



2023-2024 PROSPECTUS



EDUTAINING THE DIABETES COMMUNITY SINCE 1995

TAKING CONTROL OF YOUR DIABETES®

A 501(c)(3) Nonprofit Charitable Educational Organization
5720 Oberlin Drive, Suite 150, San Diego, CA 92121
858.755.5683 | tcoyd.org

WATCH THE BEST
OF TCOYD® HERE



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.

MEET OUR EXPERT LEADERS



Steven V. Edelman, MD; Founder & Director, Taking Control Of Your Diabetes®; Endocrinologist; Professor of Medicine, University of California San Diego; Veterans Affairs Medical Center San Diego

I'M STEVE EDELMAN, founder of Taking Control Of Your Diabetes®. I was diagnosed with type 1 diabetes at 15 and 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. I was not willing to settle for that, 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 career to educating and empowering others with this condition to become active members of their healthcare teams so they can live long, healthy lives with diabetes.



Jeremy Pettus, MD; Director, Type 1 Track & CME, Taking Control Of Your Diabetes®; Endocrinologist; Associate Clinical Professor of Medicine, UCSD School of Medicine, University of California San Diego

I'M JEREMY PETTUS, and was also diagnosed with type 1 diabetes at 15 years old. Since then, I've dedicated my career to educating and treating others like myself. In my research, I focus primarily on clinical trials that test new and innovative therapies for people living with diabetes. These include studies on medications to reverse or slow the progression of diabetes, islet cell transplantation strategies and device studies such as artificial pancreas technology. As somebody who has the disease myself, sees patients with type 1, and is actively working on curing/treating the disease, I am so happy to be a part of the TCOYD® education team.

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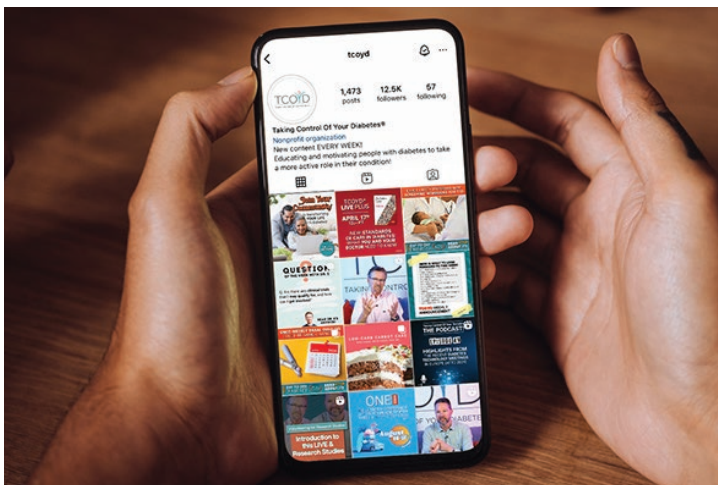
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OVER 600 ORIGINAL VIDEOS
OVER 12 MILLION VIEWS



