



# Focus on Diabetes™

## Impact Report 2021



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# Executive Summary

On behalf of the American Diabetes Association® (ADA) and the over 37 million individuals living with diabetes, I would like to thank our visionary partners, **VSP® Vison Care** and **Regeneron Pharmaceuticals** for their continued support as we navigate through such a unique partnership over the last two years. While we had some challenges along the way, such as COVID-19, political uproar, and the racial unrest within our nation, we did not allow it to stop our work. We came together even more closely than before with new and innovative ideas because of the important need. We also know that the number of individuals with diabetic retinopathy is predicted to increase by nearly 50%—that's over 11 million people by 2030.

Let's continue to educate the people at risk for diabetes, people living with diabetes, their families, caregivers, and health care providers about the crucial role annual comprehensive eye exams play in prevention, early detection, and timely intervention for eye disease to avoid vision loss caused by diabetes.

We saw impactful results, which included:

- Delivering easy-to-follow information and unique experiences to help educate and engage our diabetes and at-risk audience through our Champions (patient advocates) events, Healthy Vision Month, and Ask the Experts—an educational series that attracted upwards of 2,460 attendees.
- Our Blurred Vision campaign, which launched in late October and ran through December, promoting the Type 2 Diabetes Risk Test and the common symptom of undiagnosed diabetes—blurred vision—with a call to action encouraging individuals to schedule an annual dilated eye exam. The campaign received over 12.2 million impressions and resulted in 5,668 risk tests taken.
- A qualitative research study we conducted with health care professionals. The research results gave us a better understanding of primary care providers' and ophthalmologists'/optometrists' perceptions of motivators and barriers in proactive eye care and treatment. These findings will help drive priorities in 2022 as the ADA continues to develop targeted education curriculum and practice tools.
- The launch of our 200-level continuing education course for optometrists, and integration of the diabetic retinopathy risk test tool on the Focus on Diabetes (FOD) website. This tool by RetinaRisk™, which launched in January 2022, empowers individuals to calculate their risk of developing vision-threatening eye disease, better understand risk factors, and learn simple steps to prevent vision loss.

As we embark on this next year of our partnership, we must continue to drive impact, behavioral change, patient care, and develop and highlight the resources that will continue to help millions living with diabetes prioritize their eye health. I am certain, if we continue to work together, all that we have set in motion will be achieved this year and beyond.

Sincerely,

Charles D. Henderson

**Chief Development Officer**

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# Focus On Diabetes Overview

The Focus on Diabetes (FOD) eye health initiative represents one of the ADA's comprehensive campaigns to overcome barriers in implementing therapeutic advances in clinical practice toward better health outcomes for people with diabetes. Our efforts are focused on specific disease states, and we are committed to treating the whole patient while addressing gaps in the most prevalent comorbidities associated with diabetes, including cardiovascular disease, stroke, ongoing glucose management, foot complications, and chronic kidney disease.

On this foundation, we know that about 95% of diabetes related eye disease is preventable. Using an approach developed in collaboration with our Visionary Partners, our awareness and education strategy aims to accelerate early intervention, care, and treatment to improve the lives of people at risk for and living with diabetes and those caring for people with diabetes. Below are the pillars of our efforts.

## Program Objectives

### I. Consumer Awareness & Activation

People who have not been diagnosed with diabetes. This includes people who have been diagnosed with prediabetes.

- Reach at-risk audiences to increase awareness and initiate risk identification and eye exams.

### II. Support & Education for People with Diabetes

People who have been diagnosed with diabetes.

- Raise awareness of the risk of diabetes-related eye disease and drive preventative behaviors.
- Integrate into other ADA flagship programs, including Ask the Experts, Project Power, and Imagine Camp to reach additional demographics and age groups.

### III. Professional Engagement

Primary care and eye health professionals.

- Educate professionals to drive preventative behaviors and treatment.

## Key Messaging

- If you are at risk for diabetes, talk to your health care team.
- Blurred vision is a prominent symptom of undiagnosed diabetes.
- Annual comprehensive dilated eye exams play a crucial role in the early prevention, detection, and intervention of eye disease and vision loss caused by diabetes.
- Diabetic eye disease can be prevented and effectively treated with early detection.



