EMORY UNIVERSITY

Emory Global Diabetes Research Center

Ideological and Logistical Complexities of Wellness

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Chronic Disease Prevention and Management

aka: The business of...

"Don't tell me to improve my diet. I ate a carrot once and nothing happened!"

behavior change

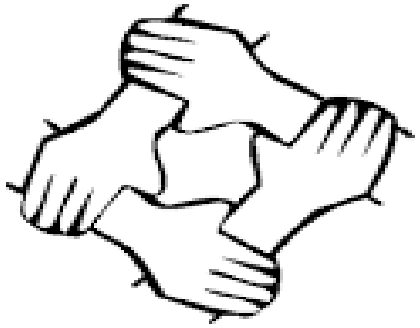
1

Short-term gains

What we know how to do

CARRS Translation Trial

Center for cArdiometabolic Risk Reduction in South Asia



INtegrating DEPrEssioN and Diabetes treatmENT study

FULL NAME	FBG (MG/DL)	A1C (%)	SBP/DBP (MM/HG)	LDL (MG/DL)	PHQ-9
Beyonce Knowles	150 13 Feb, 2015	6.8 01 Feb, 2015	140 / 120 21 Feb, 2015	150 CVD 01 Aug, 2014	9 21 Feb, 2015
Mark L Hutcheson	110 20 Feb, 2015	11 20 Feb, 2015	150 / 120 20 Feb, 2015	140 CVD 02 Feb, 2015	⚠ 12 20 Feb, 2015

RANGE	TOTAL PARTICIPANTS	<110 mg/dL	110-129 mg/dL	≥130 mg/dL
Baseline Results	280	30.36% Total 85	35.71% Total 100	33.93% Total 95
Jan 10, 2014 to June 10, 2014	135	15.5% Total 21	60.74% Total 82	23.70% Total 32

Enter start date | Enter end date | GO

FIRST LINE THERAPIES

- [x] Start behavioral treatment.
- [x] Initiate treatment with 1 Increment of an SSRI
- [ ] If moderate to severe peripheral neuropathy consider initiating treatment with 1 Increment of SNRI
- [ ] If smoker and trying to quit consider initiating treatment with 1 Increment of Bupropion

SECOND LINE THERAPIES

Sorry, no second line therapies found

CONTROL STATUS: MILD DEPRESSION

FOLLOW-UP

If initiating new medication, follow-up in 1 week to assess side effects.

Follow-up in 2 weeks to assess response on PHQ-9 score.

