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
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
THE TCOYD® WORLDWIDE COMMUNITY

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

<table>
<thead>
<tr>
<th>Age Range</th>
<th>TCOYD Membership</th>
<th>Online/Social Media Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 YRS</td>
<td>2%</td>
<td>14%</td>
</tr>
<tr>
<td>25-44 YRS</td>
<td>20%</td>
<td>39%</td>
</tr>
<tr>
<td>45-64 YRS</td>
<td>46%</td>
<td>34%</td>
</tr>
<tr>
<td>65+ YRS</td>
<td>32%</td>
<td>13%</td>
</tr>
</tbody>
</table>

### TCOYD® Entire Community Breakdown by Diabetes Type

<table>
<thead>
<tr>
<th>Diabetes Type</th>
<th>TCOYD Membership</th>
<th>Virtual Conference Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREDIABETES</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>TYPE 1</td>
<td>34%</td>
<td>TYPE 1: 53%</td>
</tr>
<tr>
<td>TYPE 2</td>
<td>42%</td>
<td>TYPE 2: 32%</td>
</tr>
<tr>
<td>TYPE 3 (loved ones)</td>
<td>8%</td>
<td>TYPE 3 (loved ones): 7%</td>
</tr>
<tr>
<td>HCP</td>
<td>15%</td>
<td>HCP: 6%</td>
</tr>
</tbody>
</table>

### TCOYD® Entire Community Breakdown by Diabetes Duration

<table>
<thead>
<tr>
<th>Diabetes Duration</th>
<th>TCOYD Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5 YRS</td>
<td>23%</td>
</tr>
<tr>
<td>11-15 YRS</td>
<td>19%</td>
</tr>
<tr>
<td>16-20 YRS</td>
<td>13%</td>
</tr>
<tr>
<td>21+ YRS</td>
<td>45%</td>
</tr>
</tbody>
</table>
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.
**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 –
Taking Control Of Your Diabetes®

2022 INTERNATIONAL VIRTUAL CONFERENCE EXPERIENCES FOR TYPE 1S, TYPE 2S & THEIR LOVED ONES HELD VIA VFAIRS VIRTUAL PLATFORM

• 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

WE’VE GOT YOU COVERED
– March 19, 2022 –

THE FUTURE OF DIABETES IS NOW
– June 18, 2022 –

DIABETES FESTIVUS
– December 10, 2022 –

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

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:

<table>
<thead>
<tr>
<th>TYPE 1</th>
<th>TYPE 2</th>
<th>TYPE 3: (loved ones)</th>
<th>HCPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>82%</td>
<td>4%</td>
<td>9%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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
Taking Control Of Your Diabetes®

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!
WEIGHT MANAGEMENT
How to Address the Forces Working Against You!

T1D RESEARCH BREAKTHROUGHS
– May 18, 2022 –

TCOYD LIVE!
T1D RESEARCH BREAKTHROUGHS
Where Are We with Scoring Progress and Curbing Type 1 Diabetes?

HEART & KIDNEY CARE
– July 20, 2022 –

HOW TO KEEP YOUR HEART PUMPING & KIDNEYS KICKING
JULY 20, 2022
11am PT (8am HT | 1pm CT | 2pm ET)

DIABETES TECHNOLOGY
– August 17, 2022 –

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 –

THE EMOTIONAL SIDE OF DIABETES
NOVEMBER 9, 2022
1:00pm PT
[11am HT | 3pm CT | 4pm ET]
TCOYD® - THE PODCAST!
AN EDUTAINING SHOW ALL ABOUT THE HIGHS & LOWS OF LIVING WITH DIABETES

- 40,000 LISTENS FROM OVER 100 COUNTRIES -
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.
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.

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.
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 – 2.0 CEUs

**UPDATE ON INHALED & RAPID ACTING INSULINS:**

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

An Enduring CME Activity – 1.0 CEUs

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.”
Taking Control Of Your Diabetes®

DIABETES FORUM & RECEPTION | 2022
MONDAY, JUNE 6 | 6:30PM CT | NEW ORLEANS, LOUISIANA

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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