

ENDOCARES[®]

2022 OUTCOMES REPORT

ADDRESSING HEALTH DISPARITIES, ONE COMMUNITY AT A TIME



Lynette Fludd, MS, CHES
Paulina Litter, MA

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OUR COMMITMENT

Our commitment is to develop and support a diverse and inclusive network of clinician, researcher, and educator members and leaders who work to eliminate endocrine health disparities in our local, national, and global communities.

4-9

OUR IMPACT

We serviced four unique U.S. cities: Atlanta, Baltimore, Seattle, and Phoenix, engaging more than:

500+
Volunteers

2,500+
Service Hours

65+
Local Partners

10-11

DIGITAL IMPACT

We are committed to creating resources and educational materials to help clinicians and researchers accelerate the pace of scientific discovery and translate the latest science into quality clinical care.

12-14

OUR FUTURE

We promote health equity, patient outcomes, and medical care through collaboration and bold scientific ideas. Learn about what is on the horizon for EndoCares®.



“

“EndoCares® is intentionally designed to foster the ongoing connectivity between individuals, families, and local endocrine specialists to promote long-term health and well-being.”

– Lynette Fludd, MS, CHES
Associate Director, Patient Engagement

Our Commitment

Overview

EndoCares® is a global outreach initiative for patients and providers, offering medical services, wellness coaching, and education to those affected by endocrine-related conditions in underserved areas of the world. Our EndoCares® program pioneers a bold and innovative vision, ushering in the future of patient engagement. It is the hallmark of the Endocrine Society's commitment to diversity, equity, inclusion, and improved health access.

Designed for all ages, at any stage of living, our program delivers engagement with our endocrine experts, education about the latest treatments and breakthroughs in research, and psychosocial resources of living with endocrine diseases and conditions. EndoCares® brings together patients and the healthcare community in a unique and sustainable model.

ENDOCARES GOALS



Enhance access to high-quality endocrine care and wellness



Raise awareness of endocrine-related health conditions and diseases, as well as complementary treatment facilities and long-term care options for ongoing care



Empower individuals to advocate for themselves and their families by providing continued care opportunities throughout local healthcare systems



Tackle health disparities by incorporating a diversity, equity, and inclusion (DEI) lens to the planning and facilitation of each event, with a keen focus on addressing challenges specific to local populations

Message from Our Chief Medical Officer

While the Affordable Care Act has made health insurance more broadly available, our society still faces significant challenges in addressing health disparities. The Endocrine Society is proud to be partnering with colleagues from industry, nonprofits, and local health care providers to help address health disparities in urban areas through the EndoCares program. In 2022, EndoCares focused on diabetes, obesity, and hypertension, three diseases that disproportionately affect minority groups and the economically disadvantaged. Working with our partners, we were able to provide access to health screening, education, vaccinations, and, most importantly, follow-up medical care to hundreds of people in Atlanta, Baltimore, Phoenix, and Seattle.

In 2023, we plan to expand EndoCares to other cities, including Chicago - home of ENDO 2023. We also hope to broaden our services to include other endocrine disorders and informing participants about clinical trials that may be available in their local areas. We are grateful for the help of our partners, and most importantly to the community members and organizers who welcome us into their neighborhoods. We look forward to working with you in 2023, and beyond!

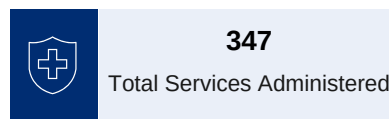
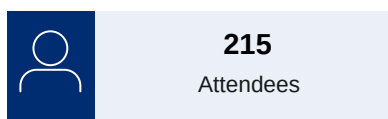


Robert Lash, MD

Our Impact- Atlanta

Through word of mouth and a close-knit community center, we attracted immigrants and refugees from Afghanistan, Tanzania, Congo, and other underserved parts of the world. With EndoCares® adjacent to the ENDO Annual Meeting, we leveraged the full breadth and depth of the Society's member expertise for this flagship event.

We offered a wide range of preventive interventions and educational resources, and ushered **6%** of the patients to immediate **follow-up care** consultations. There were cholesterol screenings, hemoglobin A1c tests, and “no judgment zone” counseling services. On-site clinicians diagnosed **several new cases of diabetes and hypertension** — four people were treated for hypertensive crisis and two were sent to the emergency room, highlighting the immediate need for these screenings.