**OVER 390 VIRTUAL AND
IN-PERSON PROGRAMS**
OVER 3.4 MILLION ATTENDEES



SOCIAL MEDIA IMPRESSIONS
NEARLY 3 MILLION EVERY MONTH



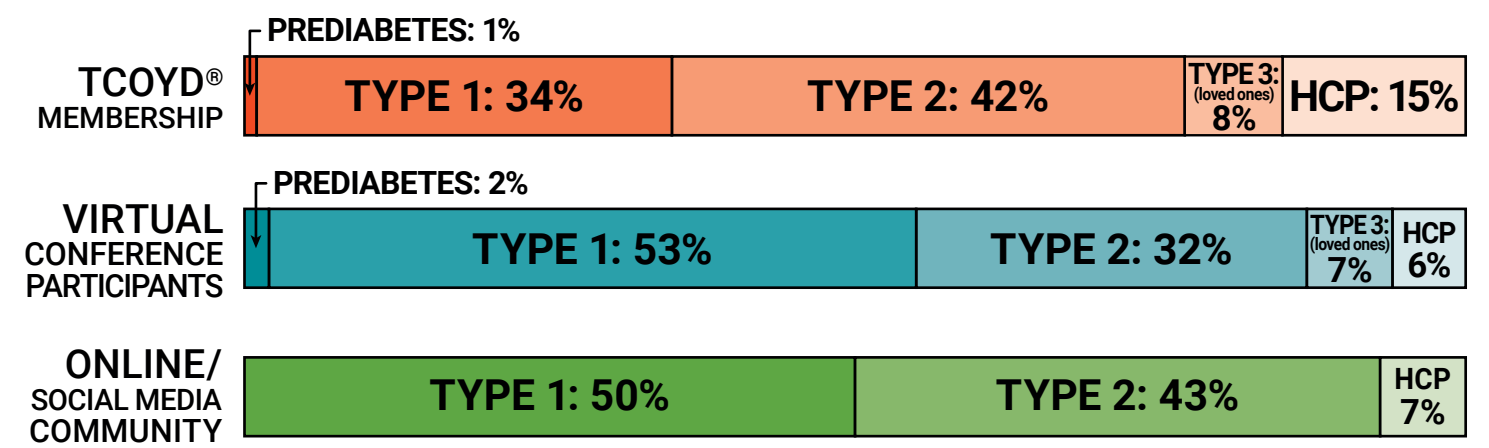
OVER 650 ONLINE ARTICLES
OVER 5.6 MILLION VIEWS

– Members from 219 Countries and All 50 States –

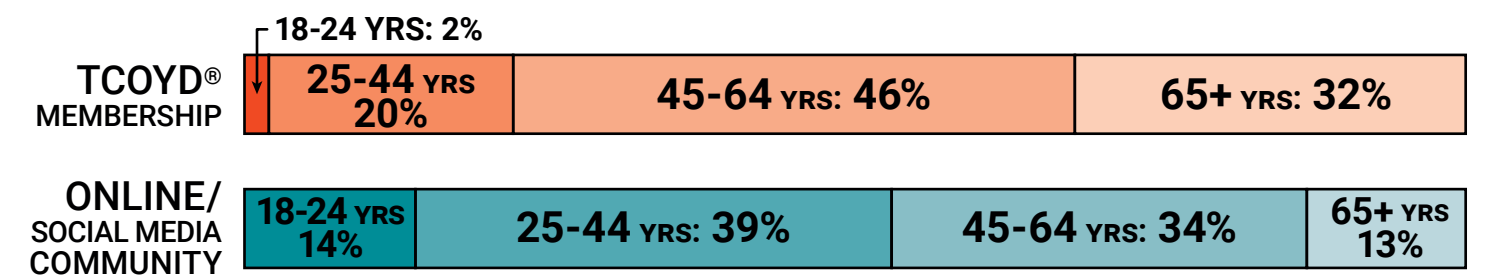
WHO DO WE SERVE?

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.

BREAKDOWN BY DIABETES TYPE



BREAKDOWN BY AGE



BREAKDOWN BY DIABETES DURATION



HEAR DIRECTLY FROM OUR COMMUNITY



"I watch all your videos, and enjoy them all. I always enjoy the light-hearted, relatable, informative and entertaining material. I use the G6 and learned that Dr. P's placement (thigh) works great for me."

– KAREN, T1D –

"I had really fallen off my routine and slipped into a really horrible mindset of just not caring as much about taking care of my diabetes. This new video (specifically, the segment on mental health) completely renewed my interest in maintaining my range and restored my strength to do better. So, thank you for taking the time to create the video and hit on exactly what was needed to motivate me again!"

– ANDY, T2D –



"Hi from Ireland! My daughter is T1, aged 16 months when she was diagnosed and has been on the Dexcom and Tandem Tslim now for almost 3 months. Thank you so much for your clear explanation on your video - it's the first time I have understood standard deviation. Our endocrine team are lovely but only look at A1C!"

