



2022 PROSPECTUS



TAKING CONTROL OF YOUR DIABETES®

990 Highland Drive, Suite 312, Solana Beach, CA 92075
800.998.2693 | tcoyd.org

501(c)(3) Nonprofit Charitable Educational Organization

EDUTAINING THE DIABETES COMMUNITY SINCE 1995

THE TCOYD® MISSION

Guided by the belief that every person with diabetes has the right to live a healthy, happy, and productive life, Taking Control Of Your Diabetes® educates and motivates people with diabetes to take a more active role in their condition and provides innovative and integrative continuing diabetes education to medical professionals caring for people with diabetes.

THE TCOYD® VISION

For all people with diabetes and their loved ones to have full access to proper education and therapy to aid in the prevention, early detection and aggressive management of diabetes and its complications.

OUR **FOUNDER'S** STORY



*We are with you through
the highs and lows!*

STEVEN V. EDELMAN, MD



I'm Steve Edelman, founder of Taking Control Of Your Diabetes®. I was diagnosed with diabetes when I was 15 years old. I was told that blindness, kidney failure and amputations were likely to occur after several years and that my life expectancy wouldn't exceed 20 years. That was not a prediction I was willing to settle for, so I went into medicine to learn how to conquer this condition and to help others affected by it. I've been living with diabetes for over 50 years now and have dedicated my medical career to educating and empowering others with this condition to become active members of their healthcare teams and to improve two-way communication with their healthcare providers, so they can live long and healthy lives with diabetes.

