Activity Overview

In this audiocast, expert faculty explore strategies for overcoming barriers to achieving glycemic control through treatment intensification, with a special focus on improving patient-provider communication using insights from a national patient survey.

Target Audience

This activity is intended for primary care physicians and endocrinologists.
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Disclosure Statements

Anne Peters, MD
Fees received for promotional/non-CME activities (Speakers bureau): Novo Nordisk, Sanofi-aventis U.S., Inc.
Contracted research: AstraZeneca, Dexcom, Inc., MannKind Corporation

Timothy S. Reid, MD
Fees received for promotional/non-CME activities: Janssen Pharmaceuticals, Inc., Novo Nordisk, Sanofi-aventis U.S., Inc.

The peer reviewers and activity planners have no financial relationships to disclose.

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Instructions to Receive Credit

To receive credit, read the introductory CME material, listen to the audiocast, and complete the evaluation, attestation, and post-test, answering at least 70% of the post-test questions correctly.

Contact Information

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Learning Objective

Upon completion, participants should be able to:
• Incorporate strategies for improving patient-provider communication to overcome clinical inertia and initiate appropriate treatment intensification
Faculty

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Overcoming Clinical Inertia: Communication and Collaboration

- Education is the cornerstone of addressing barriers to treatment intensification
  - Meta-analysis of 18 studies concluded that educational interventions can improve glycemic control

- Effective communication and patient education can:
  - Improve psychosocial and behavioral aspects, improve quality of life and lifestyle behaviors, and decrease diabetes-related distress and depression
  - Reduce patient concerns regarding treatment intensification (eg, side effects, “needle phobia,” feelings of guilt/failure)

- Culturally appropriate and age-appropriate programs improve outcomes
- Ongoing support is critical
- Group education is effective


Overcoming Clinical Inertia: Communication and Collaboration

- Implement office-based interventions and education
  - Use a patient-centered approach
  - Apply techniques (eg, motivational interviewing) that encourage patients to initiate and adhere to recommendations

- To provide effective education:
  - Ensure that patients understand the progressive nature of T2DM and the need to adjust treatment in a timely manner
  - Help patients understand that regular review and adjustment of therapy is not a sign of failure
  - Provide reassurance and explain the rationale of treatment intensification

Nationwide Survey Among Patients With T2DM

How frequently does your doctor take time to address most/all of your questions? (n = 40)

- Always (72%)
- Often (18%)
- Sometimes (10%)

Complete the following sentence:
“I ______understand my doctor completely when he/she discusses my diabetes goals and treatment plans with me.” (n = 40)

- Always (67%)
- Often (20%)
- Sometimes (13%)
- Sometimes (13%)

Using a Patient-Centered Approach Can Help Establish a Trusting Relationship

The SHARE Approach

- Seek patient participation
- Help patient explore and compare treatment options
- Assess patient’s values and preferences
- Reach a decision with patient on treatment
- Evaluate patient’s decision

SHARE Addresses 9 Essential Elements of Shared Decision Making

- Define/explain problem
- Present options
- Discuss benefits, risks, and costs
- Clarify patient’s values/preferences
- Discuss patient’s ability/self-efficacy
- Discuss clinician knowledge/recommendations
- Check/clarify patient’s understanding
- Make or defer a decision
- Arrange follow-up
Nationwide Survey Among Patients With T2DM

How frequently does your doctor include you in diabetes treatment decisions? (n = 40)
- Always (67%)
- Often (17%)
- Sometimes (13%)
- Rarely (3%)

Principles to Engage Patients

- Solicit and respond to questions
- Focus on decisions, reasons for the decisions, and results
- Ask about strengths and challenges
- Use shared decision making and principles of patient-centered care to guide each visit
- Engage the patient in a dialogue about current successes, concerns, and struggles
- Engage the patient in a dialogue about therapy and changes in treatment
- Remain “solution neutral” and support the patient in identifying solution(s)
- Provide support and education to the patient’s family and caregiver(s)

Solutions to Help Overcome Barriers to Treatment Intensification

• Individualize therapy to address patient concerns and preferences (minimize adverse events such as hypoglycemia, weight gain, GI side effects)
• Dispel misconceptions/myths of treatment
• Dispel patient feelings of guilt or failure
• Demonstrate injection and discuss injection technique (administer first injection in the office)
• Use the smallest needle possible
• Simplify dosing regimens


Time-Saving Strategies That Empower and Equip Patients

• Prepare toolkits that contain various educational resources (eg, flipchart, needles to model injection, list of various diabetes resources)
• Prepare tear-off or checklist sheets that summarize information (eg, medication storage, administration steps, diagram showing how medication works)
• Schedule follow-up appointment with patients if inadequate time for discussion

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