Take a Print

INITIAL CLINICIAN REVIEW

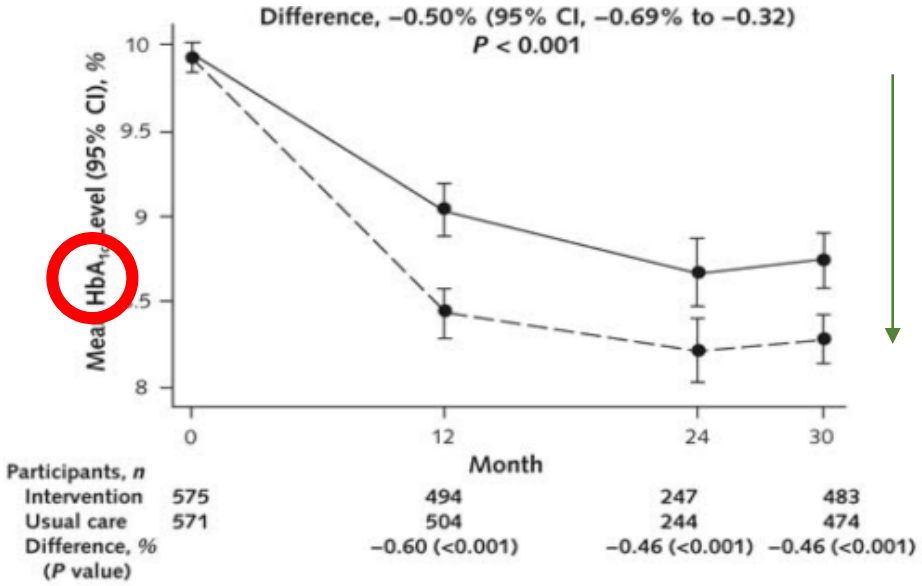
Accept Modify | Save

CASE REVIEW

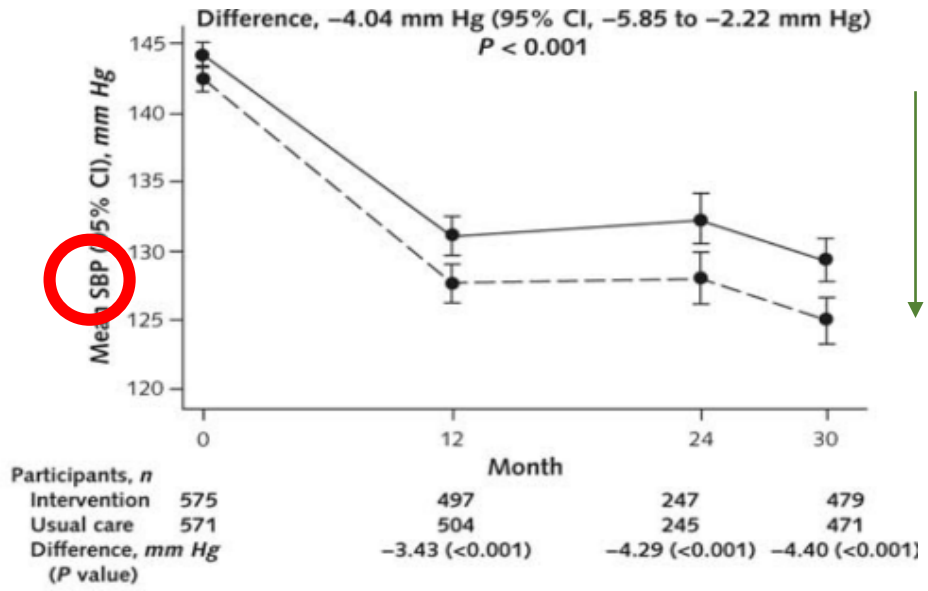
FINAL CLINICIAN REVIEW

Ali et al. *Annals of Int Med* 2016

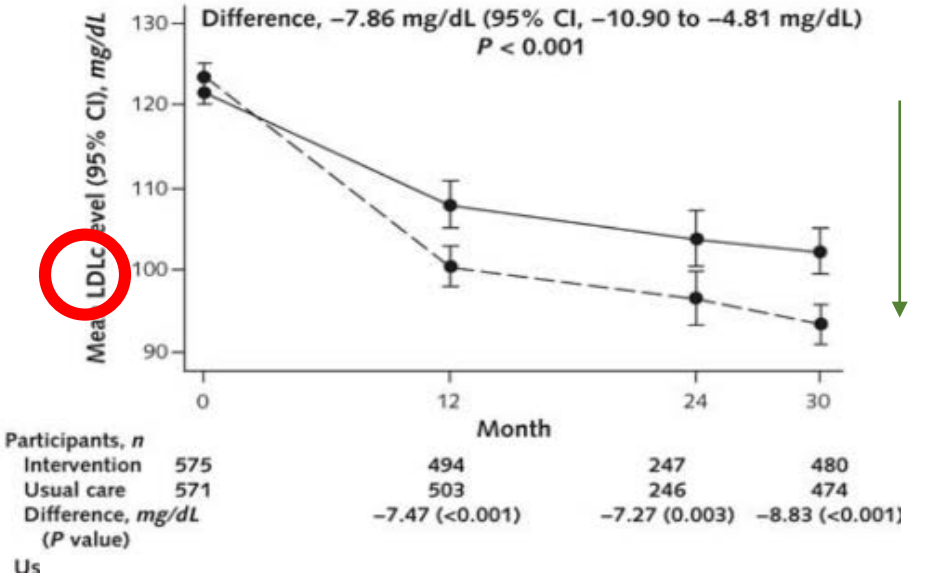
Transforming Clinical Care