ABOUT TCOYD®: PG 2

TCOYD® MEMBERS: PGS 3 - 5

ACCESS & ADVOCACY: PG 6

TCOYD® PROGRAMMING: PGS 7 - 11

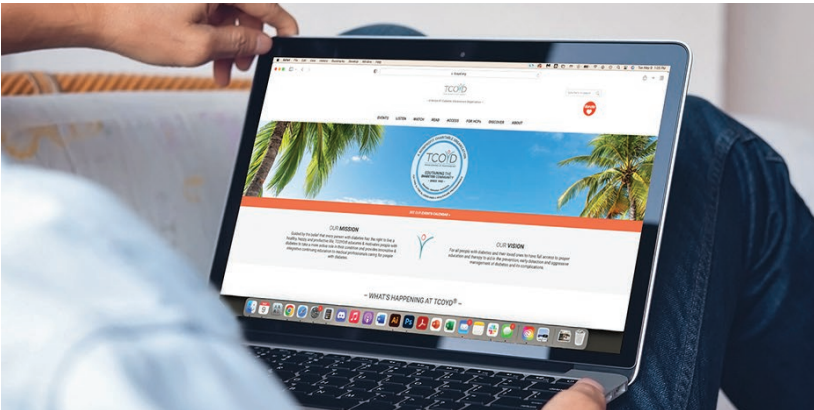
ONLINE COMMUNITY: PG 12

TCOYD® AWARDS: PG 13

CONTINUING MEDICAL EDUCATION: PG 14

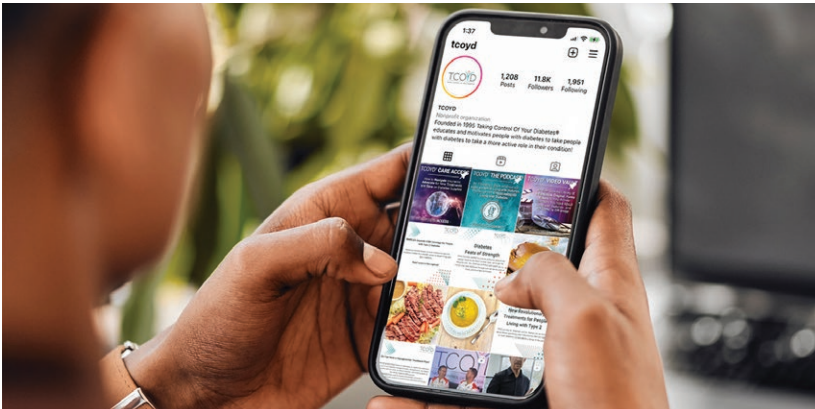
DIABETES FORUM: PG 15

LEADERSHIP, PARTNERS & SPONSORS: PG 16



OVER 100,000
MONTHLY WEBSITE
VISITORS

OVER 50 MILLION
SOCIAL MEDIA
IMPRESSIONS



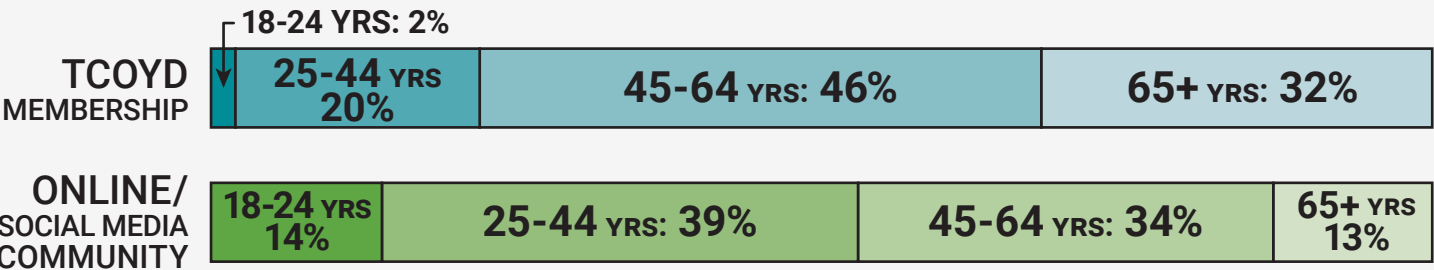
NEARLY 6.6 MILLION
VIDEO VIEWS

– Members from 219 Countries and All 50 States –

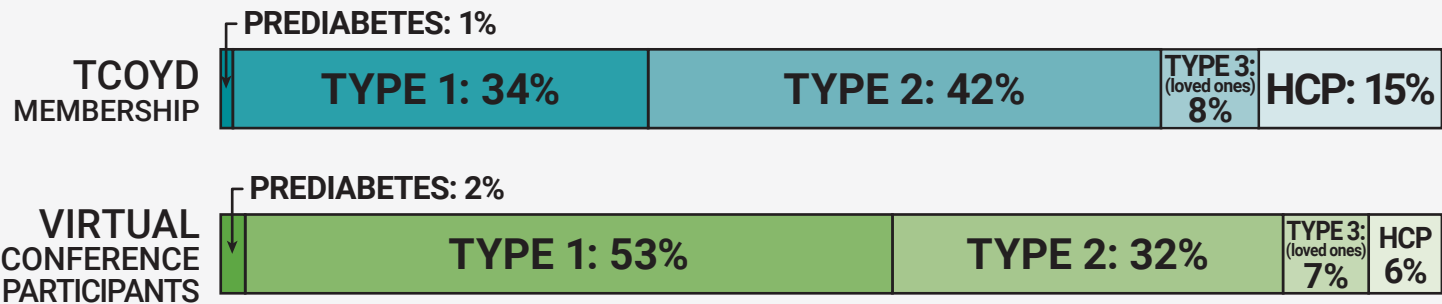
WHO DO WE SERVE?

Our community is made up of a diverse group of actively engaged people living with diabetes, their loved ones, and medical professionals from **around the world**.

TCOYD® Entire Community Breakdown by Age



TCOYD® Entire Community Breakdown by Diabetes Type



TCOYD® Entire Community Breakdown by Diabetes Duration



WHO DO WE SERVE?

Hear directly from our community

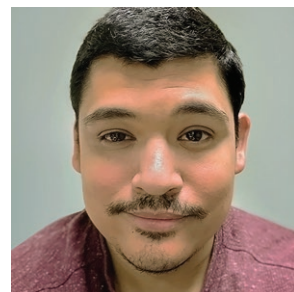


"My grandson has been newly diagnosed with type 1. I watched many of the videos on your website and I came away with a sense of hope. **Just seeing how many people log onto your events and how long they have been living with this is very encouraging.** I am glad we got to watch this event and look forward to future presentations."

