WHAT IS INTRODIA™?

IntroDia™ is a unique program focused on understanding and optimizing early type 2 diabetes (T2D) conversations between patients and physicians.

The IntroDia™ Survey is the largest multinational survey to date investigating early conversations between physicians and people with T2D.

IntroDia™ is being conducted by Boehringer Ingelheim and Eli Lilly and Company in partnership with the International Diabetes Federation (IDF). It has been developed in collaboration with an international, multidisciplinary Advisory Board of T2D experts from the fields of primary care, endocrinology, behavioral psychology, nursing and diabetes education.

WHY ARE EARLY CONVERSATIONS IMPORTANT IN T2D?

T2D is the most common type of diabetes, accounting for an estimated 90 percent of all cases. It is a complex condition that requires a holistic treatment approach.

Being diagnosed with T2D can be a challenging and emotional period, which many people find overwhelming. A person is faced with a range of challenges, including taking new medication and making lifestyle changes, which can trigger psychological distress. The introduction of additional therapy can be a further cause of worry because it may be perceived as a failure.

The early conversations between people with T2D and their physicians are key. Getting early management of T2D right from the start is known to promote better glycemic control, reduce diabetes-related complications and lead to better outcomes.
AIMS OF THE INTRODIA™ SURVEY

The IntroDia™ Survey provides insights into how physicians and people with T2D conduct early conversations and the challenges faced during these conversations.

Results from the survey will be used to develop IntroDia™ Solutions - tools and resources aimed at improving the quality of these early conversations and promoting successful disease management.

WHERE WAS THE INTRODIA™ SURVEY CONDUCTED?

Argentina  
Australia  
Austria  
Brazil  
Bulgaria  
Canada  
China  
Denmark  
France  
Germany  
India  
Indonesia  
Israel  
Japan  
Mexico  
The Netherlands  
Norway  
Philippines  
Russia  
South Korea  
South Africa  
Saudi Arabia  
Spain  
UAE  
UK  
USA

10,000 individuals with T2D and more than 6,700 treating physicians participated from across 26 countries

PHYSICIAN INSIGHTS

The first insights from more than 6,700 surveyed physicians were presented at the American Diabetes Association’s (ADA) 74th Scientific Sessions® and at the 50th Annual European Association for the Study of Diabetes (EASD) Scientific Meeting. The results showed:

• The vast majority (88%) of physicians agreed that conversations at diagnosis are crucial as they impact the way people with T2D accept their condition and their adherence to treatment

• The challenges most commonly reported by physicians during diagnosis conversations were that patients do not always maintain recommended changes, returning to old habits. Physicians also reported not having enough time to carry out these important conversations

• Physicians reported that treatment success is dependent on both behavioural change and the efficacy of medication in approximately equal measures

• Most physicians surveyed (92%) also indicated they would like tools to help people with T2D sustain behavioural change
PATIENT INSIGHTS

The first data from patient respondents from the IntroDia™ Survey were presented at the ADA 75th Scientific Sessions and the 51st EASD Annual Meeting. The results showed that the quality of patient-physician communication at both the ‘diagnosis’ and at a later moment, when additional medication was prescribed (‘add-on’), was linked to future patient self-care and well-being.11-13

Key insights included:
- Patients who recalled better quality of communication with their physician reported improved self-care and emotional well-being, including improved diabetes-related emotional distress, increased frequency of exercise and diet, as well as better medication adherence.11-13
- Three types of physician statements contributed to communication quality at the ‘add-on’ moment: ‘encouraging’, ‘collaborative’ and ‘discouraging’.11-13
- When physicians used ‘encouraging’ and ‘collaborative’ statements, patients’ perception of the communication quality significantly improved. Using ‘discouraging’ statements had the opposite effect.11-13 At the point of diagnosis, the analysis identified a fourth type of physician action, ‘recommending other resources,’ but this was not related to perceived physician empathy.12
- 20 percent of the patients ‘bargained’ with their physician to avoid starting additional medication. These patients also reported poorer perceived physician empathy, greater diabetes distress, and poorer well-being and self-care than those who did not bargain.14

HOW WAS THE SURVEY CONDUCTED?

The survey used a combination of validated assessment tools and new research approaches to assess quality of care and identify key elements of physician-patient communication.

The IntroDia™ Survey was being conducted by online questionnaire and with telephone and personal interviews if required.

WHAT IS THE INTERNATIONAL DIABETES FEDERATION?

The International Diabetes Federation (IDF) is an umbrella organization of over 230 national diabetes associations in over 170 territories. It represents the interests of the growing number of people with diabetes and those at risk. The mission of the IDF is to promote diabetes care, prevention and a cure worldwide.

IntroDia™ was developed and conducted in partnership with the IDF.
To develop IntroDia™ Solutions, tools to provide additional support to help physicians and people with T2D

A I M
To provide further in-depth insights into early conversations – diagnosis and when additional therapy is required

O U T C O M E

WHO IS THE INTRODIA™ ADVISORY BOARD?

The survey was developed in collaboration with an international panel of experts, including healthcare professionals and members from the fields of behavioural psychology, primary care, endocrinology and nursing.

Dr Matthew S. Capehorn, UK
Primary Care Physician

Dr Steven Edelman, USA
Endocrinologist

Dr Aus Alzaid, Saudi Arabia
Diabetologist

Ms Su Down, UK
Nurse Consultant in Diabetes

Dr William Polonsky, USA
Behavioural Psychologist

Ms Anne Belton, Canada
Diabetes Nurse Educator
Vice President of the International Diabetes Federation
References