On November 3, 2016 medical groups, patients, caregivers, partners, corporate collaborators, and the general public joined together to take action for diabetes.

The goal? Empower the nation to better manage this chronic condition.
214 PARTICIPANTS IN THE TOGETHER 2 GOAL® NATIONAL DAY OF ACTION HELPED REACH OVER 4 MILLION AMERICANS.
TOGETHER 2 GOAL®
ACTIVITIES
Through the Together 2 Goal® online pledge, **individuals** committed to taking a number of actions.
Through the Together 2 Goal® online pledge, organizations committed to taking a number of actions.
Together 2 Goal® co-hosted a Twitter Chat with hashtag #T2Gchat to discuss tips for better managing diabetes & supporting those living with it.

**Healthful Eating**

A3: Healthy eating can be fun! Fill your plate with colorful fruits and veggies from your local farmer’s market or grocery store. #T2Gchat

**Physical Activity**

A4: Consider asking a friend to join your next workout. A buddy can keep you motivated and accountable—and make it more fun! #T2Gchat

**Emotional Well-being**

A5: “You are not a bad person because you developed diabetes. It is not your fault.” #T2Gchat

“Give up the guilt”
Chat participants included:
- Individuals living with diabetes
- Providers
- Caregivers
- Partners and supporting organizations
- Corporate collaborators
- Other diabetes influencers at the local and national level
During the chat, a number of empowering messages were shared:

Vandana Sheth RD @VandanaShethRD · Nov 3
@AMGAFhealth A5: Get educated & reach out to get the support u need. You are not alone! Become an active member of ur care team #T2Gchat

Amanda Jo @AmandaJoCountry · Nov 3
@AMGAFhealth A5: It seems hard at first but it gets easier! You can still do whatever you dream of doing. Diabetes doesn’t have to stop you. #T2Gchat

Corinna Cornejo @SpinningDPlates · Nov 3
A5: You are the boss of you Not your family Not your doctor Ultimately managing #diabetes is your choice and responsibility #t2gchat

Diabetes Hands Fndn @diabeteshf · Nov 3
A5. You are not alone! Finding outlets like this, online communities and other peer support should be a part of the diabetes plan! #T2Gchat
#T2Gchat was so popular, the hashtag trended on Twitter!
Diabetes touches many people – including those at AMGA. Our staff posted signs in our office and on social media explaining why the Together 2 Goal® campaign is important to us.
IN-OFFICE ACTIVITY

Together2Goal

© 2016 AMGF
Together 2 Goal® implemented a number of tactics to help get the word out about National Day of Action activities!

**Member Communications**

- **Improvement Patient Outcomes**
  - Campaign Planks
  - Campaign Toolkit
  - Data Reporting
  - Webinars
  - Resource of the Month

**Social Media Ads**

- AMGA Health

**Web Banners**

- **Together 2 Action**

**Blog post**

- **Together 2 Action**
  - Published on November 1, 2016
  - Jerry Parso, Chief Medical and Quality Officer at AMGA

At AMGA Foundation, we believe in the power of collaboration. This was our inspiration when we launched our second Chronic Care Challenge campaign, Together 2 Goal®, which aims to improve care for 1 million people with type 2 diabetes by 2019.

Collaboration does not just mean teamwork between the provider and patient, but rather a commitment across medical groups and health systems, non-profit organizations, industry partners, people living with diabetes, and the nation as whole to work together to address this pressing chronic condition. That’s what our Together 2 Goal® National Day of Action is all about.
PARTICIPANT ACTIVITIES
Diabetes Hands Foundation (DHF) has created a strong community for anyone touched by diabetes. By **co-hosting #T2Gchat Twitter Chat and spreading the word about National Day of Action**, DHF helped us reach those living with this chronic condition and share important resources and messages of support and empowerment.
On National Day of Action, Novo Nordisk, Inc. offered two resources to help drive action:

- **Cornerstones4Care®** diabetes support program, which offers people with diabetes a customized digital coaching program.
- **Ask.Screen.Know** videos, which encourages individuals to learn more about diabetes risk factors.
Johnson & Johnson Healthcare Systems participated in a variety of activities for National Day of Action:

- **Joined #T2Gchat Twitter Chat** to share tips for better managing the condition;
- **Hosted two webinars** to encourage improved diabetes care and self-management;
- **Provided sponsorship for the “Donate a Photo” program**, where $1 was **contributed to diabetes education programs** for every photo posted
A number of AMGA members took “action” to a whole new level...
GREETINGS:

It is my pleasure to join with Premier Medical Associates and the commonwealth's medical professionals, volunteers, and advocates to proclaim November 3, 2016, as National Day of Action.

Diabetes is one of the most pressing health issues we face—it affects one million adults in Pennsylvania and is the seventh leading cause of death in the commonwealth. By participating in the National Day of Action, Premier Medical Associates pledges to improve care for patients with diabetes in the Greater Pittsburgh area. I applaud this organization's campaign to improve practice-based screening abilities and increase earlier diagnosis to prevent the serious and life-threatening complications that diabetes may cause. The work of Premier Medical Associates are key steps in improving health outcomes and the quality of life for people with or at risk for developing diabetes. I encourage all citizens to continue to raise awareness about this disease and the complications that it can cause, while providing support to those suffering from diabetes.

As Governor, and on behalf of all citizens of the Commonwealth of Pennsylvania, I am honored to support National Day of Action in the commonwealth. Please accept my best wishes for continued success in your mission.

TOM WOLF
Governor
November 3, 2016
HENRY FORD HEALTH SYSTEM DEVELOPS AN ORIGINAL BLOG POST FOR PEOPLE NEWLY DIAGNOSED WITH DIABETES
Geisinger joins national effort to improve diabetes management

Nov 2, 2016

FOR IMMEDIATE RELEASE:

DANVILLE, Pa. — Geisinger Health System announced today that it has joined the AMGA Foundation’s Together 2 Goal campaign along with more than 120 other leading healthcare organizations across the country. This national campaign aims to improve care for 1 million people with Type 2 diabetes in the United States by 2019.

The Centers for Disease Control and Prevention estimate that approximately 29.1 million people — or 9.3 percent of the population — have diabetes. Type 2 diabetes accounts for 90 to 95 percent of diagnosed diabetes in U.S. adults. People who have diabetes are at higher risk of serious health complications, such as heart disease and stroke, two of the leading causes of death in the U.S. Other complications can include blindness, kidney failure, and loss of feet, finger, or leg.

Geisinger and its fellow AMGA members participating in Together 2 Goal commit to implementing one or more evidence-based care processes designed to empower patients, improve care delivery and leverage information technology.

Geisinger is currently implementing an evidence-based care process for diabetic retinopathy screening utilizing high resolution cameras located within primary care and endocrinology specialty clinics in Danville. This new technology does not require a patient to receive dilating eye drops. The full retinal images are then transmitted via telemedicine to an ophthalmologist for interpretation. Results and follow-up instructions are reported back to the patient and their primary care or endocrinology provider. Geisinger is looking to expand this service to additional clinic locations in 2017 to help with the early detection of diabetic retinopathy and prevent vision loss in our patients with diabetes.
HATTIESBURG CLINIC, P.A. & UTICA PARK CLINIC
COMPLETED SIGNS SHOWING WHY THEY SUPPORT TOGETHER 2 GOAL® AND IMPROVED DIABETES CARE
Stay tuned for details on next year’s National Day of Action, which will take place on Thursday, November 9, 2017. We hope you join us!