– JANET, TYPE 3 (LOVED ONE) –

"Once I started watching TCOYD® videos and reading their informational articles, I found myself making more impactful changes that have helped with lowering my A1c. I was diagnosed with T1D at a young age and it was a very unexpected and life-changing experience. TCOYD® has helped make it easier to live a normal life as a diabetic. The videos are a pleasant mix of humor and information. Can't wait for more conferences and opportunities to make strides in my diabetes management."

– AARON, T1D –



"TCOYD® is my go-to source of information for all the recent advances in T1D. It is a fabulous resource, and conveys **practical advice and shared experience** in a really fun and easy-to-learn way. These guys definitely 'walk the walk' as well as 'talk the talk'. The content and production values are superb. **It's wonderful to be a part of such a welcoming and supportive community.**"

– DR. IAN PATERSON, TYPE 1 & HEALTHCARE PROFESSIONAL –

"I love your videos, they are all so helpful! Thank you and keep up the good work educating all of us. I really enjoy learning more and more so I can take better care of myself. TCOYD® has been such an incredible help in this journey."

– LORA, T2D –



NET PROMOTER SCORE: 90

A Net Promoter Score is a member experience metric that measures member loyalty and is predictive of growth. A score of 50 and above is considered excellent, while 80 and above is considered world-class.



In 2022 TCOYD® launched its new Access Page to help the diabetes community navigate insurance, advocate for new treatments, and save on diabetes supplies. The page is continuously updated with new savings programs to help people with diabetes afford their care.

– ACCESS –

Your Diabetes Care WITH TCOYD®

How to Navigate Insurance, Advocate for New Treatments, and Save on Diabetes Supplies

[CONTENT](#)[DOWNLOADS](#)[SAVINGS](#)

SAVINGS PROGRAM GUIDE FOR MEDICATIONS & DEVICES

(For more information about these products please visit the Medications section of our Video Vault.)

INSULIN >	MEDICATIONS >	DEVICES/TECHNOLOGY >	GLUCAGON (Hypoglycemia) >
EYE CARE >	NEEDLES/SYRINGES >	NUTRITION SUPPORT >	T1D DELAY & PREVENTION >

– WATCH –

Navigating Health Insurance in the U.S. Healthcare System

Diabetes & Medicare: How to Navigate the System

Diabetes On A Budget for Type 1

Diabetes On A Budget for Type 2

– TAKE ACTION –

How To Request a Prior Authorization from Your Doctor

[LEARN MORE](#)

Reduce Insulin Out-of-Pocket Costs

[DOWNLOAD NOW](#)

Prior Authorization Form Examples

[SEE FORMS](#)

TCOYD® PROGRAMMING

TCOYD® VIRTUAL CONFERENCES

Large-scale half-day virtual conferences welcome participants worldwide to come together to learn and connect. Complete with lecture auditoriums, network lounges, LIVE Q&A, original songs, and a Virtual Exhibit Hall to live chat with sponsors and learn more about each product.

– OVER 11,000 PARTICIPANTS IN 2022 –



TCOYD® LIVE

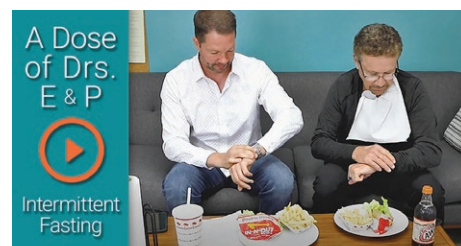
Bi-monthly live-streamed programs explore diabetes-related topics including technology, weight management, heart and kidney care, type 1 research, emotional health and more. Streamed for a live audience on Facebook, Instagram, Twitter, LinkedIn, and YouTube with LIVE Q&A.