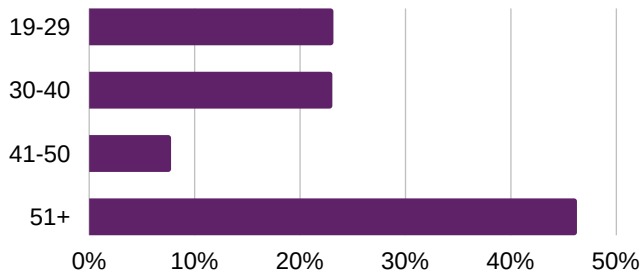


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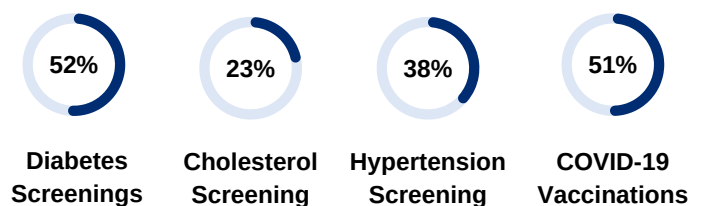
Hosting Endocares® in Atlanta has given me the opportunity to engage with and learn more about the community I serve in my clinical practice and has provided the space to meaningfully work with community advocates and leaders."

SONYA HAW, MD
ATLANTA HOST

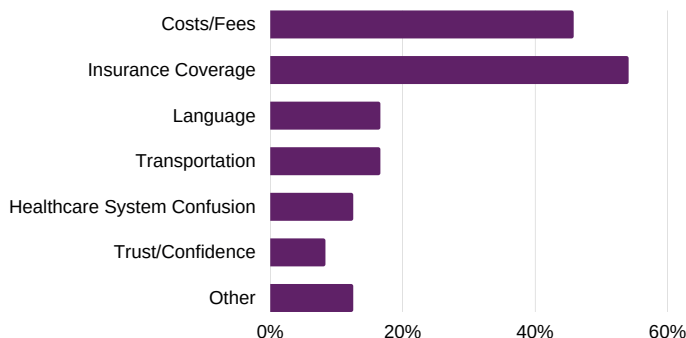
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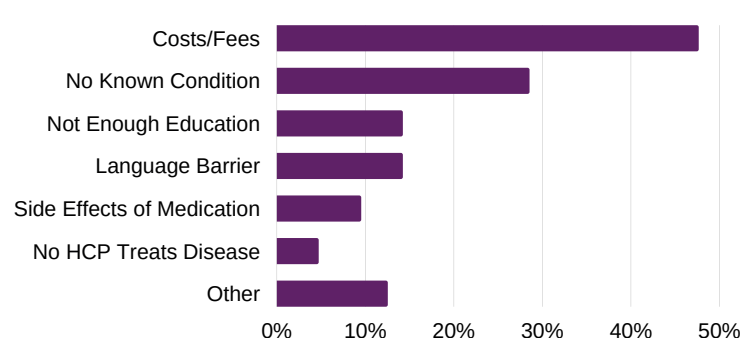
Attendee Screening Participation



Do any of these items prevent you from going to the doctor?



Do any of these items prevent you from managing your health/condition?



Our Impact- Baltimore

A wide range of community groups and dance fitness experts enhanced this city's health "charm"! Through a strong partnership with the University of Maryland and New Shiloh Baptist Church, we attracted residents from all across West Baltimore.

On-site clinicians diagnosed several new cases of diabetes and hypertension with a wide range of preventive interventions for bone density, vision, and cancer. We ushered **20%** of the patients to immediate **follow-up care** consultations.



