



# Marketing and Promoting Local DSMES Programs to Providers and Healthcare Professionals

Marketing and promoting Diabetes Self-Management Education and Support (DSMES) programs helps to ensure program awareness and sustainability.

## Importance of Marketing and Promoting DSMES Programs

Marketing and promoting DSMES programs allows for everyone to be aware of the program's existence and impact on health outcomes. When providers and their support staff are aware of local DSMES programs, they have top of mind awareness and are more likely to refer their patients.

## Target Areas of DSMES Marketing and Promotion

In short, anyone who can refer a patient to DSMES or who works with patients who can be referred to DSMES should be aware of local DSMES programs, how the education is provided, and how a referral can be sent for DSMES.



### Marketing to Providers

#### In-System Providers

- **Letters/Mailings** - Periodically sending letters to providers can provide updates to regarding a DSMES program, including patient outcome data, follow up notes after a specific patient has attended DSMES, and/or additional information regarding the DSMES program and benefits to the provider. Additionally, during this time, DSMES programs can share referral forms and/or information about making a referral using the EHR.
- **Present to Providers** - There are many opportunities for a DSMES program to present information to providers. Opportunities to share a presentation about diabetes education to providers includes: at grand rounds, during a lunch and learn, or during a provider and/or clinic staff meeting.
- **New Provider Orientation** - Often times, new providers complete an orientation program to become acclimated to their new organization. During this time, DSMES programs may have an opportunity to share information about the program with new providers.
- **Offer Education and Educational Items** - DSMES programs can connect with providers by offering to share in-clinic diabetes education as well as provide educational items for the clinic to use, such as a rack card, or other handouts. Often times, these handouts can be obtained for free from the SD Department of Health, the South Dakota Diabetes Coalition, or pharmaceutical companies.

#### Out-of-System Providers

- **Continuity of Care** - In addition to all of the In-System Provider marketing and promotion ideas referenced above, it is also important to reiterate to the out-of-system provider that DSMES does not mean that the patient will transfer primary care providers, rather, DSMES will compliment the care the PCP provides.

# Marketing and Promoting Local DSMES Programs



## Marketing to Healthcare Professionals

In addition to marketing and promoting DSMES to providers, DSMES programs should also work to connect and market to the following groups/audiences of healthcare professionals:

- Nurses
- Pharmacists
- Health Coaches
- Case Managers
- Personal Trainers
- Dentists
- Ophthalmologists
- Podiatrists
- Better Choices, Better Health Programs
- Parish Nurses
- Social Workers
- Community Health Workers
- Community Health Nurses
- Healthcare Administrators

The following can assist DSMES programs in marketing and promoting to healthcare professionals:

- **Handouts (Recipies, Rack Cards, Education materials, etc.)** - In addition to sharing educational materials and items with providers, DSMES sites can also share educational materials with clinic staff.
- **Sample DSMES Class** - Providers may not have time to attend a sample DSMES class, but clinic staff and other healthcare workers may have time to attend a DSMES class to better understand the class structure, curriculum, etc. and report back to the providers they work with.
- **Online training modules** - To better connect with clinic staff of a referring clinic, consider offering information about online training modules related to diabetes, including online training with free CEUs.
- **In-person introductions** - One of the easiest ways to connect with clinic staff is to personally introduce the DSMES team to the clinic staff.
- **Staff meetings** - To connect with clinic staff, DSMES programs should consider presenting on DSMES services during a clinic staff meeting.
- **Open house** - DSMES programs may consider hosting an annual open house to invite healthcare professionals to visit the DSMES site, meet with the DSMES staff, and tour the facility. In sending out open house invitations and announcing the open house, healthcare professionals will be aware of DSMES, even if they are unable to attend.

## Marketing and Promoting DSMES to Patients

In addition to marketing and promoting DSMES to providers and healthcare professionals, it is equally as important to market and promote DSMES to patients. For more information about marketing and promoting DSMES to patients, see the handout “Marketing and Promoting Local DSMES Programs to Patients”.