– OVER 900,000 VIEWS IN 2022 –

DOSE OF DRs. E & P

Monthly videos that provide bite-sized insights on the hottest topics in diabetes for people with prediabetes, type 1s, type 2s, loved ones and healthcare professionals. These short, sweet videos deliver important information fast.

– 174 VIDEOS WITH OVER 360,00 VIEWS –



ORIGINAL SONGS

Original songs, written and performed by TCOYD® faculty, bring music to the diabetes community in a way that has never been done before. From rock songs, to piano ballads, to acoustic jams, everybody living with diabetes feels heard while singing along to the funny lyrics. *Available to stream on Spotify & Apple Music!*

– 11 SONGS WITH NEARLY 500,000 LISTENS –

NEWSLETTER ARTICLES

The TCOYD® monthly newsletter helps our viewers know about the latest news in diabetes, educational resources, lifestyle tips, healthy recipe ideas and more. Each article is written by a TCOYD®-trusted diabetes expert or told from the perspective of someone living with diabetes.

– OVER 500 ARTICLES WITH OVER 2 MILLION READS –



TCOYD® - THE PODCAST!

Bi-monthly podcast episodes that take a deep dive into the day-to-day of living with diabetes. Our hosts Dr. E & Dr. P, and their special expert guests, focus on concentrated topics and share their personal experiences, ensuring complete understanding for listeners.

– OVER 40,000 LISTENS FROM OVER 100 COUNTRIES –



- **3 VIRTUAL CONFERENCES WITH FREE REGISTRATION**
- **OVER 11,000 PARTICIPANTS FROM 118 COUNTRIES AND ALL 50 STATES**
- **UP TO 55% NEW ATTENDEES PER EVENT**
- **OVER 70 INDIVIDUALIZED EXPERT WORKSHOPS FOR T1DS AND T2DS**
- **NEARLY 20% OF ATTENDEES WATCHED WITH AT LEAST ONE OTHER PERSON**



AFTER ATTENDING A VIRTUAL TCOYD® CONFERENCE & HEALTH FAIR...

...87% OF ATTENDEES:

Feel more knowledgeable about strategies to better self-manage their diabetes

...71% OF ATTENDEES:

Feel more hopeful that they can improve control of their diabetes

...61% OF ATTENDEES:

Feel more empowered to make changes to better manage their diabetes



ONE 2022

THE ULTIMATE VIRTUAL
CONFERENCE EXPERIENCE FOR
TYPE 1S & THEIR LOVED ONES
FROM AROUND THE WORLD

Get by with a Little Help

FROM YOUR TYPE 1 FRIENDS

SEPTEMBER 10th | VIRTUAL

THE PREMIER EVENT FOR TYPE 1S AND THEIR LOVED ONES FROM
AROUND THE WORLD HELD VIA VFAIRS VIRTUAL PLATFORM

– OVER 4,200 PARTICIPANTS FROM 78 COUNTRIES AND ALL 50 STATES –

WHO'S ATTENDING: GET TO KNOW OUR TCOYD® ONE ATTENDEES!

DIABETES TYPE:

TYPE 1: 82%

TYPE 2
4%

TYPE 3:
(loved ones)
9%

HCPs
5%

AFTER ATTENDING A VIRTUAL ONE CONFERENCE & HEALTH FAIR...

81% OF ATTENDEES:

Feel more knowledgeable about strategies to better self-manage their diabetes

73% OF ATTENDEES:

Feel more empowered to make changes to better manage their diabetes

JOIN US AT OUR
IN-PERSON ONE
CONFERENCE ON
AUGUST 18-20TH



TCOYD® LIVE: STREAMED PROGRAMS BROADCASTED ACROSS FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN, AND YOUTUBE—WITH LIVE COMMUNITY Q&A

– 7 PROGRAMS IN 2022 WITH OVER 900,000 VIEWS –

COVID-19 UPDATES

– February 16, 2022 –

TCOYD LIVE!