# What We Accomplished in 2021

Target Groups	Consumer Awareness & Activation	People with Diabetes Support & Education	Professional Engagement & Education
Objectives	Reach at-risk audiences to increase awareness & initiate risk identification & eye exams	Raise awareness of the risk of diabetes-related eye disease among people with diabetes and drive preventative behaviors	Educate primary care providers and Focus on Diabetes professionals and drive preventative behaviors and treatment
Awareness / Reach	<b>202.2M+</b> Media Reach		
	<b>13.4M+</b> Consumer Social Media		<b>49.2K</b> Professional Social Media
Engagement	<b>46,743</b> Risk tests taken	<b>4.0M</b> Consumer resources	<b>2.6M</b> CE and Non-CE, practice tools and resources
Outcomes	1.) Increased number of people who get tested for diabetes by HCP 2.) Increased number of people who discuss diabetes-related eye disease risk and prevention with an eye doctor	Improved knowledge, self-efficacy, intentions, and behavior around prevention and/or management of diabetes-related eye disease.	1.) Increased percent of PCPs who discuss the eye health with patients and refer to eye exams 2.) Increased eye doctor knowledge of diabetes 3.) Improved coordination of care

In 2021, we executed multi-channel awareness consumer campaigns with the goal to:

- I. Increase awareness and understanding of the connection between type 1 and type 2 diabetes and diabetes-related eye disease
- II. Improve access to screening opportunities, diabetes risk testing, and consumer education

Support and education efforts for people with diabetes included patient/provider dialogue, peer support, and other education tools to support eye health awareness and improve a person's self-management of their diabetes. Education included the key role of regular eye care in the prevention of diabetes-related eye diseases.

We increased our engagement with optometrists, ophthalmologists, and primary care professionals with podcasts, webinars, and other resources to provide comprehensive accredited and non-accredited education about the relationship between diabetes and diabetes-related eye diseases.

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# Survey Outcomes

In 2020, we refined our goals and conducted research focused on people at risk for diabetes, people with diabetes, and health care professionals to drive the FOD strategy. We assessed baseline awareness, confidence, and behaviors to find the key insights, and those metrics served as our baseline data and guide where we look to drive improvement. As of 2021, here is what we found...

## Post-Diabetes Risk Test Survey

- A total of 3,181 respondents scored “high risk” on the Type 2 Diabetes Risk Test, among participants from October 2020 through December 2021.
- Out of ~59% who talked to a health care professional about the risk test results, 38% were tested and diagnosed with prediabetes and 40% were tested and diagnosed with diabetes.
- 298 respondents replied to the question about being diagnosed with any of the following diabetes-related eye diseases:
  - 38% tested/diagnosed with prediabetes.
  - 40% tested/diagnosed with diabetes.
  - 18% talked to an eye doctor about their high risk score.
  - Out of this group:
    - 27% diagnosed with cataracts.
    - 12% diagnosed with glaucoma.
    - 6% diagnosed with diabetic retinopathy.
    - 4% diagnosed with retinal detachment.
    - 2% diagnosed with diabetic macular degeneration.

## Living with Type 2 Diabetes Survey

- Fielded in December 2021, we received 187 responses.
- Results shown for this small sample size.
  - 10% increase in the number of participants with dilated pupil eye exam in the last year.
  - 12% increase in the number of participants who have dilated eye exam scheduled in the next year.

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# Messaging to Consumers and People with Diabetes

Eye exams are the key drivers for reaching at-risk audiences to increase awareness and initiate risk identification. People not yet diagnosed with diabetes or high-risk consumers with diagnosed prediabetes are encouraged to take the ADA's **Type 2 Diabetes Risk Test**, a simple seven-question test that takes only a minute to complete. High or low results indicate a participant's risk for type 2 diabetes and provides next steps and advice to help individuals manage their risk. In 2021, over 46,000 risk tests were taken via the FOD website or partner website. If participants choose to provide their email address, they receive email communications based on their risk profile with information and access to diabetes and eye health resources, such as diabetes self-management education and support services, or how to contact an eye health provider.

