

New Self-Management Tool Helps People With Diabetes Live Healthier Lives

(NAPSA)—A chronic condition could be better controlled, with help from a surprising source.

The problem: From hospital stays to glucose test strips, people with diabetes spend an average of 500 percent more on medical expenses every year, compared to Americans without the disease. More than \$1 of every \$10 spent on health care in America is attributed to diabetes.

A solution: Many doctors recommend that those individuals who are afflicted with diabetes practice simple self-management techniques, such as maintaining a healthy diet, exercising, monitoring blood sugar levels and, in some cases, taking medication. Not only does self-management empower the patient to take control of the disease, it can also reduce medical expenses such as averting unexpected trips to the emergency room. In 2002, more than \$91.8 billion was spent on diabetes-related medical expenses, according to the American Diabetes Association (ADA).

Living with diabetes means the body does not produce a sufficient amount of insulin or can't effectively use the insulin it produces. Insulin is a hormone needed to convert sugar, starches and other foods into energy needed for daily life. Some complications that can result from diabetes include: heart disease, stroke, high blood pressure, kidney disease, blindness, nervous system disorders and amputations.

"Although regular doctor's visits are important to managing diabetes, taking on the responsibility to self-manage the disease on a day-to-day basis is critical," said James



A. Horbowicz, who has lived with type 1 diabetes for more than 30 years and is Chair of the Board for the American Diabetes Association. "Patients who diligently manage their condition can enjoy better long-term health."

The key to successful self-management is organization. Many doctors recommend diabetes patients keep daily records of their diet, appointments, exercise routines and medications using a notebook or journal. Patients often use personal planners or diaries to monitor their condition. Others keep a folder with slips of paper and notes.

Until now, a formalized management system didn't exist. Through a partnership with the American Diabetes Association and Day-Timers, Inc., the leading manufacturer of personal organization and time management tools, a new self-management tool has been introduced. Called the Day-Timer® Diabetes Management Planner, an industry first, this new system merges a personal day planner with custom sections created specifically for individuals with diabetes.

The key benefit of the Diabetes Management Planner is that it serves as a central location for tracking all the details a person with diabetes monitors on a daily basis. By comprehensively monitoring the disease, the Diabetes Management Planner can help change the way these individuals live with their disease.

The planner follows a typical appointment book layout, but offers additional sections to assist patients in tracking doctor visits, food intake, exercise plans, medication schedules and blood sugar testing. In addition, the planner includes a pouch to store test strips and blood sugar meters and is packaged in a zippered binder that keeps everything securely in place.

"According to the Centers for Disease Control (CDC), for every \$1 invested in learning to self-manage diabetes, you can reduce your healthcare costs by as much as \$8.76," Horbowicz said. "Purchasing a tool like the Diabetes Management Planner is a relatively small investment that can provide a big benefit in living an active life with diabetes."

To further the ADA's ability to support people with diabetes, Day-Timers will contribute 15 percent of sales from the Diabetes Management Planner to the organization.

The new Diabetes Management Planner is sold exclusively through the Day-Timer Web site and customer service center. To order the Diabetes Management Planner, visit www.daytimer.com/diabetes or call 800-225-5384. For more information about diabetes, communicate with the ADA at 1-800-DIABETES (1-800-342-2383) or at www.diabetes.org.