COVID-19 UPDATES
FEBRUARY 16, 2022 | 11am PT



WEIGHT MANAGEMENT

– April 20, 2022 –

TCOYD LIVE!

APRIL 20, 2022 | 11am PT

WEIGHT MANAGEMENT

*How to Address the Forces
Working Against You!*



T1D RESEARCH BREAKTHROUGHS

– May 18, 2022 –

TCOYD LIVE!

MAY 18, 2022

11am PT

(8am HT | 1pm CT | 2pm ET)

**T1D RESEARCH
BREAKTHROUGHS:**

*Where Are We with
Delaying, Preventing, and
Curing Type 1 Diabetes?*



HEART & KIDNEY CARE

– July 20, 2022 –

TCOYD LIVE!

**HOW TO KEEP YOUR
HEART PUMPING &
KIDNEYS KICKING**

JULY 20, 2022

11am PT (8am HT | 1pm CT | 2pm ET)



DIABETES TECHNOLOGY

– August 17, 2022 –

TCOYD LIVE!

**THE LATEST
DIABETES TECH**

AUGUST 17, 2022

1:00pm PT

(10am HT | 3pm CT | 4pm ET)



NUTRITION & DIABETES

– October 12, 2022 –

TCOYD LIVE!

**HOW TO EAT
CANDY & DRINK BEER
WITH DIABETES**

OCTOBER 12th

2pm PT



EMOTIONAL HEALTH

– November 9, 2022 –

TCOYD LIVE!

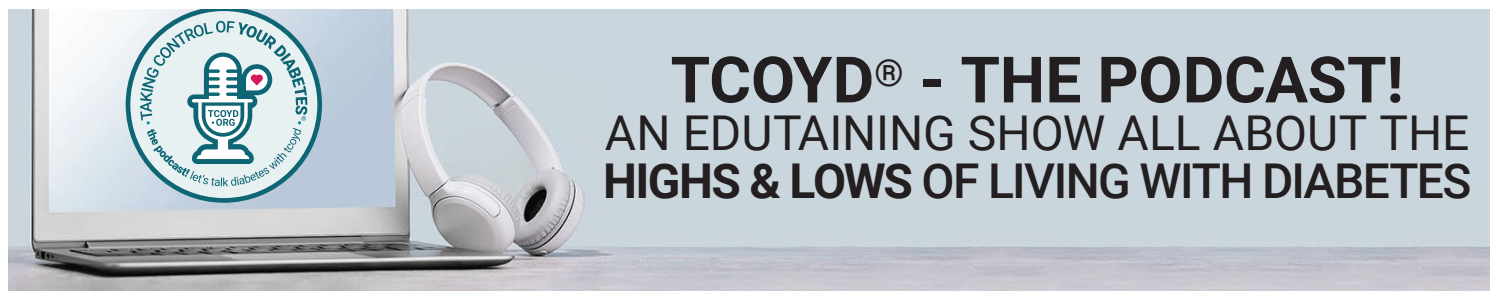
**THE EMOTIONAL
SIDE OF DIABETES**

NOVEMBER 9, 2022

1:00pm PT

(11am HT | 3pm CT | 4pm ET)