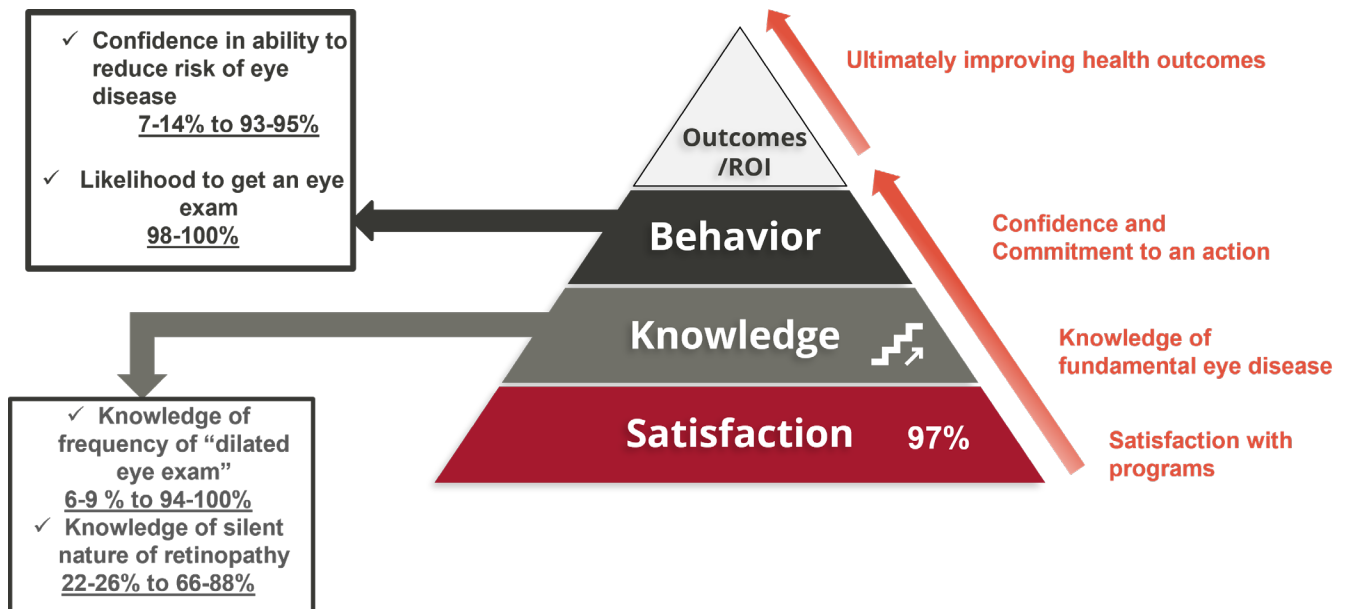
For people with diabetes, educational and support messaging on diabetes-related eye health prevention and management was delivered through various ADA channels, encouraging annual dilated and comprehensive eye exams and intentional preventative behaviors.



We continued to deliver messaging on eye health, emotional well-being, healthy eating, and getting active through **Living With Type 2 Diabetes and Healthy Living** e-newsletters, which were sent to approximately 400,000 individuals each month, available in English and Spanish. Our **Center for Information** (call center) continued to track constituents' inquiries who call with questions about eye health, patient assistance, and diabetes management. Eye health questions were reviewed regularly to ensure resources were either up to date and/or are being developed to address patient needs.

We also conducted an FOD **Ask the Experts**, a call-in and online engagement platform designed to help tackle issues commonly faced by people living with diabetes and who want to better understand the link between diabetes and other co-morbidities. FOD hosted five live events in 2021 featuring eye health experts. The events had a total of 2,460 attendees who reported a high level of satisfaction with the events, a substantial increase in knowledge of eye health and a commitment to getting an eye exam. [Full recordings can be accessed from our website](#), and podcasts from the live events were developed to expand reach.

## Overall outcomes of the FOD Ask the Experts series based on the pre/post reporting responses:



Legend: Kirkpatrick model for educational outcomes for people with diabetes

## YOUTH AND FAMILY – Imagine Camp and Project Power

When the world went virtual, so did our youth programming—connecting kids with diabetes to adventure, education, mentorship, and each other. ADA Imagine Camp facilitated at-home, virtual experiences for children and their families. Leading up to Imagine Camp, FOD supported youth and families by hosting Facebook live events about the importance of eye health and eye exams, and the impact of screen time on eyes.