150
Attendees



376
Total Services Administered



15
Local Partners

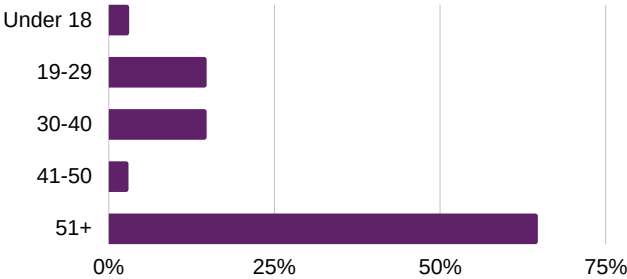


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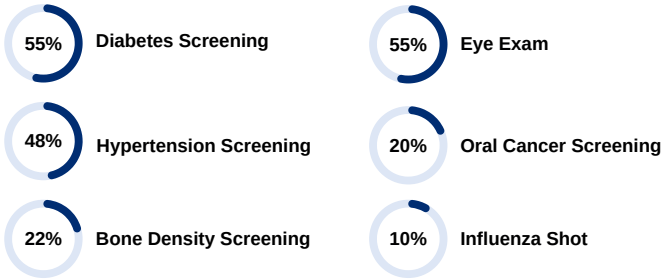
"Patients can be their own advocates and doctors are far from perfect and sometimes don't look up from their charts. If a patient is aware, they can help raise the red flag to their physician."

RANA MALEK, MD
BALTIMORE HOST

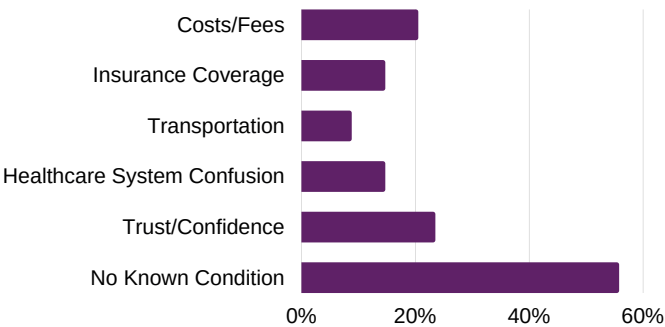
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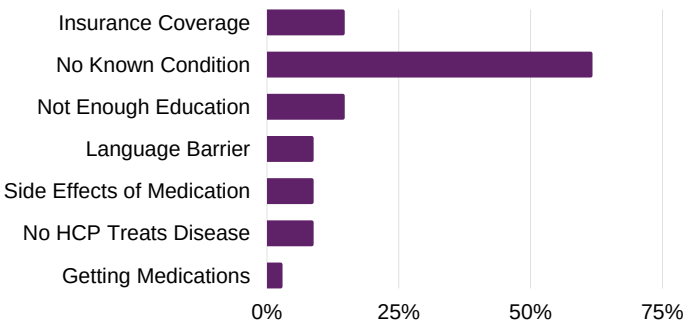
Attendee Screening Participation



Do any of these items prevent you from going to the doctor?



Do any of these items prevent you from managing your health/condition?





”

*What a very great day for Clarkston -
I loved working with each of you -
EXCELLENT WORK. We saved lives
today. Thank you all!!!*

MARY HELEN O'CONNOR, PHD

DEPUTY DIRECTOR
PREVENTION RESEARCH CENTER



”

*"I received resources on how to better
control my diabetes, information on how to
take care of my teeth, my flu shot, and made
an eye appointment—priceless information,
great event!"*

BALTIMORE PATIENT



Our Impact- Phoenix

We offered a wide range of preventive interventions and educational resources including free children's sports physicals, skin cancer, breast cancer, and financial literacy education. There were also a community group offering legal assistance consultations.

Our on-site clinicians diagnosed several new cases of diabetes, dyslipidemia and hypertension, and ushered **18%** of the patients to immediate **follow-up care** consultations.



55
Attendees



125
Total Services Administered



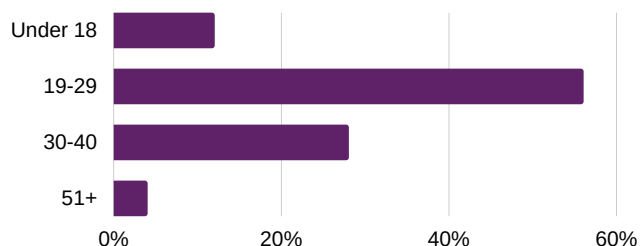
21
Local Partners



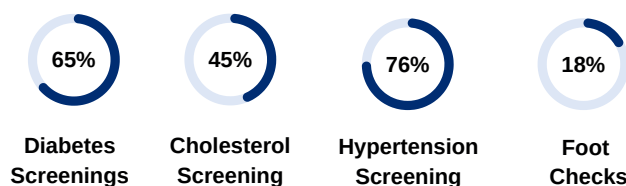
EndoCares® is the biggest 2022 health fair in the Phoenix Valley. Most of the population that will attend the health fair are underserved with limited access to care"