– 40,000 LISTENS FROM OVER 100 COUNTRIES –

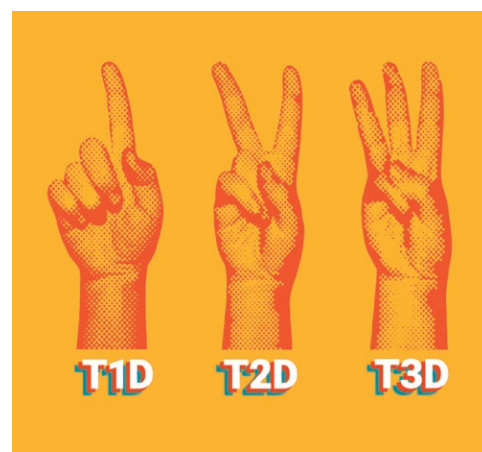
<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 1 LET'S TALK DIABETES WITH TCOYD®</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 2 WEIGHT LOSS: NOT ONE SIZE FITS ALL Featuring Obesity Specialist, Jennie Luna, MD</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 3 MY FAMILY OF 3... ALL LIVING WITH T1D! Featuring T1D Mom, Laura Dunn</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 4 THE SCIENCE OF TYPE 1 DIABETES</p>
<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 5 HARDCORE CARDIOLOGIST INCORPORATES "INTEGRATIVE MEDICINE" TO TREAT THE WHOLE PERSON Featuring Mimi Guarnieri, MD</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 6 NEW OPTIONS FOR BASAL AND BOLUS INSULINS</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 7 ENDOS' TOP TIPS FOR LIVING YOUR BEST LIFE WITH TYPE 1 DIABETES Featuring Tricia Santos, MD & Schafer Boeder, MD</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 8 ENDOS' TOP TIPS FOR LIVING YOUR BEST LIFE WITH TYPE 2 DIABETES Featuring Tricia Santos, MD & Schafer Boeder, MD</p>
<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 9 ADA STANDARDS OF CARE Featuring Dr. Robert Gabbay (ADA Chief Scientific & Medical Officer)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 10 EYE HEALTH AND DIABETES Featuring Ophthalmologist Dr. Robert Miller (He's Also Dr. E's Med School Buddy!) <small>In collaboration with the American Diabetes Association "Focus on Diabetes" Initiative</small></p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 11 DIABETES WARRANTY PROGRAM</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 12 TELEHEALTH WITH DR. LESLIE EILAND (Endocrinologist Living with T1D)</p>
<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 13 TECHNOLOGY AND DIABETES</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 14 PREDIABETES</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 15 OPEN ENROLLMENT: SELECTING THE RIGHT INSURANCE PLAN FOR YOU Featuring George Huntley (From Diabetes Leadership Council)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 16 EMOTIONAL HEALTH AND DIABETES Featuring William Polonsky, PhD, CDECS</p>
<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 17 FOR PARENTS OF KIDS WITH DIABETES Featuring Mamasi Jalman, MD</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 18 SUCCESSFUL BEHAVIOR CHANGES Featuring David Sobel, MD, MPH</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 19 INTERMITTENT FASTING Featuring Endocrinologist, Dr. Preethika Ekanayake</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 20 DENTAL/ORAL HYGIENE AND DIABETES Featuring Dana the Tooth Fairy</p>
<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 21 SEX AND DIABETES Featuring Marriage Family and Sex Therapist Janis Roszler, PhD</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 22 ALCOHOL AND DIABETES</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 23 THE SCIENCE OF TYPE 2 DIABETES</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 24 WEIGHT MANAGEMENT FOR TYPE ONE DIABETES</p>
<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 25 CONTROLLING YOUR DIABETES IN THE HOSPITAL Featuring Endocrinologist, Tricia Santos, MD</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 26 GETTING TYPE 1 AS AN ADULT, LADA (Latent Autoimmune Diabetes in Adults) Featuring Mills Clarke Buckley (AKA The Hungry Woman)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 27 PREGNANCY AND DIABETES Featuring Dr. Leslie Eiland (Endocrinologist Living with T1D)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST!</p> <p>EPISODE 28 MULTIPLE DAILY INJECTIONS (MDI): HOW TO DO IT RIGHT! Featuring Henry Anhalt, DO</p>

ONLINE COMMUNITIES



TCOYD® FACEBOOK SUPPORT GROUPS

TCOYD® Facebook community groups are tailored to type 1s, type 2s and type 3s (family members, friends and caregivers) and aim to connect people from around the world to share ideas and support one another while navigating the day-to-day of life with diabetes.



WE ARE ONE WEBSITE

We Are One (WAO, weareonediabetes.org) is a collaborative registry for healthcare professionals who work in the diabetes space and also have type 1 diabetes themselves. The WAO website is a user-friendly and engaging platform, becoming an international hub for T1D resources, information, and networking. The goal of WAO is to unify the type 1 community to work together and share ideas to improve the state of diabetes care.