– LOUISE, T3 & DAUGHTER CORA, T1D –

"What does it feel like to step up to the plate and hit a home run EVERY TIME?! Another great video. Your ability to inspire HCPs has good ripple effects. You guys are not only bringing back the acceptability of fashion crimes (which takes the pressure off), but YOU'RE HELPING ALL OUR PATIENTS. They light up with hope. Your whole team gets my applause for the good you've already brought to patients I know. Thank you."

– KEVIN, HCP –



NET PROMOTER SCORE: 82

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.

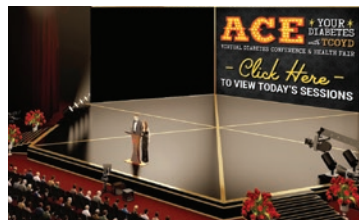


NEW TCOYD® PRODUCTION STUDIO

In 2023 TCOYD® moved to a new office with a 1,200-square-foot studio housing a green screen, film set, and podcast station. TCOYD® uses this studio on a daily basis to create informative, entertaining, state-of-the-art education in-house.



TCOYD® PROGRAMMING



VIRTUAL CONFERENCES

OVER 42,000 PARTICIPANTS

Our large-scale half-day virtual conferences welcome participants from around the world to come together to learn and connect. Complete with lecture auditoriums, network lounges, LIVE Q&A with endos, entertaining songs and a virtual exhibit hall to chat live with sponsors, learn more about each product, and sign up to receive more information.



DOSE OF DRs. E & P

NEARLY 650,000 VIEWS

Our monthly "Dose of Drs. E & P" videos provide bite-sized insights on the hottest topics in diabetes for people with prediabetes, type 1 and type 2 diabetes, loved ones, and healthcare professionals. These short and sweet videos deliver important information fast, and are shared across all digital channels.



TCOYD® - THE PODCAST!

OVER 100,000 LISTENS, FROM OVER 150 COUNTRIES

Our bi-monthly episodes take a deep dive into the day-to-day of living with diabetes. Our hosts Drs. E & P, and their special expert guests focus on concentrated topics and share their personal experiences, ensuring complete understanding from all our listeners. Topics include endos' top tips, the science behind diabetes, complications, intermittent fasting, MDI, LADA, sex, alcohol... the list goes on!



TCOYD® LIVE PLUS

NEARLY 2 MILLION VIEWS

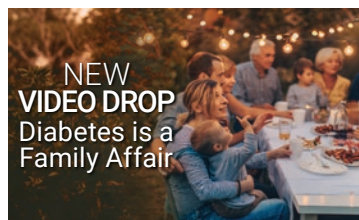
Our monthly live-streamed programs explore diabetes-related topics including technology, weight management, heart and kidney care, type 1 research, emotional health, and more. Streamed for a live audience on Facebook, Instagram, Twitter, LinkedIn, and YouTube with LIVE Q&A.



NEWSLETTER ARTICLES

OVER 5.6 MILLION READS

Our monthly digital newsletter helps our readers 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 somebody living with diabetes.



VIDEO DROPS

NEARLY 800,000 VIEWS

Our monthly video releases of curated programming examine particular themes throughout the year from Heart Health (February), to The Scary Side: Hypos & Complications (October), to The Gifts of Diabetes (December). We will address it all...seasonally! Distributed via email, website, and on social media.



ORIGINAL SONGS

13 ORIGINAL SONGS, WITH 630,000 LISTENS

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!



TCOYD® NEWSY NEWS

3 EPISODES, WITH OVER 30,000 VIEWS

Inspired by SNL's Weekend Update, this new video news segment covers the latest updates and exciting advancements in diabetes care. Shared to both a patient and healthcare professional audience.