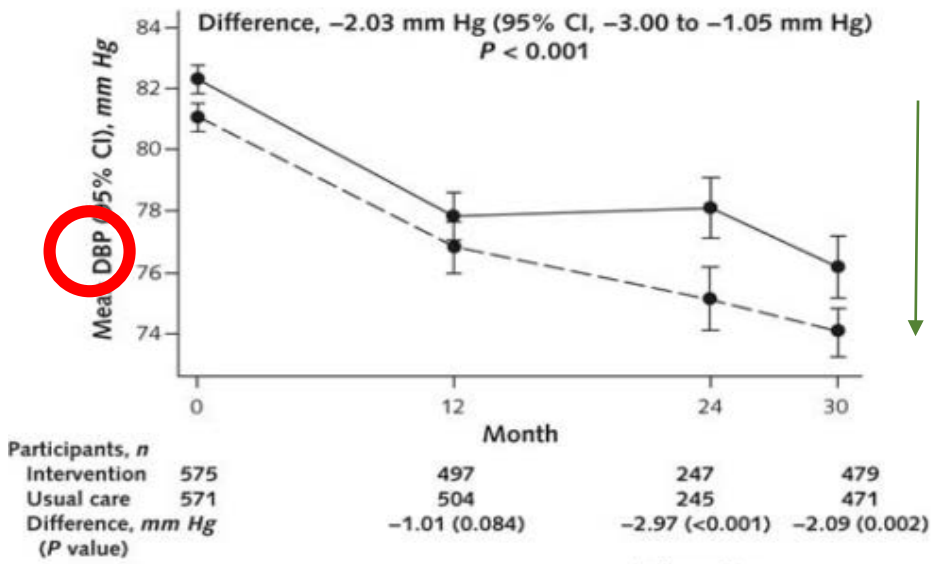
-1.6 vs. -1.1



-18.3 vs. -12.9



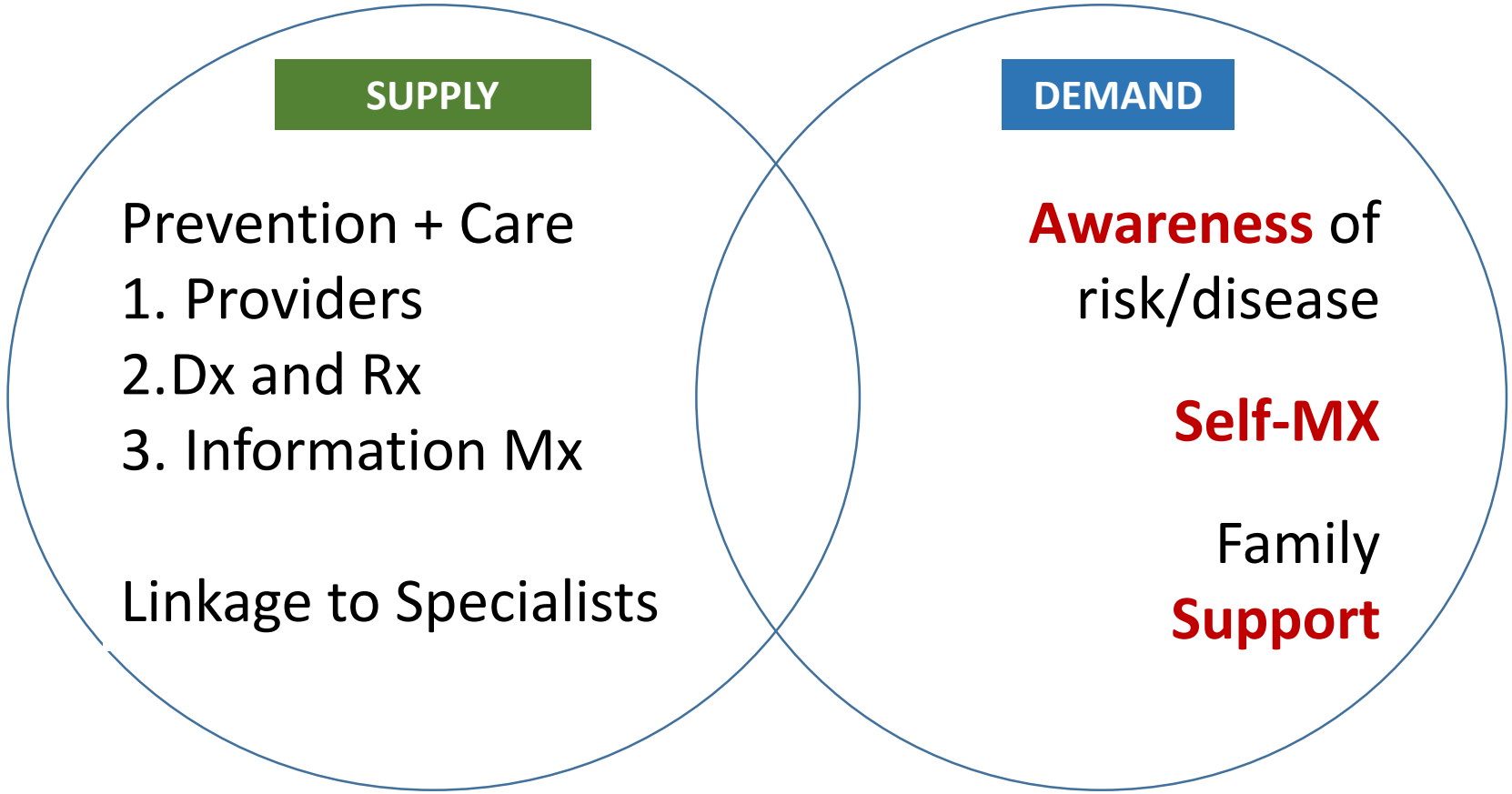
-28.5 vs. -21.3



-7.9 vs. -4.9

Us

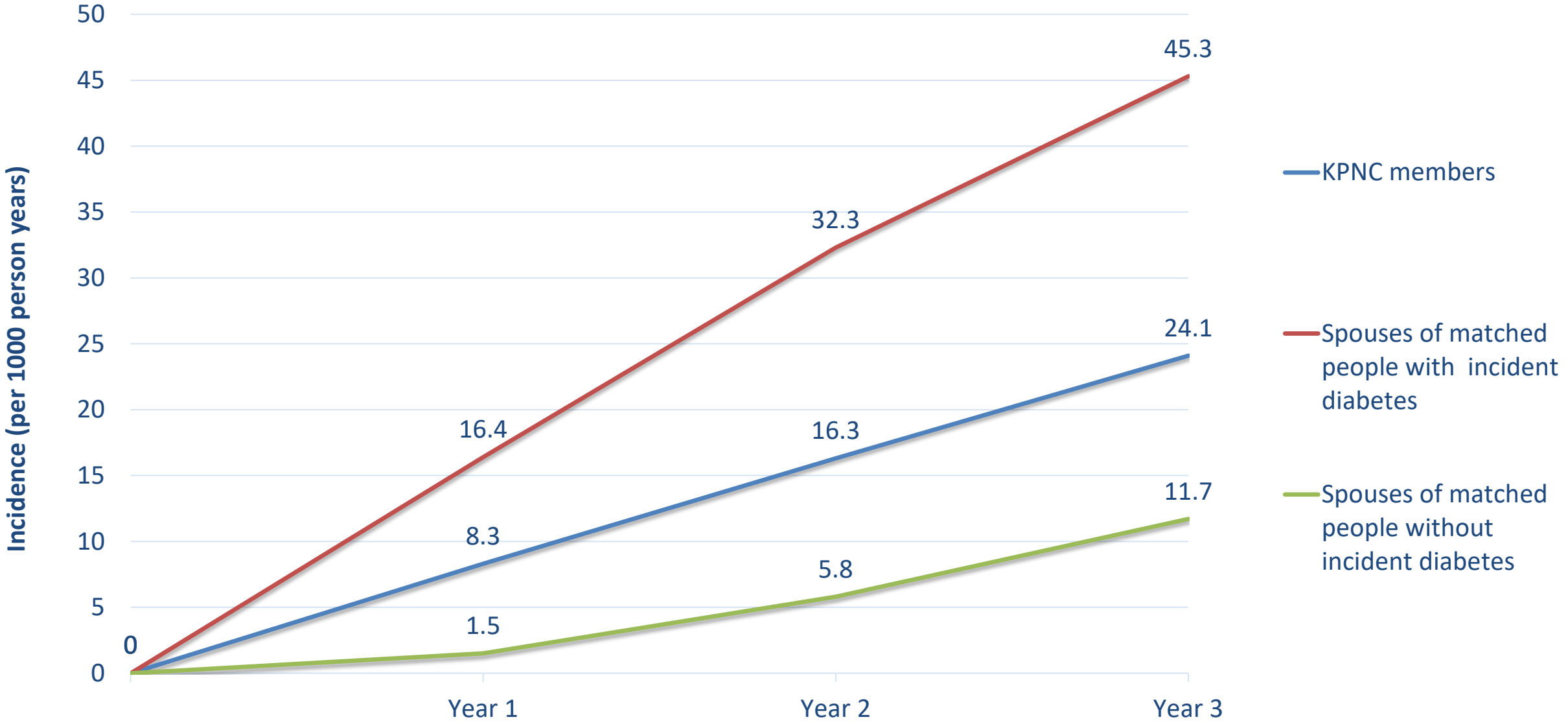
What we do (and don't) know how to do



2

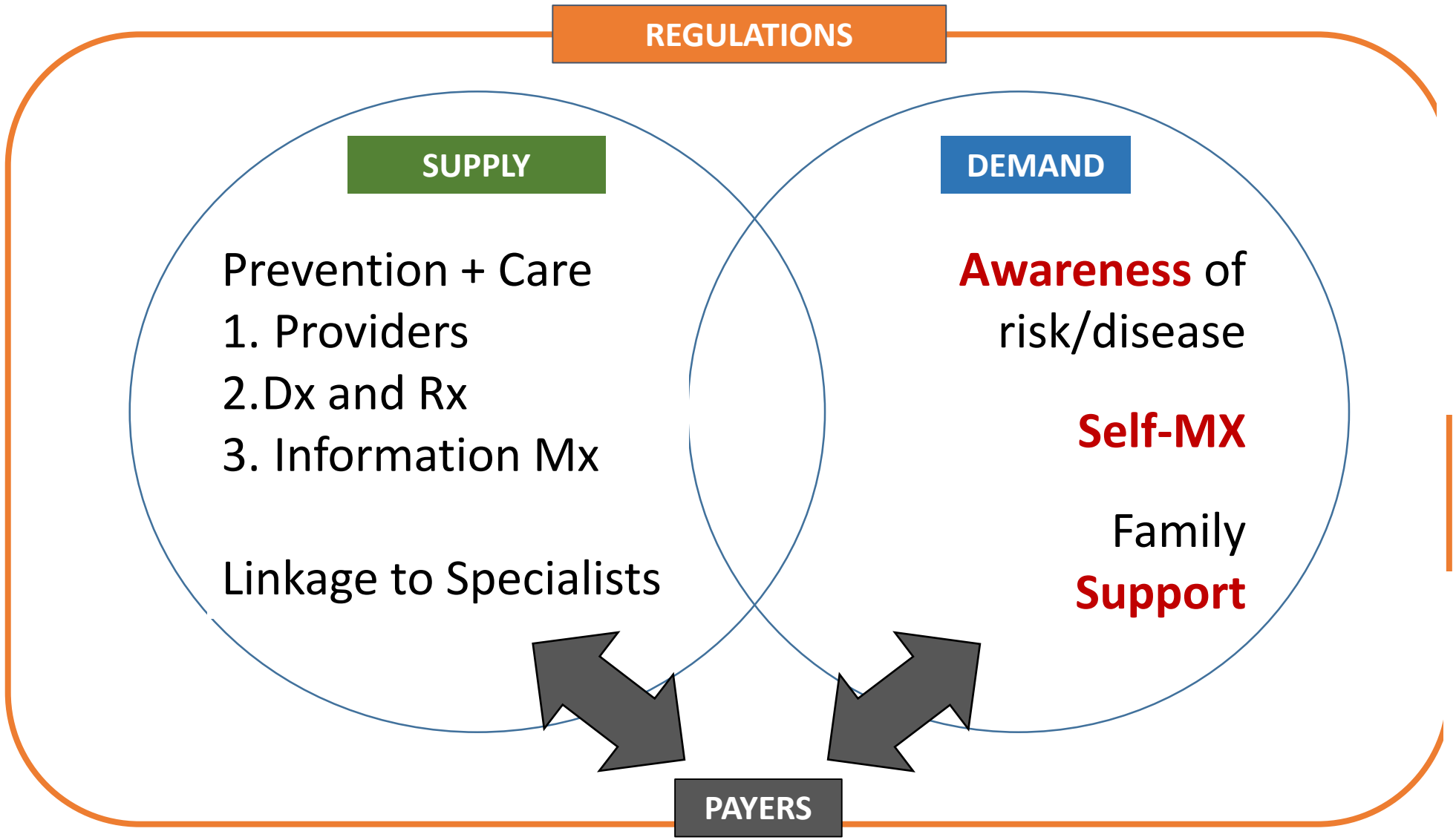
98% of life spent outside health care