ADA Imagine Camp imparts tips and tools for living well with diabetes, reduces feelings of isolation, improves confidence and independence in diabetes management, and fosters lifelong friendships. To fuel the fun, we delivered packages to each camper’s home which included a traditional camp T-shirt, an activity journal, FOD branded sunglasses, and a reminder card to get an annual eye exam.



## Blurred Vision Campaign

In late October and leading into American Diabetes Month® (November), we launched a Blurred Vision campaign which ran through December. The campaign promoted the Type 2 Diabetes Risk Test and a common symptom of undiagnosed diabetes—blurred vision. The campaign which also featured advertising on Facebook, display ads, and search engine marketing, received more than 12 million impressions and resulted in 5,668 people taking the risk test.



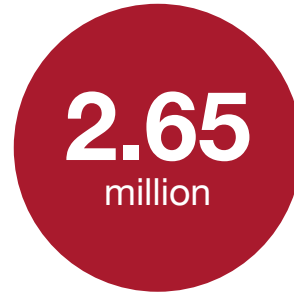


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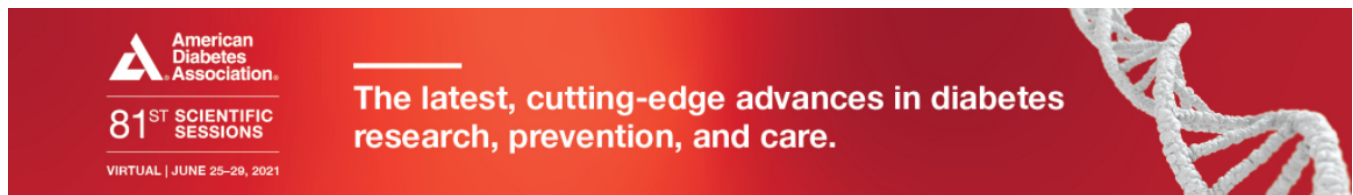
# Professional Engagement & Education

## Professional Engagement

FOD engages and educates both primary care providers and eye health professionals. Our goal is to educate primary care providers about the relationship between diabetes and diabetes-related eye disease and to educate eye health care professionals and office staff on the signs, symptoms, and complications of diabetes.



professionals reached through the ADA's professional channels providing education and resources



## Scientific Sessions & Eye Health Interest Group

For the second year in the ADA's 81-year history, the ADA's Scientific Sessions was successfully translated into an entirely virtual experience. The ADA continued to offer information on the latest advances in diabetes research, treatment, and care, as well as host a prime setting for researchers and health care professionals to exchange ideas.

The Eye Health Interest Group leadership team organized a discussion on diabetes and the eye, entitled, *Ocular Health Care by Telehealth and Artificial Intelligence (AI)*. Michael Abramoff, MD, PhD, presented on the use of AI in the diagnosis of diabetic retinopathy and Bobeck Modjtahedi, MD, presented on telehealth in ocular care for diabetic retinopathy before and after the COVID-19 pandemic.

The Eye Health Interest Group serves to grow relationships, foster knowledge, and share research updates throughout the year.

## Accredited Continuing Education (CE)

A new 200-level FOD CE accredited course for optometrists was developed exclusively for VSP by the ADA. Webinars from the course were presented live to VSP network optometrists on six separate occasions, and a self-guided version is available through both VSP’s learning management system and the ADA’s educational portal.

In addition, *A Closer Look at Diabetes for Optometrists* was presented by Sherrol Reynolds, OD, FAAO; Tina Mac Donald, OD, CDCES, FAAO; and John Cain, MSPAS, PA-C. Almost 100 optometrists have attended the webinar or completed the self-guided course.



VSP hosted three “Mahalo” accredited continuing education events where optometrists could complete both 100-level and 200-level accredited courses together and earn an ADA badge for a complimentary ADA professional membership. More than 580 optometrists participated in the events. Additionally, the 100-level CE course, *FOD Overview for Optometrists 101*, which could be self-guided or presented as a live webinar, was also completed by more than 500 optometrists.