TCOYD® RESEARCH REGISTRY

TCOYD® has partnered with The Behavioral Diabetes Institute in order to grow their shared online database of individuals who have volunteered to participate in diabetes studies and clinical trials. This clinical trial recruitment process gathers information on type 1s and type 2s who are interested in participating, evaluates individual qualifications for certain studies, and contacts them when a qualified opportunity arises. This valuable data is published to help healthcare providers advance diabetes treatment and all published studies can be found on the TCOYD® website.



TCOYD® WINS!



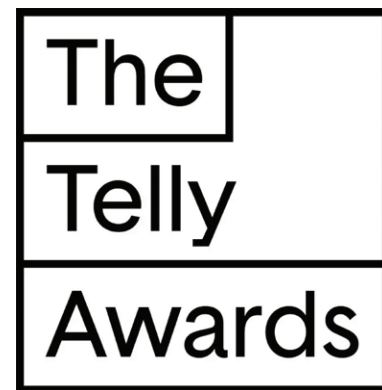
DR. EDELMAN WINS THE 2022 LEONARD AWARD

Dr. Edelman was selected as a winner of Lilly's Leonard Award, which recognizes diverse champions around the world who are dedicated to advancing diabetes management through innovative thinking and novel approaches.



PLATINUM SEAL OF TRANSPARENCY ON GUIDESTAR

The Platinum Seal of Transparency indicates that TCOYD® shares clear and important information with the public about our goals, strategies, capabilities, achievements and progress indicators that highlight the difference the TCOYD® makes in the world.



TCOYD® WINS A TELLY AWARD

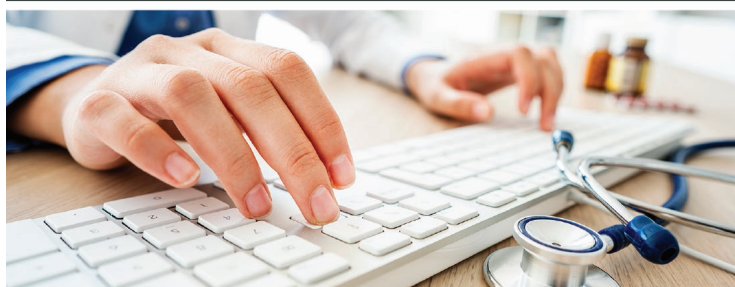
The Telly Awards, founded in 1979, honor excellence in television across all screens. Our March 2022 conference, "We've Got You Covered" won a Bronze Telly Award in the Education and Discovery category for an online series. The Telly Awards had over 11,000 global submissions in 2022.

CONTINUING MEDICAL EDUCATION FOR HEALTHCARE PROFESSIONALS

TCOYD® CME programs provide quality, complimentary education for healthcare professionals wanting to expand their knowledge of diabetes management. Our programs are content-rich and evidence-based, providing innovative education that impacts physicians' knowledge, competence, and performance, resulting in improved patient care. All programs are offered as free enduring webinars that can be taken at any time online to allow flexibility for busy provider schedules.