3 VIRTUAL CONFERENCES WITH FREE REGISTRATION

- **OVER 12,000 PARTICIPANTS FROM ALL 50 STATES**
- **OVER 50 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:

- **93% OF ATTENDEES:** Feel more knowledgeable about strategies to better self-manage their diabetes
- **87% OF ATTENDEES:** Feel more hopeful that they can improve control of their diabetes
- **48% OF ATTENDEES:** Reported that their Time in Range (TIR) has improved
- **34% OF ATTENDEES:** Reported that their number of hypoglycemic events decreased
- **19% OF ATTENDEES:** Started a new diabetes medication or modified their diabetes medications
- **18% OF ATTENDEES:** Started a new diabetes technology or changed their diabetes technology



ONE **2023**

THE ULTIMATE CONFERENCE & RETREAT FOR ADULTS WITH TYPE 1 & THEIR LOVED ONES

AUGUST 18-20, 2023
PARADISE POINT RESORT & SPA | San Diego, CA

OVER 500 PARTICIPANTS FROM 30 STATES AND 5 COUNTRIES

TYPE 1: 81%	TYPE 3 (loved ones): 19%
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AFTER ATTENDING TCOYD® ONE CONFERENCE & RETREAT:

- **83% OF ATTENDEES:** Feel more knowledgeable about strategies to better self-manage their diabetes
- **66% OF ATTENDEES:** Feel more hopeful that they can improve control of their diabetes
- **49% OF ATTENDEES:** Plan on asking their doctor if they can start a new medication or different type of insulin to help manage their diabetes
- **28% OF ATTENDEES:** Plan on talking with their doctor about a new or different diabetes device to help manage their diabetes



ONE **2024**

THE ULTIMATE CONFERENCE & RETREAT FOR ADULTS WITH TYPE 1 & THEIR LOVED ONES

August 16-18, 2024

PARADISE POINT RESORT & SPA
San Diego, California

TCOYD
TAKING CONTROL OF YOUR DIABETES

TCOYD® LIVE PLUS

LIVE-STREAMED PROGRAMS BROADCASTED ACROSS FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER & YOUTUBE—WITH LIVE COMMUNITY Q&A

12 PROGRAMS WITH OVER 1.7 MILLION VIEWS

TCOYD® LIVE PLUS
THE SCIENCE OF TYPE 2
DIABETES: WHAT CAUSES T2D
AND HOW CAN IT BE TREATED?

JANUARY 18, 2023
1:00pm PT
(11am HT | 2pm MT | 3pm CT | 4pm ET)

TCOYD® LIVE PLUS
f y t i n

TCOYD® LIVE PLUS
(not so) TABOO TOPICS:
TOO AFRAID TO ASK YOUR DOCTOR?

FEBRUARY 15, 2023
11:00am PT
(9am HT | 12pm MT | 1pm CT | 2pm ET)

TCOYD® LIVE PLUS
f y t i n

TCOYD® LIVE PLUS
DIABETES & EXERCISE:
Make Your Diabetes
Tech Work for You

MARCH 15, 2023
1:00pm PT
(10am HT | 2pm MT | 3pm CT | 4pm ET)

TCOYD® LIVE PLUS
f y t i n

TCOYD® LIVE PLUS

IS THERE REALLY
SUCH A THING AS
A DIABETES DIET?

MAY 18, 2023
11:00am PT
(8am HT | 12pm MT | 1pm CT | 2pm ET)

TCOYD® LIVE PLUS
f y t i n

**Virtual
Diabetes
Forum**

7.26.23

TCOYD® LIVE
4PM PT / 7PM ET

TCOYD® LIVE PLUS
NEW IMMUNOTHERAPIES
& STEM CELL RESEARCH
FOR TYPE 1S

SEPTEMBER 20, 2023
11:00am PT
(8am HT | 12pm MT | 1pm CT | 2pm ET)

TCOYD® LIVE PLUS
f y t i n

TCOYD® LIVE PLUS
EYE DISEASE
AND EYE CARE

OCTOBER 26, 2023
12:00pm PT
(9am HT | 1pm MT | 2pm CT | 3pm ET)

TCOYD® LIVE PLUS
f y t i n

TCOYD® LIVE PLUS

IS THERE REALLY
SUCH A THING AS
A DIABETES DIET?