RICARDO CORREA, MD
PHOENIX HOST

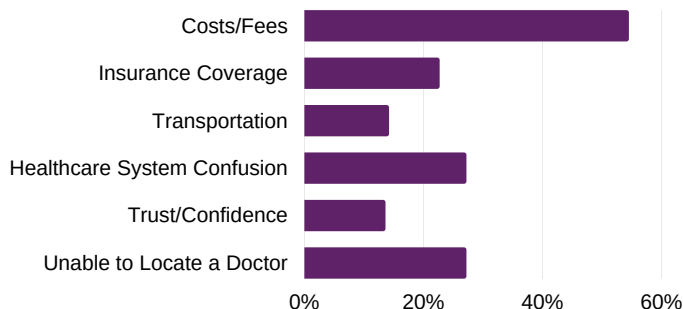
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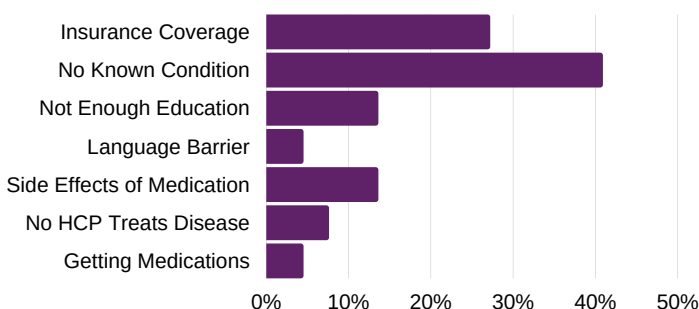
Attendee Screening Participation



Do any of these items prevent you from going to the doctor?



Do any of these items prevent you from managing your health/condition?



Our Impact- Seattle

We offered a bevy of care opportunities with our partners at the University of Washington and Sea Mar Community Health Centers. On-site clinicians diagnosed several new cases of diabetes, obesity, and hypertension. We ushered **14%** of the patients to immediate **follow-up care** consultations and health insurance options.

"Type 2 Diabetes is a preventable disease. We try to empower our patients with knowledge of a healthy lifestyle and choices."