## Non-accredited CE

FOD non-accredited course for health care professionals—*Diabetes and Eye Health: A Guide for Primary Care Clinicians*—has reached more than 750 participants. *An Overview for Optometry Clinic Staff* has been developed and launched as a series of four narrated videos for VSP network office staff through VSP’s learning management system. Almost 100 office staff have completed the full series.

With the relaunch of the [\*ADA’s Education Recognition Program \(ERP\) University\*](#), downloadable FOD eye health resources for diabetes care and education specialists and shareable resources for patients were

featured on the website and in ERP quarterly newsletters. Links highlighting videos, podcasts, and upcoming events about diabetes and eye health were also featured.

The [\*FOD Standards of Care Pocket Chart\*](#) was developed highlighting clinical eye care guidelines for patients with or at-risk for diabetes. The guide is now available for viewing on both the FOD website and within the ADA’s *Standards of Care* mobile app, and has more than 2,100 views.



# Strategic Alliances

FOD uses its platform to build awareness of diabetes-related eye disease by engaging with strategic alliance partners in the conversation about eye health and prevention in media events, and by highlighting topics on health equity and the connection between eye health, diabetes, and wellness on its website and social and digital channels.

## National Medical Association

On April 8, the ADA met with Dr. Ninita Brown and the Ophthalmologist Group Leadership Team of the National Medical Association via Zoom to learn about the organization's priorities to engage young African Americans and Hispanic and Latino individuals in research and ophthalmology as well as address the barriers that impact both health professionals and patients and the early detection and treatment of diabetes-related eye disease.




Dr. Brown was also featured expert on the FOD Eye Health Facebook live chat on May 11, one of the ADA's Healthy Vision Month events.

## RetinaRisk

The maker of the RetinaRisk, a diabetes retinopathy risk test app, is a strategic alliance partner of FOD. The RetinaRisk algorithm empowers individuals to calculate one's risk of developing sight-threatening eye disease such as diabetic retinopathy, better understand the risk factors, and learn simple steps to prevent vision loss. [The app is available to consumers on the FOD web page.](#)

## Diabetic Retinopathy Risk Test

Powered by  RETINARISK

**RetinaRisk enables you to calculate your future risk of diabetic retinopathy and helps you take better decisions today for your future health**

I'm over the age of 16 and have read and accept the [terms](#).

[Continue](#)

[Privacy Policy](#)

Get Started   Language   Type of diabetes   Gender   Diagnosis   Retinopathy   HbA1c   Blood pressure   Test results



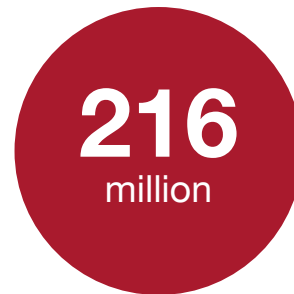
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# Initiative Communications

Social media plays a significant role in communicating and raising awareness of the FOD initiative. Key messaging was posted on Facebook, Instagram, LinkedIn, and Twitter and engaging live social media events were held. The 2021 overall media including social media reach was over 216 million!

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**Recent polls indicate that one in four people with diabetes are putting off annual eye exams because of the COVID-19 pandemic. FOD kicked off Healthy Vision Month with a roundtable discussion on diabetes and eye health. The panel featured a retina specialist, an endocrinologist, an optometrist, and two patient advocates discussing the impact the COVID-19 pandemic has had on people living with diabetes, and especially their eye health.**



reached through ADA channels including social media, earned and paid media, and ADA journal publications.


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## Healthy Vision Month

Healthy Vision Month’s “The Next Step Eye Challenge” was a huge success and a big step forward in executing our message and reaching our key audiences. Weekly key messages—educate, empower, execute, and encourage—were highlighted by FOD Champions (patient advocates), which drove viewers to the FOD website and content. The campaign also included a media tour, storytelling and activation in digital and social media platforms yielding a reach of more than 21 million impressions. The month-long series of events included Be A Friend Friday, a media roundtable, trivia night, and live chats.



