SEE THE ENDOCRINE SYSTEM LIKE NEVER BEFORE.

Presented By:

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THE PROBLEM
HEALTHCARE PERSPECTIVE

Explaining Complex Diagnosis to Patients

Not Enough Time

Easy Access to Resources
PATIENT PERSPECTIVE

Lack of Understanding Diagnosis/Recommendations

Gather Information from Multiple Sources

Left Confused & Frustrated
YOUR TRUSTED RESOURCE

Most Searched Web Pages
- What is an endocrinologist?
- What is the endocrine system?

Hormone.org
LIGHTBULB MOMENT

Critical Questions

- Could we be doing a better job telling our story to our audiences?
- Is there a way to tell a more compelling story using contemporary technology?
- Could we create a tool that could serve the needs of patients and healthcare professionals? Other audiences?
THE SOLUTION
JOURNEY THROUGH THE ENDOCRINE SYSTEM

VISION STATEMENT:
Enhance the understanding of the intricacies of the endocrine system through use of contemporary technology.

OBJECTIVES:
- Create a foundation for business-driven efforts.
- Effectively communicate to internal and external audiences an unhealthy endocrine system.
- Raise profile of endocrinologists.
THE TECHNOLOGY

Overview

The endocrine system controls the way your body functions. It produces hormones that travel to all parts of your body to maintain your tissues and organs. Here are a few of the areas governed by the endocrine system:

- Hypothalamus
- Pituitary gland
- Pineal gland
- Parathyroid glands
- Thyroid gland
- Thymus
- Pancreas
- Adrenal glands
- Kidneys
- Ovaries

Parathyroid glands

The parathyroid glands are located behind the thyroid gland, they are essential for proper bone development.

Thyroid

The thyroid is located in the front of your neck, it releases hormones that control your metabolism and govern the way your body uses energy.

Related Diseases
- Thyroid Cancer

Presented by BIODIGITAL HUMAN

ENDOCRINE SOCIETY

Hormone Health NETWORK
GENERAL USER MOBILE EXPERIENCE

1. Journey through the Endocrine System Mobile App (coming April 2016)
2. Find an Endocrinologist Tool
3. Access to HHN Content & Quizzes

Endocrine Facts and Figures
Journey through the Endocrine System Mobile App (coming April 2016)

Ability to dissect, highlight, and show 3D visualizations to patients (capability to e-mail specific resources to patients.)

Access to all HHN Patient Resources

Endocrine Society's Professional Resources
Endocrine Society introduces new, interactive health tool

October 17, 2015

The Endocrine Society’s public education arm, the Hormone Health Network, has introduced a new, interactive guide to the endocrine system to better educate patients on interrelated health conditions and their impact on various endocrine diseases.

See Also
The Women’s Health Initiative and the law of unintended ...
Bacterium leads to better metabolic health in adults with ...
Diabetes, obesity and video games: Digital interventions boost ...

Featured
Highlights from AACE 2015
ADA 2015
Highlights from AACE 2015
The Endocrine Society’s 97th Annual Meeting
2014 American Thyroid Association

The guide, “Journey through the Endocrine System” (JTES), is designed to make it easier for health care providers to communicate with their patients and for patients to understand their care by the Endocrine Society. The overview of all endocrine-related narration to explain factors that:

The guide also includes links to chemicals, hormone function, lab statements and patient alerts.

A mobile application of the guide statement from the Endocrine Society

The interactive guide is available:

116 Endocrinologists representing various specialties are involved in creation of tool.
THE IMPACT
CONNECTIVITY
Hormone Health Network Embraces New Technology

As one of the founding members of the Hormone Foundation — now called the Hormone Health Network — it was exciting developing a new area for the Endocrine Society that would focus on patients’ educational needs. Now, almost 20 years later, the growth and extensive portfolio of educational resources and activities that have been developed are impressive.

In today’s healthcare system, technology has become a primary focus. The Hormone Health Network has two programmatic initiatives currently in development that will allow the Society to provide information to patients and their families, helping them to assess and understand endocrine-related treatment options.