Nicole Ehrhardt, MD
EndoCares Inaugural Member-Host
University of Washington



105
Attendees



125
Total Services Administered



14
Local Partners

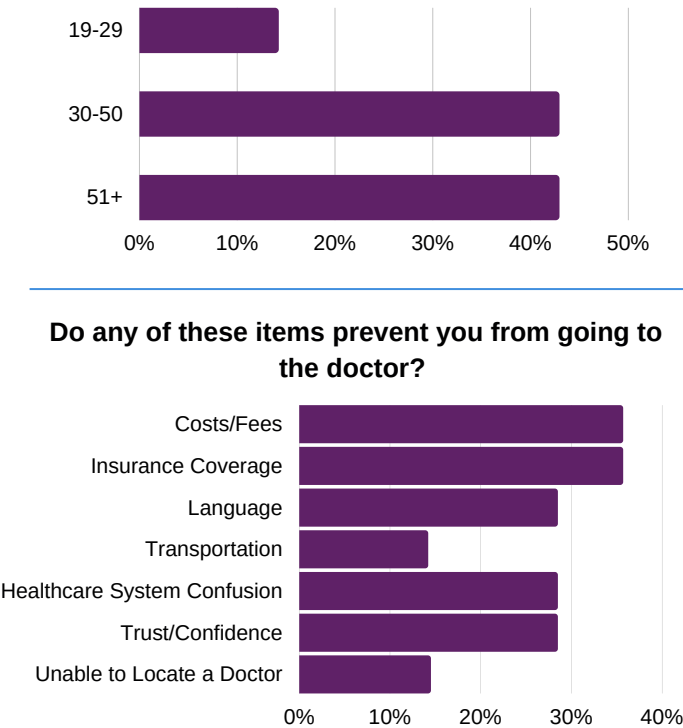


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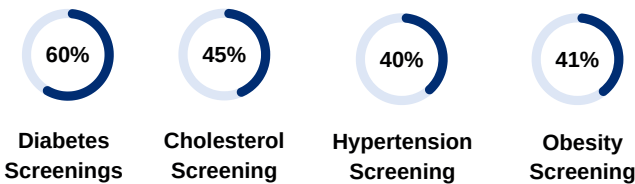
Hosting this program in the community means a lot to me because it gets us closer to the community celebrating a healthy lifestyle. I want the community to know we are here for them, to help them be healthier versions of themselves"

LORENA ALARNA-CASAS WRIGHT, MD
SEATTLE HOST

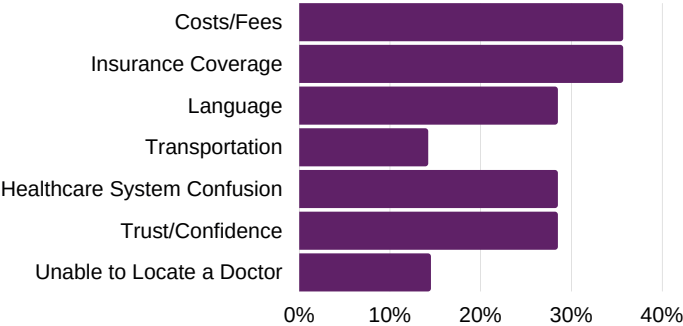
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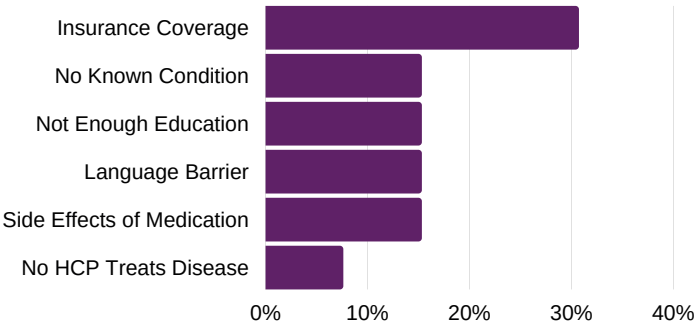
Attendee Screening Participation



Do any of these items prevent you from going to the doctor?



Do any of these items prevent you from managing your health/condition?





”
Great space, a beautiful day, and a lot of volunteers!
I appreciate how EndoCares garnered the support of
our Community-Based Organizations to join us to
provide the framework to create an event that brings
people together and provides health services to people
who may otherwise not have had access to.”

PHOENIX ATTENDEE



”
Screenings and translation
services were great! We really
loved the dancing, raffles, and
community services!”

SEATTLE ATTENDEE



Chef, Doreen Colondres
Cooking Demonstration - Seattle
Sponsored by: Novo Nordisk, Inc.



Patient Engagement Digital Impact

This year we unveiled a new vibrant digital hub, focused on bringing translational endocrine education from thought leaders around the globe to patients and care providers. Our easy-to-use content and multi-lingual educational materials allows more patients and caregivers of different backgrounds and ethnicities access to the information they need to understand their endocrine disorders and better manage their health.

1,771,737

Unique Page Views
Patient Engagement

00:07:11

Average Time on Page
Patient Engagement

34%

Percentage of Site Traffic
on endocrine.org
Patient Engagement

Top Countries

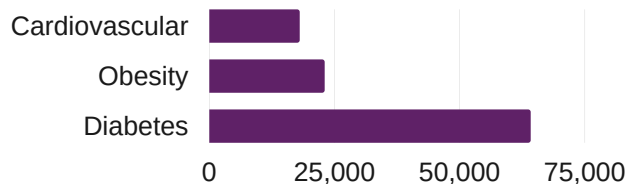
Patient Engagement Users

January 2022 - November 2022

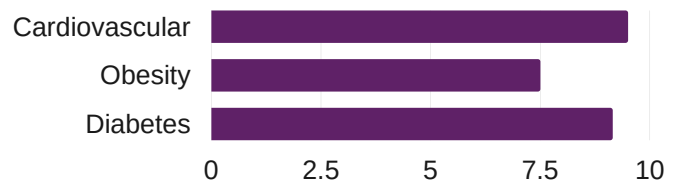


United States
Mexico
United Kingdom
India
Spain
Canada
Australia
Philippines
Colombia
Peru