**Be A Friend Friday (BAFF)**, a 30-minute conversational, human story-focused LIVE Instagram series, which occasionally expands to Facebook and YouTube. Its aim is to connect with members and supporters of the diabetes community on a more personal level. During Healthy Vision month, Natalie Karabel and Michael Donohoe joined BAFF to motivate and inspire. They shared their eye health journey and talked about diabetic retinopathy, mental health, self-compassion, doctors' visits, and more. BAFF is promoted on ADA's Facebook, Instagram, and Twitter channels.

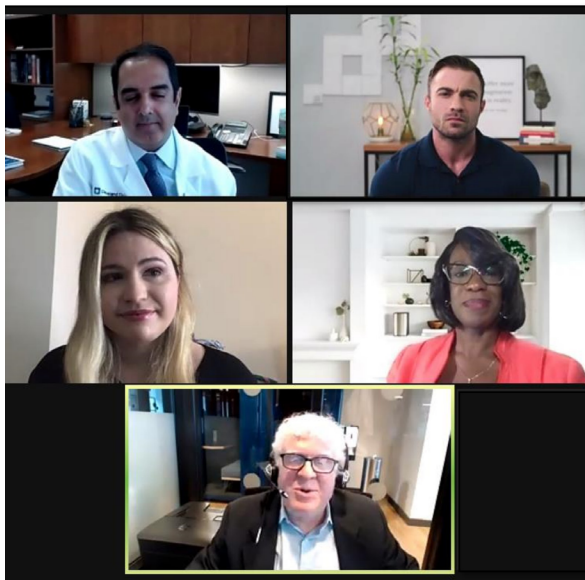


**Be a Friend Friday**

May 21, 1:00 PM EST

JOIN US for a special episode of BAFF with Focus On Diabetes Champion Michael Donohoe and Focus On Diabetes Champion/guest host Natalie Karabel as they discuss eye health, diabetic retinopathy, mental health and more!

FOCUS ON DIABETES  
Look closer at Eye Health



**A media roundtable** of eye doctors and FOD Champions. The roundtable event was hosted by our Visionary Partners, VSP Vision Care, and Regeneron and moderated by Dr. Robert Gabbay, Chief Scientific and Medical Officer of the ADA.

**An eye health family trivia night**—a night of fun for everyone!

**Live chats** via our social media channels where our guests and Champions shared their personal stories. And, to close out the month of events, we announced our celebrity spokesperson, Randy Jackson, a Grammy award-winning musician, producer, creator, manager, entrepreneur, and television personality.

ADA Invites you to  
HEALTHY VISION MONTH

**Trivia Night**

Friday, May 7, 2021  
7:00 PM EST  
via Zoom

FOCUS ON DIABETES  
Look closer at Eye Health

## The Randy Jackson event

**The Real Story Behind Our Vision**, held on June 15, was a phenomenal and very authentic storytelling event whereby our eye health Champions, Randall Barker and Michael Donohoe, and Randy Jackson shared their personal stories and journeys with diabetes and diabetes-related eye disease. The targeted audience were consumers and was well attended by media outlets, bloggers, and our Visionary Partners. Because June is also Men's Health Awareness Month, many responses were from the male audience, including *Men's Health magazine*, who were very interested in the personalized messages and tie to their audience.



## American Diabetes Month

Our impact is felt across the country every November with the American Diabetes Month engagement campaign that communicates the seriousness of diabetes and the importance of diabetes prevention and management.

A media campaign, *Managing Diabetes and Eye Health During the COVID-19 Pandemic*, featured from October 25 through November 8, highlighted a U.S. study that found ophthalmology was the health care specialty that suffered the greatest reduction in patient visits and procedures—a decrease of 81%. In honor of American Diabetes Month, we invited people living with diabetes to take the BIG Step Up to do their part in taking care of their health and wellness, including their eye health.

# DID YOU KNOW?

**Having a dilated eye exam annually is the best way to catch any eye disease in its early stage to ensure you have healthy vision.**

Visit [diabetes.org/eyehealth](https://diabetes.org/eyehealth) to learn more

**#ADM2021**



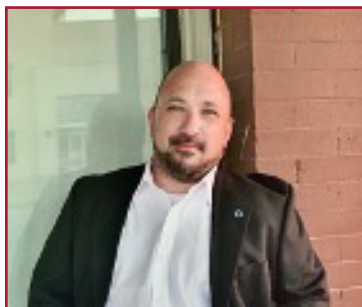
FOCUS  **DIABETES**  
Look closer at Eye Health

Twitter post.