Last year, the Hormone Health Network received approval from the Council to develop an interactive computer program, Journey through the Endocrine System (JTES), that will tell a comprehensive story of the endocrine system and its related conditions. Why did the Council decide to invest in a tool like this? Today patients and the public benefit from many forms of education and with a tool like the JTES we can provide patients with knowledge that enables them to understand endocrine-related disorders in order to make important decisions about their health. Additionally, this tool will provide members with patient education resources they can use in their practice. The Society now has a tool that can be integrated into existing products to expand our global impact.

I’m excited to share that the first phase of JTES, an integrated 3D animation of the endocrine system, is now available to tour at hormone.org. There will also be a mobile application for healthcare providers launching at ENDO 2016.

The Hormone Health Network has two programmatic initiatives currently in development that will allow the Society to provide information to patients and their families, helping them to assess and understand endocrine-related treatment options.

This November, the Network will be adding a new e-learning course to its portfolio, D.A.I.L.Y.K (Diabetes Awareness Information for Loved Ones and You) for individuals with type 2 diabetes and their caregivers. This course is being created through a sponsorship from Eli Lilly Diabetes Alliance and Janssen Pharmaceuticals. The main goal of this course is to provide a way for people with type 2 diabetes to improve their knowledge, skills, and confidence, enabling them to take increasing control of their own condition and integrate effective self-management into their daily lives. Providers will have the option to enroll their patients in this program.

The Hormone Health Network has come a long way since its inception and is shifting its strategy to expand beyond offering 100s bilingual fact sheets and patient guides. It is looking at now, creative, and innovative opportunities to increase engagement. As members of the Society, we have access to the educational tools produced by the Hormone Health Network, which are thoroughly vetted by our members who are experts in each area. Please be sure to take advantage of these great new tools and existing resources.

The Hormone Health Network staff would love to receive feedback from you on the current product portfolio. They would also like to hear from you if there are particular courses or other resources you have for developing new patient-focused tools and if you are interested in getting involved with Hormone Health Network activities. Please feel free to email at hormone@endo.org.

Lisa H. Fish, MD
President, Endocrine Society

45%+ increase in hormone.org traffic.
WHAT’S THE VALUE FOR THE SOCIETY, PATIENTS AND YOU?

- Explain complex concepts in a contemporary and engaging visual way.
- Illustrate the effects of a healthy and unhealthy Endocrine System and the use of proper treatment.
- Raise the profile of endocrinologists and the work they do.
- Innovative approach to learning expands the boundaries of traditional member engagement.
A NEW STORY...
HEALTHCARE PERSPECTIVE

Visualizations of Diagnosis Using Journey through Endocrine System

Direct Patient to Journey through Endocrine System

Easy Access to Web and Mobile

PATIENT PERSPECTIVE

Explanation of Diagnosis Using Journey through Endocrine System

Referral to hormone.org or Journey through the Endocrine System

Educated and Engaged patient.
ARE YOU READY TO EXPERIENCE THE JOURNEY THROUGH ENDOCRINE SYSTEM FOR YOURSELF?

Here’s how…

- During the break visit our iPad Station
- Visit hormone.org
- Want more information? Drop your business card off at our iPad station and we’ll keep you updated.
ABOUT D.A.I.L.Y.

D.A.I.L.Y. ADDRESSES A MAJOR HEALTH THREAT IN OUR COUNTRY TODAY:

90-95%  

~29.1 MILLION  
APPROXIMATELY 29.1 MILLION PEOPLE HAVE DIABETES AND TYPE 2 DIABETES ACCOUNTS FOR 90% TO 95% OF DIAGNOSED CASES OF DIABETES IN ADULTS, ACCORDING TO THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC).¹

ONE OUT OF THREE PEOPLE WILL DEVELOP TYPE 2 DIABETES AT SOME POINT IN THEIR LIFETIME.³

7 MILLION  
ANOTHER 7 MILLION PEOPLE HAVE TYPE 2 DIABETES AND DON'T EVEN KNOW IT, ACCORDING TO THE ENDOCRINE SOCIETY.²

D.A.I.L.Y. RESPONDS TO THIS SOCIAL AND HEALTH ISSUE AND FOCUSES ON INSPIRING AMERICANS WITH DIABETES TO TAKE CONTROL OF THEIR CONDITION.
REGISTER at dailydiabetes.org

Want to explore D.A.I.L.Y.? Visit our iPad station.