Pittsburgh Diabetes Institute, past-president Health Care & Education, American Diabetes Association), Martha Funnell (MS, RN, CDE, past-president, Health Care & Education, American Diabetes Association and Co-Director for the Behavioral, Clinical, and Health Systems (BCHS) Intervention Research Core at the Michigan Diabetes Research and Training Center), Karmeen Kulkarni (MS, RD, BC-ADM, CDE, past-president Health Care & Education, American Diabetes Association), and Michael Weiss (patient advocate and past Chair of the Board, American Diabetes Association) formed the ADA subject matter expert team that worked with Healthyi to develop the five US Diabetes Conversation Maps™.

Using content developed and approved by the American Diabetes Association, Healthyi will coordinate the training of over 10,000 health care professionals engaged in diabetes education and provide – at no cost – all five diabetes Conversation Maps. This training will take place over the next three years. Included in the deployment of the U.S. Diabetes Conversation Map tools are the 2,800 ADA Education Recognized Programs (ERP) centers. Additionally, this effort will also consist of a website to support health care professionals who have been trained to use the U.S. Diabetes Conversation Maps, and a website for patients (and their family members) who have experienced a U.S. Diabetes Conversation Map session.

"We have a unique opportunity to make a very real and important difference in the lives of millions of people with diabetes and in the lives of the healthcare professionals who care for them," said Peter Gorman, President of Healthyi. "Patients increasingly need to become better self-managers of their diabetes. Together, the American Diabetes Association and Healthy Interactions will transform diabetes education, enabling patients to advance their awareness and knowledge about their disease, to assume greater personal ownership for lifestyle changes and to employ practical actions to improve their health. We appreciate Merck's sponsorship of Healthyi to support the distribution of the U.S. Diabetes Conversation Maps to over 10,000 health care professionals."

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Diabetes Conversation Maps were first launched in Canada in 2006. Diabetes Conversation Maps are becoming the diabetes education standard in Canada. Over 50% of all health care professionals engaged in diabetes patient education have been trained and equipped with diabetes Conversation Maps in Canada. Ninety-eight percent recommend diabetes Conversation Maps to their fellow health care professional. One hundred percent of patients recommend diabetes Conversation Maps to their peers.

### **About the American Diabetes Association**

The American Diabetes Association is the nation's leading voluntary health organization supporting diabetes research, information and advocacy. Founded in 1940, the Association has offices in every region of the country, providing services to hundreds of communities. For more information, please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit [www.diabetes.org](http://www.diabetes.org). Information from both these sources is available in English and Spanish.

### **About Healthy Interactions**

Healthy Interactions Inc. (Healthyi) is an innovator and leader in creating Personal Health Engagement™, and Conversation Maps™ tools. Healthyi is revolutionizing and becoming the healthcare education standard in the United States and around the world. Founded in 2003, Healthyi's mission is to improve healthcare decision-making of patients and healthcare professionals by transforming the way in which they experience and internalize health-related information, leading to behavior change and improved self-management. Healthyi achieves this mission by developing and distributing small-group Conversation Map™ tools, web 2.0 tools, and tools specifically created for pharmacy and retail settings. Healthyi also builds and maintains learning networks and venues. Personal Health Engagement™ and Conversation Map™ are trademarks of Healthy Interactions Inc. Visit Healthyi at [www.healthyi.com](http://www.healthyi.com). Contact Pete Gorman, (419) 787-6221, or Paul Lasiuk, (312) 755-9901.

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