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# Champions Corner

Our FOD eye health champions continue to share their personal stories about diabetes and the various complications of eye disease they've experienced. Each provides a unique perspective in taking care of their health and their eyes. Read more about their stories and be inspired! Visit [diabetes.org/eyehealth](https://diabetes.org/eyehealth)



## Randall Barker

Randall enjoys photography and loves to spread awareness of diabetes and connect with people across the country. As the father of a child with type 1 diabetes, advocacy takes on a whole new meaning.

“2021 marks 30 years of living with diabetes. When I was diagnosed at 10 years old, it was such a different time and I didn't have the same tools that others so readily have available today.”

Meet Randall at [diabetes.org/blog/meet-randall](https://diabetes.org/blog/meet-randall)



## Rachael Chalcraft

Living with type 1 diabetes for more than 27 years, she uses her personal experience to encourage others to prioritize their diabetes and eye health.

“My diabetic eye complications happened abruptly in 2019, after living with diabetes for nearly 25 years. One night I was watching TV with my husband when I suddenly noticed a stick-like figure come into my field of vision. After many hours of waiting in the emergency room, I was transferred to the nearby eye clinic. After many hours of tests, I was eventually told by a retinal specialist that I had diabetic retinopathy.

My advice to people living with diabetes is to make your health a priority, get your eyes checked regularly, and make sure that they're doing all the necessary tests at your eye exams. For anyone who has been diagnosed with eye complications, connect with other people who have been through it, such as through the Focus on Diabetes initiative. You're not alone!”

Meet Rachael at [diabetes.org/blog/meet-rachael](https://diabetes.org/blog/meet-rachael)





## Roger Hare

A career-focused husband and father.

“I also attribute my success to surrounding myself with people who are cheerleaders and hold me accountable. I think it’s important to talk with people who can help. You can’t do this on your own. I’m involved with the American Diabetes Association as an Healthy Eye Ambassador.”

*Excerpt: WebMD Perspectives – Living My Best Life with Type 2 Diabetes authored by Roger Hare, as told to Kara Mayer Robinson in January 2021, reached over 43 million*

Meet Roger at [diabetes.org/blog/meet-roger](https://diabetes.org/blog/meet-roger)

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## Patricia Welter

Pilates instructor for 27 years and living a full life.

“For the last 17 years, I have been without one eye. I wear a prosthetic eye hand-painted to look “normal” during the day. Type 1 diabetes has stolen my vision.

I have worked with endocrinologists, diabetes educators, registered dietitians to help manage my diabetes. Diabetes continues to take a toll, regardless of what I do to manage it. I have been through hell; however, I will stay strong and not let this insidious disease control my life. I will take my life back and teach others how to do the same.”

Meet Patricia at [diabetes.org/blog/meet-patricia](https://diabetes.org/blog/meet-patricia)

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## Michael Donohue

Even with a busy lifestyle, Michael doesn’t let his type 2 diabetes or diabetic retinopathy slow him down. He loves to play the guitar and enjoys golfing and cheering on the New York Mets.

“My life with diabetic retinopathy was a huge adjustment. I began seeing my eye doctor monthly and prepared to receive injections in my eyes, which took time to adjust to as part of my new life with diabetes.

Today, I am in a much healthier place; I get my dilated eye exam each year, and I see my eye specialist every eight weeks. I’m also grateful for opportunities to share my experience with others and raise awareness of health inequities in the type 2 diabetes community.”

Meet Michael at [diabetes.org/blog/meet-michael](https://diabetes.org/blog/meet-michael)



## Natalie Karabel

Avid world traveler and dancer.

“...when she was 34, Natalie developed an eye complication called diabetic retinopathy that can happen when high blood sugar levels damage blood vessels in the retina. After having chronic eye infections that continued for several months, Natalie’s retina became detached, requiring her to have eye surgery. Now she wants to normalize talking about diabetic complications by sharing her experience with others. She does this as a volunteer advocate for the American Diabetes Association and uses her own social media account to encourage others to practice self-acceptance.”