Risk in Spouses / Partners



Cunningham et al. *Prev Med* 2017

What we do (and don't) know how to do



2

98% of life spent outside health care

3

People are not (always) rational

Innovative Incentive Models

http://www.youtube.com/watch?v=RNJl9EEcsoE

4 Fear of the nanny state

Self-selection
Socioeconomic

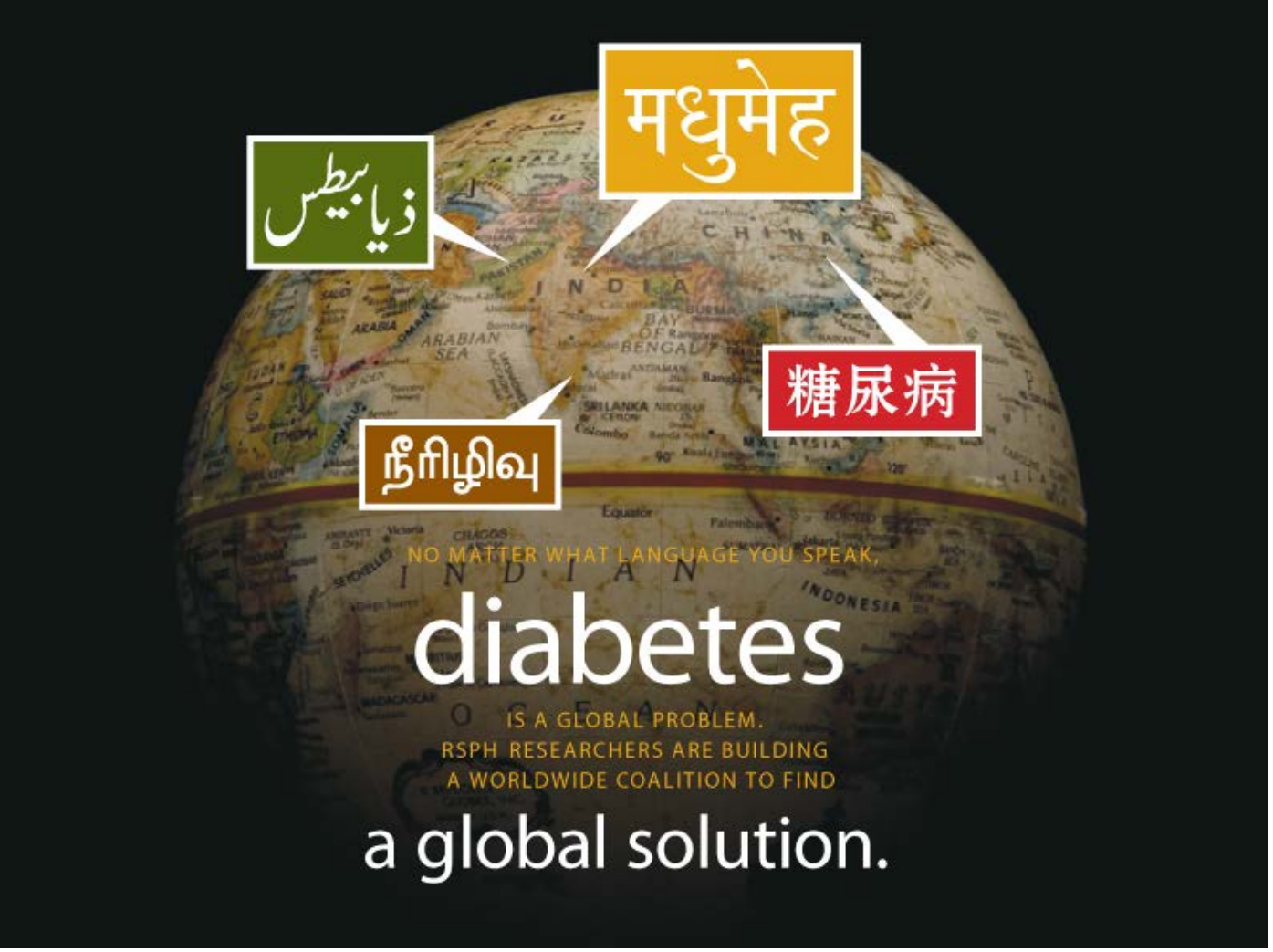
5 If you build it…

Challenges Await ...

1. Short-term(ism)
2. How do we incentivize systems & communities to interact?
3. How do we make healthier choices the default?

Source: Institute for Healthcare Improvement

4. How do we do this without a nanny-state approach?
5. How do we generate (sustained) demand?
6. How do we avoid widening disparities?



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GEORGIA CENTER FOR
DIABETES TRANSLATION RESEARCH
Advancing Engagement and Evaluation in Diabetes

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