– **NEARLY 3,500 PARTICIPANTS IN 2022** –

ADVANCES IN ASSESSING & TREATING SEVERE HYPOGLYCEMIA IN PRACTICE



An Enduring Online CME Activity – 1.0 CEUs

MAKING THE CONNECTION BETWEEN PATIENTS and PROVIDERS

A Comprehensive Strategy on the Modern Management of Type 1 & Type 2 Diabetes

An Enduring CME Activity – 4.0 CEUs



MAKING THE CONNECTION: Between Patients and Providers – DEEP DIVE SERIES –

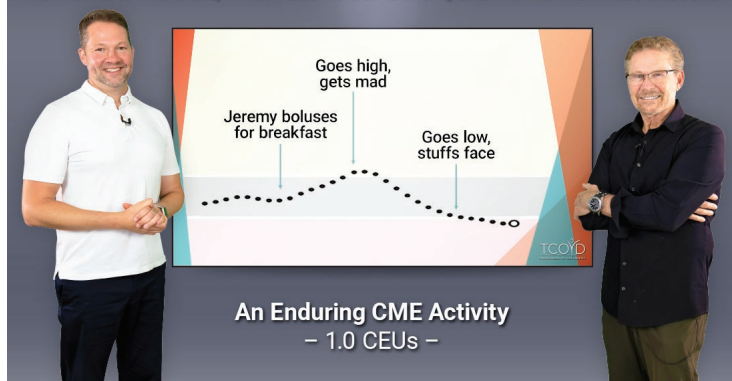
*An Integrative Approach to the Treatment
of Type 1 and Type 2 Diabetes*

An Enduring CME Activity
– 3.0 CEUs –



UPDATE ON INHALED & RAPID ACTING INSULINS:

New Clinical Trial Data, What Patients Can Benefit, and How to Maximize Success



HERE'S WHAT PARTICIPANTS SAID ABOUT TCOYD® CME PROGRAMS:

"Phenomenal presenters that live up to 'edutaining'. Love the conversational style and interactions between speakers. Best program I have attended this year."

"TCOYD® CME is top notch education; practical, clear and well-presented; easy to translate to application."

"Very informative & easy to understand. Enjoyed this presentation & can use this information in my daily practice."



TCOYD® & DIATRIBE 16TH ANNUAL DIABETES FORUM HOSTED AS AN ASYNCHRONOUS IN-PERSON AND VIRTUAL EVENT

2022 FORUM MODERATORS



STEVEN V. EDELMAN, MD

Founder & Director,
Taking Control Of Your Diabetes®;
Professor of Medicine,
University of California San Diego
Veterans Affairs Medical Center
San Diego



KELLY L. CLOSE

Founder & President,
Close Concerns;
Co-Founder, diaTribe +
dQ&A

2022 FORUM PANELISTS



CAROLYN WYSHAM, MD
(Spokane)



LESLIE EILAND, MD
(Omaha)



WILLIAM POLONSKY
PhD, CDCES (Encinitas)



JEREMY PETTUS, MD
(San Diego)



JAMES GAVIN
MD, PhD (Fayetteville)

2022 FORUM TOPICS

- What we now know about COVID and diabetes
- Updates on the ADA Standards of Care
- New data on cardiovascular and renal protection outcome studies: SGLT2 inhibitors & GLP1-RAs
- The changing landscape for the treatment of obesity
- The latest in hybrid closed loop systems including Tandem CIQ updates, Omnipod 5, Looping & Medtronic 780G
- CGM updates including Eversense 180 day, Dexcom G7 & Libre 3
- Update on dual- and triple- agonists in development
- Smart Pens and their impact on diabetes care
- Adjunctive therapies for T1D
- Next steps on cures to T1D, particularly cell-based therapy
- Is Telehealth here to stay and its impact
- What will affect social determinants of health & health equity
- "Remission" for T2D

TCOYD® LEADERSHIP



STEVEN V. EDELMAN, MD
Founder & Director | steve@tcoyd.org



MICHELLE K. FEINSTEIN, CPA
Executive Director & CFO | mfeinstein@tcoyd.org

TCOYD® CONFERENCE DIRECTORS



JEREMY PETTUS, MD
Director, Type 1 Track & CME, TCOYD®;
Endocrinologist;
Associate Clinical Professor of Medicine,
UCSD School of Medicine



TRICIA SANTOS, MD
Co-Director, Type 2 Track, TCOYD®;
Endocrinologist;
Associate Clinical Professor of Medicine,
UCSD School of Medicine



SCHAFER BOEDER, MD
Co-Director, Type 2 Track, TCOYD®;
Endocrinologist;
Diabetes Researcher



WILLIAM POLONSKY, PhD, CDCES
Clinical Psychologist;
Founder & CEO,
Behavioral Diabetes Institute

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SUPPORTING SPONSORS