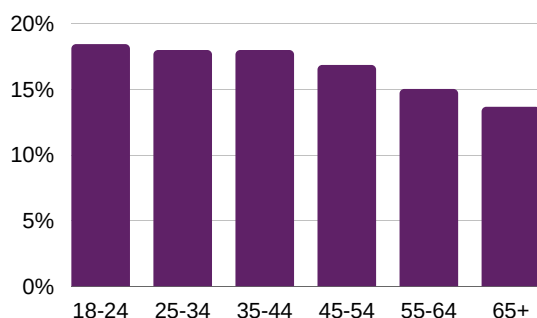
Unique Page Views EndoCares Therapeutic Focus



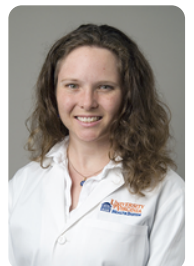
Average Time on Page (Minutes) EndoCares Therapeutic Focus



Age Distribution Patient Engagement



"We are an organization of 18,000 of the top endocrinologists and scientists in the world, and there is no one more qualified than us to provide education to our patients. Our goal is to translate complex hormone health information into digestible education for our patients."

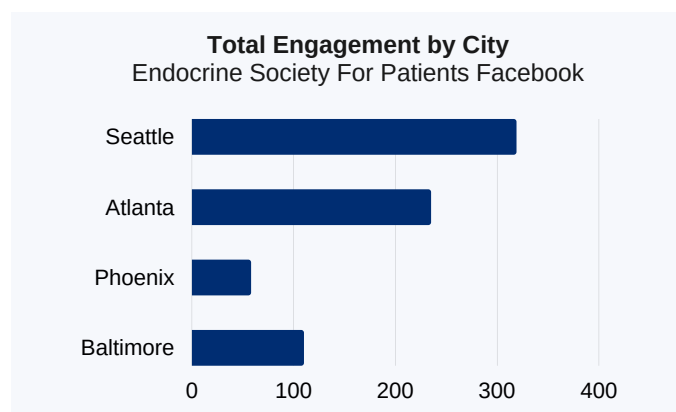
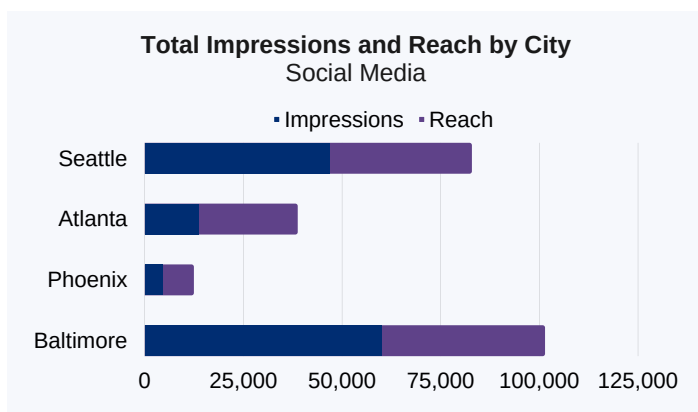


Christine Burt Solorzano, MD
Chair, Patient Engagement
University of Virginia School of Medicine

EndoCares Digital Impact

We revitalized the patient education model to deliver education and services through an equity lens. We hosted a wide range of clinical preventive practice resources and on-site educational tools - with the aim of improving interventions related to social determinants of health emerging in each city. Our reach transformed the way users are engaging with our content.

PATIENTS HAVE QUESTIONS.
WE STILL HAVE ANSWERS.



