



Dear Physician:

As you know, effective diabetes education can make a significant difference for patients with diabetes.

Some patients may not readily have access to the health-related information they need. **Taking Action Together...Improving Diabetes Care in Our Community**, an alliance between Anthem Blue Cross and Merck & Co., Inc., in collaboration with the American Diabetes Association (ADA) in Riverside and San Bernardino Counties, CA, is providing to a limited number of patients the opportunity to participate in free diabetes workshops throughout the Inland Empire. These workshops are open to your patients who express interest and meet your criteria, not just Anthem Blue Cross members.

The workshops will make use of innovative teaching resources such as US Diabetes *Conversation Map*[®] tools, which have been extremely well received by both diabetes educators and participants. Created by Healthy Interactions in collaboration with the ADA, these tools cover a full range of diabetes topics, including healthy eating, blood glucose monitoring, myths vs facts, the natural course of diabetes, and possible complications. The sessions give participants the opportunity to interact and compare experiences with other people who have diabetes.

Each workshop will be led by a diabetes educator trained in the use of the tools. It will focus primarily on the following learning objectives:

- Learning about lifestyle modifications that can lead to improved self management
- Understanding how blood glucose levels change during the day and the importance of monitoring it
- Learning about health care teams and engaging a support network

Please feel free to print the attached file and invite your patients to join. The workshops are co-sponsored by the Journey for Control[™] program from Merck & Co., Inc.

We hope these free diabetes education sessions will help you give your patients with diabetes a head start on their journey for control. If you have any questions or would like more information about Taking Action Together, please contact Tracy Wang at 1-818-234-4709 or tracy.wang@wellpoint.com.

Sincerely,

Michael Belman, MD, MPH
Medical Director, Clinical Quality and Innovations
Anthem Blue Cross

Sincerely,

David Abrahamson, MD
Medical Director
Merck & Co., Inc.

Enclosure: Workshop invitation

DEALING WITH DIABETES?

Head in the right direction

Being told that you have diabetes can leave you with questions. Where can you get information? What should you look for? What changes should you make to your diet? Get some answers.

CALL NOW FOR A FREE WORKSHOP

- Find out how to manage your diabetes and plan meals better.
- Get your questions answered by a diabetes expert.
- Work in groups for a fun, interactive learning experience.
- Learn the importance of checking your blood sugar and what the results mean.

We hope you'll join us on this journey for control of your diabetes.

GET ON BOARD!

SPACE IS LIMITED FOR THIS FREE WORKSHOP.

CALL THE NUMBER BELOW TO SIGN UP.



PROGRAMS ARE SCHEDULED
THROUGHOUT YOUR COMMUNITY.
TO RESERVE YOUR SPACE,
CALL: 1-877-445-6876



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CONTROL™**
Advancing Diabetes Education

JourneyForControl.com



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