*Excerpt: SELF Magazine – Diabetes Diary: How Meditation Keeps this New Yorker Balanced authored by Melissa Matthews August 19, 2021 reached over 2 million*

Meet Natalie at [diabetes.org/blog/meet-natalie](https://diabetes.org/blog/meet-natalie)

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## Keith Patterson

Living with type 1 diabetes since he was 8 years old and is based in Ontario, Canada.

“My symptoms did not come on all at once, but were gradual. I worked in the agriculture industry for most of my working life and noticed when I was walking across the fields that I could see branch-like figures in the distance, even though I knew there weren’t any trees in the field. Since my diagnosis, I’ve undergone several laser treatments in both of my eyes and I now stay on top of my eye health by getting a comprehensive eye exam every year.

Diabetes affects everyone differently, which is why my advice to people living with diabetes is to listen to your body. While my diabetes and eye health journey has had its ups and downs, the guidance I receive from my diabetes care team and the support I get from my family and friends has helped me stay on track. By making your health a priority, you can too!”

Meet Keith at [diabetes.org/blog/meet-keith](https://diabetes.org/blog/meet-keith)

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# Board Leadership

## Eye Health Interest Group Leadership

**George King, MD**, Chair, Chief Scientific Officer, Joslin Diabetes Center, Professor of Medicine & Ophthalmology Harvard Medical School

**Timothy Kern, PhD**, Professor of Ophthalmology University of California, Irvine School of Medicine

**Renu A. Kowluru, PhD, FARVO**, Professor and Director of Translational Research, Ophthalmology, Visual and Anatomical Sciences Wayne State University, Kresge Eye Institute

**Jinan Saadine, MD, MPH**, Medical Epidemiologist, Centers for Disease Control and Prevention, Division of Diabetes Translation

**Richard J. Shuldiner, OD, FAAO, FIAVS**, Clinical Director, Low Vision Optometry of Southern California, CEO, Optometric Practice Consultants, President, International Academy of Low Vision Specialists

## Scientific and Medical Advisory Group

The Scientific & Medical Advisory Group continue to guide the development of FOD professional materials with the addition of two new members to assist in 2022. Members include:

**George King, MD**, Chief Scientific Officer, Joslin Diabetes Center, Professor of Medicine & Ophthalmology, Harvard Medical School

**Thomas Gardner, MD, MS**, Professor of Ophthalmology & Visual Sciences, Molecular & Integrative Physiology and Internal Medicine, University of Michigan Medical School

**Amy Butts, MPAS, PA-C, CDCES, BC-ADM**, Endocrine Physician Assistant, Wheeling Hospital

**A. Paul Chous, MA, OD, FAAO**, Doctor of Optometry, Chous Eye Care Associates and Associate Professor of Optometry, Western University of Health Sciences

**Jeffry Gerson, OD, FAAO**, Optometrist, Grin Eye Care

**Nathan Isaacson, OD**, Clinical Associate Professor of Ophthalmology, University of Pittsburgh Medical Center

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# Focus on Diabetes Partnerships

## VISIONARY PARTNERS

Our Visionary Partners provide strategic input, collaboration, and expertise in the development and execution of all the consumer components of the initiative. Through our Strategic Alliances, we are able to leverage non-monetary reviewed and approved resources to maximize support and the advancement of FOD.

### VSP Vision Care

VSP Vision Care, a VSP Global company, which serves nearly 90 million members as the largest and only national not-for-profit vision benefits provider, is a Visionary Partner of FOD and a National Strategic Partner of the ADA. With a network of over 40,000 doctors worldwide, VSP is committed to raising awareness of the crucial role optometrists play as an accessible part of a person's health care team.

### Regeneron Pharmaceuticals

Regeneron Pharmaceuticals, Inc., a biopharmaceutical company that discovers, develops, manufactures, and commercializes medicines for the treatment of serious medical conditions, and is a Visionary Partner of FOD and a Banting Circle Elite Partner of the ADA.

## STRATEGIC ALLIANCES

American Academy of Ophthalmology

American Optometric Association

American Society of Retina Specialists

Beyond Type 1

National Medical Association

Prevent Blindness, America

RetinaRisk



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There's nothing we  
can't accomplish  
when we're  
Connected for Life.