MAY 18, 2023
11:00am PT
(8am HT | 12pm MT | 1pm CT | 2pm ET)

TCOYD® LIVE PLUS
f y t i n

TCOYD® LIVE PLUS
REALISTIC WEIGHT LOSS STRATEGIES
FOR YOU: FROM LIFESTYLE OPTIONS
TO MEDICATIONS LIKE OZEMPIC

JANUARY 17, 2024
11:00am PT
(9am HT | 12pm MT | 1pm CT | 2pm ET)

TCOYD® LIVE PLUS
f y t i n

TCOYD® LIVE PLUS
DIABETES TECHNOLOGY:
THE PROS AND CONS OF
DIFFERENT DEVICES

FEBRUARY 21, 2024
1:00pm PT
(11am HT | 2pm MT | 3pm CT | 4pm ET)

TCOYD® LIVE PLUS
f y t i n

TCOYD® LIVE PLUS
VOLUNTEERING FOR RESEARCH STUDIES:
IT'S NOT JUST BEING A "GUINEA PIG" ANYMORE!

MARCH 27, 2024 | 1:00pm PT
(10am HT | 2pm MT | 3pm CT | 4pm ET)

TCOYD® LIVE PLUS
f y t i n

TCOYD® LIVE PLUS
NEW STANDARDS OF
CARE IN DIABETES:
WHAT YOU AND YOUR
DOCTOR NEED TO KNOW

APRIL 17, 2024
12:00pm PT
(9am HT | 1pm MT | 2pm CT | 3pm ET)

TCOYD® LIVE PLUS
f y t i n



TCOYD® - THE PODCAST!

AN EDUTAINING SHOW ALL ABOUT THE HIGHS & LOWS OF LIVING WITH DIABETES

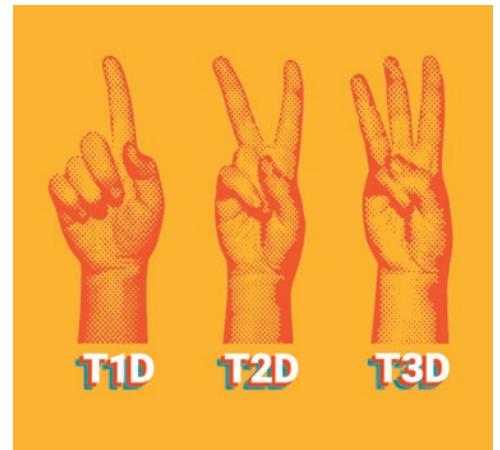
52 EPISODES WITH OVER 100,000 LISTENS FROM OVER 150 COUNTRIES