KEY INSIGHTS

Endocrine Society for Patients Facebook

- 16,203 Followers
- 119,270 Page Reach

Member and Patient Newsletters

- eNews: 128 article clicks across 10 editions
- Hormone Headlines: 21 article clicks across 3 editions

Press Releases

- Seattle: 1,539 views on Newswise
- Atlanta: 1,402 views on Newswise
- Phoenix: 1,862 views on Newswise (1,628 Spanish)
- Baltimore: 1,587 views on Newswise
- Events featured on local calendars, including Seattle Times, Discover Atlanta, Baltimore Sun, etc.

*All Newswise views are by accredited journalists



Our Future

“We are dedicated to giving back and helping to build health equity in underserved communities. Our EndoCares events and health education resources help address health disparities and improve access to care for common endocrine conditions, including diabetes, metabolic syndrome and obesity, thyroid disorders, and osteoporosis. We look forward to improving access and quality of care for hard-to-reach patient groups.”

Carol H. Wysham, MD

Endocrine Society, Past President
Rockwood Clinic Spokane, WA

EndoCares® 2023

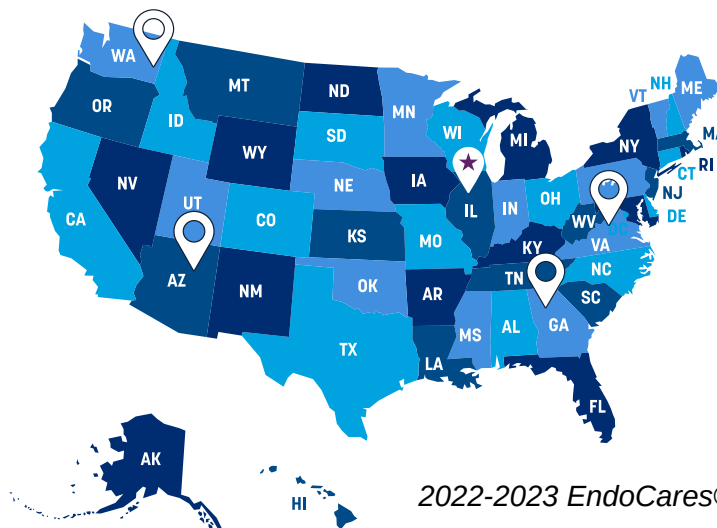
- Host selection criteria
- Continuity mapping
- Interchangeable marketing tools
- Fixed budget across all locations

Education and Digital Strategy

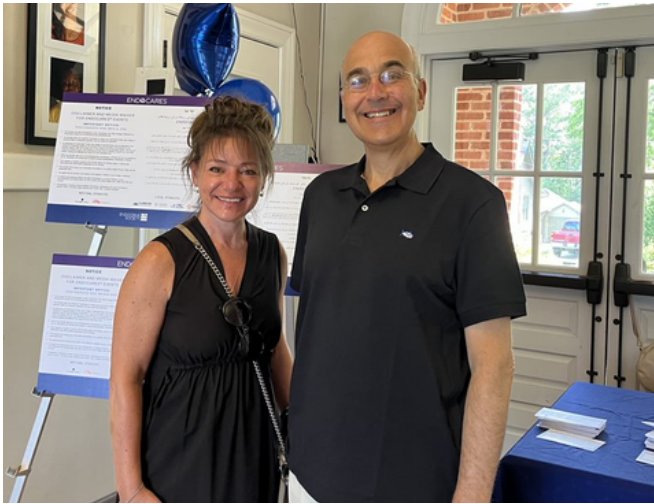
- Prioritize obesity and weight management education and resources
- Institute more practice approaches for enhanced multilingual content library
- Equity-oriented endocrine health resources and services

Diversity, Equity, Inclusion, and Accessibility Strategy

- Employ creative solutions to address the social determinants of health challenges in new cities, including Chicago, IL.
- Identify hidden social challenges affecting minority communities that are typically underrepresented
- Develop partnerships with industry, local leaders, and community groups to enhance program delivery



2022-2023 EndoCares® Cities



#ENDOCARES

THANK YOU PARTNERS!

On behalf of the Endocrine Society Board of Directors, member experts, hosts, and planning staff - we would like to extend our deepest gratitude for helping to offer culturally safe services, education, and care throughout 2022.

Our vision would not be possible without partners like YOU!



BEYOND TYPE 1



BEYOND TYPE 2



EMORY
UNIVERSITY

