Tony Song AKA "The Diabetes CEO" uses his own diagnosis of diabetes as the catalyst to pursue his goal to help every person living with diabetes become their own expert.

For the past 16 years he has served as the Founder and CEO of Diabetes Care Partners, a nationally recognized diabetes solutions organization dedicated to helping health systems and organizations streamline, supplement or initiating telehealth programs that increase access and achieve measurable outcomes.

MY MISSION: TO POSITIVELY TRANSFORM THE LIVES OF EVERYONE LIVING WITH DIABETES, EVERYWHERE.
making a difference is your passion
To give you the insights for you to take that small step this coming week to get started and connect with a member via telehealth.
Our Mission

Increase ACCESS to outcomes driven, meaningful, innovative solutions and support for all people living with diabetes
Diabetes Care Partners founded in 2002 with a mission to increase access with Locations in West Covina and Pasadena CA covering a 50 mile area
Implemented a mobile education unit in 2008 increasing access to over a 100 mile area.
• In 2012 we helped started a small telehealth pilot serving a Rural Health Center Increasing our effective access to over 300 miles.

• In 2014 we partnered with a Native American resource center to provide telehealth diabetes support. Increasing our access to 700 miles

• In 2015 we signed our first contract with a Medicare Advantage insurer to provide telehealth DSMES services for 6 counties in California spanning a 900 mile area down to the southern border of Mexico. We are now at over 40 remote sites.
In 2019 we were honored to be selected by the CDC for a detailed on site multi-day evaluation and survey of our telehealth program to help other DSMES and DPP programs across the nation.

In 2019 we partnered with the nation’s largest publicly operated Medicaid health plan with over 2.2 million members to help develop and facilitate Telehealth DSMES.

In January 2020 we signed an agreement with the Los Angeles Public Health Department to assist in the development of a telehealth DPP program.
Telehealth Equipment

KEEP IT SIMPLE
Cellular Connected IPAD setup
Portable Group Telehealth Setup
Personal Telehealth Home Appliance
Member’s Experience

Success

Engagement

Reimbursement & Cost

Referrals

Access

Marketing / PR
• **What are your outcomes?** (Do you know your VALUE?)
• **What is your referral to enrollment conversion?**
• **What is your average program size?**
• **What are your no-show rates?**
• **What is your completion rate for your program?**
• **What do your satisfaction surveys say about your members experience?**
## In Person Programs

<table>
<thead>
<tr>
<th><strong>PROS</strong></th>
<th><strong>CONS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Familiarity of process</td>
<td>Not Easily Scalable</td>
</tr>
<tr>
<td>Low chance of implementation failure</td>
<td>Access is limited to location of provider</td>
</tr>
<tr>
<td>Perceived instant feedback</td>
<td>Member may be unfamiliar with location</td>
</tr>
<tr>
<td>Familiar Reimbursement</td>
<td>Travel time and cost for members in urban and rural settings</td>
</tr>
<tr>
<td>Some People want in person</td>
<td></td>
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</tbody>
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Telehealth Programs

**PROS**

- Multi point Access within patient’s community
- Maximize precious resources
- Scalable
- Time and Cost Savings in travel for members and providers
- Increases referrals

**CONS**

- Technology Failures
- Provider and member learning curve
- Initial cost to implement
- Restrictive Reimbursement
- Technology is unavailable to members
- Amplify ineffective program engagement and inefficiencies
THE FUTURE DEPENDS ON WHAT YOU DO TODAY
ANCIENT CHINESE PROVERB

I hear and I forget.
I see and I remember.
I DO and I understand.
In the doing is the learning!
Sign up for ZooM, Skype, google hangout, join.me, facetime

Test with a friend, colleague, relative

Identify a member that is willing to test with you

Get verbal consent and document

Send link and if possible, test connection prior to the session

Evaluate and make modifications

REPEAT, REPEAT, REPEAT........
To Do List

- Conduct Program Assessment & Optimize
- Assure Strategic Organization Alignment
- Get provider buy in (Educators and Referrers)
- Get Financial support
- Start Small, get experience and Evaluate
- Focus on member experience
- Did I mention - Focus on member experience
The Secret to Our Success
Best way to achieve your goals to help them achieve theirs?
Our most significant opportunities will be found in times of greatest challenge.
THANK YOU

Diabetes Ceo

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