<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 19 INTERMITTENT FASTING Featuring Endocrinologist, Dr. Preethika Ekanayake</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 20 DENTAL/ORAL HYGIENE AND DIABETES Featuring Dana the Tooth Fairy</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 21 SEX AND DIABETES Featuring Marriage, Family, and Sex Therapist Janis Roszler, PhD</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 22 ALCOHOL AND DIABETES</p>
<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 23 THE SCIENCE OF TYPE 2 DIABETES</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 24 WEIGHT MANAGEMENT FOR TYPE ONE DIABETES</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 25 CONTROLLING YOUR DIABETES IN THE HOSPITAL (plus coping with sick days)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 26 GETTING TYPE 1 AS AN ADULT, LADA (Latent Autoimmune Diabetes in Adults) Featuring Mila Clarke Buckley (AKA The Hungry Woman)</p>
<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 27 PREGNANCY AND DIABETES Featuring Dr. Leslie Eiland (Endocrinologist Living with T1D)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 28 MULTIPLE DAILY INJECTIONS (MDI): HOW TO DO IT RIGHT! Featuring Henry Anhalt, DO</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 29 PARENT TO PARENT: TAKING THE REINS Featuring John Mardikian (Father of a T1D)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 30 WHEN DO HIGH & LOW BLOOD SUGARS START TO CAUSE COMPLICATIONS?</p>
<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 31 IS THERE REALLY SUCH A THING AS A DIABETES DIET? Featuring Adriana Valencia, RD, CDCES (Registered Dietitian & Diabetes Educator)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 32 WHAT WE LEARNED AT THE ADA SCIENTIFIC SESSIONS</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 33 TCOYD® DJ: THE SONGS BEHIND THE ORG</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 34 HYPOGLYCEMIA: CAUSES & HOW TO HANDLE THE LOWS</p>
<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 35 MYTH BUSTERS: MISCONCEPTIONS ABOUT DIABETES Featuring Clinical Psychologist William Polonsky, PhD, CDCES</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 36 TESTOSTERONE AND DIABETES</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 37 FROZEN SHOULDER & OTHER MUSCULOSKELETAL ISSUES Featuring Reece C. Jensen, DPT, OCS (Doctor of Physical Therapy)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 38 COOL UPDATES IN TYPE 1 DIABETES Featuring Aaron Kowalski, PhD (President & Chief Executive Officer, JDRF)</p>
<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 39 THE HAPPY DIABETIC Featuring Chef Robert Lewis (Chef and Cookbook Author)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 40 THE UPPER HAND: TURNING ADVERSITY INTO ADVANTAGE Featuring Chris Ruden (Keynote Speaker & Author, and T1D Amputee Record-Holding Powerlifter)</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 41 THE WORLD'S WORST DIABETES MOM Featuring Stacy Simms, Host & Producer, Diabetes Connections Podcast, Author, Speaker and Voice Over Artist</p>	<p>Taking Control Of Your Diabetes® THE PODCAST! EPISODE 42 WHAT EVERYONE W/ DIABETES WANTS FOR THE HOLIDAYS</p>



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.

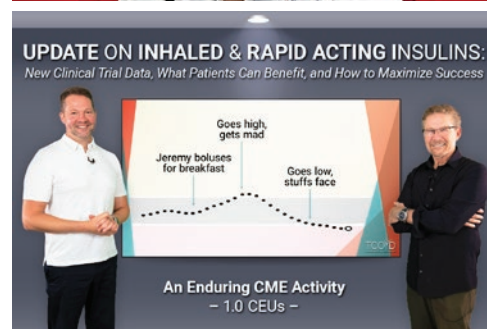
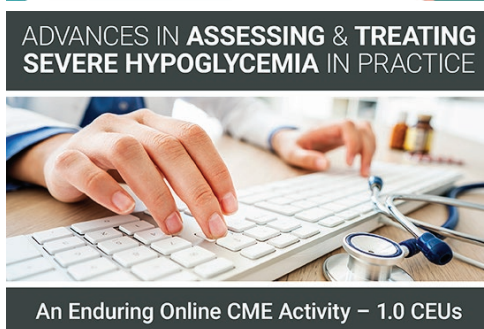
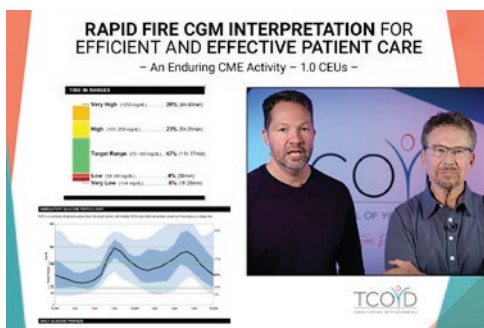
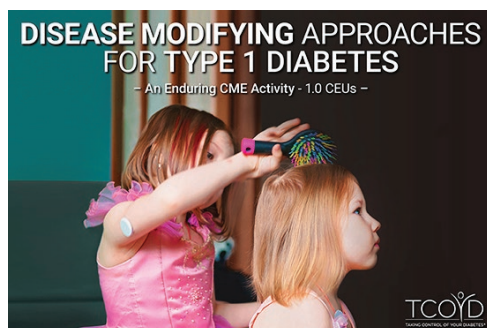


CONTINUING MEDICAL EDUCATION FOR HEALTHCARE PROFESSIONALS



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.

6 PROGRAMS IN 2023-2024 WITH OVER 6,300 PARTICIPANTS



AFTER COMPLETING A TCOYD® CME PROGRAM:

- **95.61% REPORTED:** Relative to where I was prior to participating in this activity, I am confident that this activity improved my knowledge and/or skills on this topic.
- **94.71% REPORTED:** Relative to where I was prior to participating in this activity, I am confident that this activity improved my ability to better function as a member of the health care team.

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

"These two doctors are always fantastic. They make the information easy to understand, and applicable to Patient Care."

"Great slides that clearly delineated the steps of diagnosis and intervention. The presentation was educational and entertaining! I had a little knowledge of the concept, but this presentation was very informative and cleared up many of my questions."

"This is an excellent presentation & so timely. Your presentation skills are excellent, entertaining & informative." **13**



TCOYD® & DIATRIBE 17TH ANNUAL DIABETES FORUM HOSTED AS AN ASYNCHRONOUS IN-PERSON & VIRTUAL EVENT WITH OVER 200,000 VIEWS

2023 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;
Founder, diaTribe; Co-founder, dQ&A

2023 FORUM PANELISTS



EUGENE WRIGHT, MD



JOHN B. BUSE, MD, PhD



JUAN PABLO FRIAS, MD



JEREMY PETTUS, MD



ATHENA PHILIS-TSIMIKAS, MD

2023 FORUM TOPICS

- Overview and updates to the ADA Standards of Care, with focus on obesity, Time in Range and glycemic health
- Diabetes technology updates: AID/HCL systems, CGM/BGM, connected injection (smart pens), apps
- Glycemic, heart, and kidney health: data on cardio and renal protective outcome studies: SGLT2 inhibitors, GLP1-RAs and dual agonists in T2D
- Adjunctive therapies for T1D/continuous ketone monitoring update
- The continually changing landscape for the treatment of obesity and fatty liver disease
- Most recent clinical trial readouts
- T1D delay & cures—cell and disease modifying therapies
- Key lessons in growing telehealth and remote care
- The most important variables in social determinants of health and health equity





TCOYD® TELLY AWARDS!

- 2024 Bronze Telly Award: *Online* - Entertainment
- 2024 Bronze Telly Award: *Webseries* - Education & Discovery
- 2023 Silver Telly Award: *Webseries* - Music
- 2023 Silver Telly Award: *Webseries* - Education & Discovery
- 2022 Bronze Telly Award: *Webseries* - Education & Discovery
- 2014 Gold Telly Award



2024 CHARITY NAVIGATOR
4-Star Rating



2023 & 2024 GUIDESTAR
Platinum Seal of Transparency



2022 LEONARD AWARD
Honoree - Dr. Edelman
Lilly Diabetes



2021 LIFETIME ACHIEVEMENT AWARD
Honoree - Dr. Edelman
Association of Diabetes Care & Education Specialists (ADCES)

TCOYD® LEADERSHIP



STEVEN V. EDELMAN, MD
 steve@tcoyd.org
 Founder & Director, TCOYD®;
 Endocrinologist;
 Professor of Medicine,
 UCSD School of Medicine;
 Veterans Affairs Medical Center



BRITTANY CARNEY
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 Executive Director and
 Director of Marketing &
 Communications, TCOYD®



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

TCOYD® CONFERENCE DIRECTORS



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

– PLUS OVER 1,000 EXPERT FACULTY MEMBERS –

TCOYD® PARTNERS



TCOYD® SPONSORS

PLATINUM

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Medtronic

SILVER



SUPPORTING

