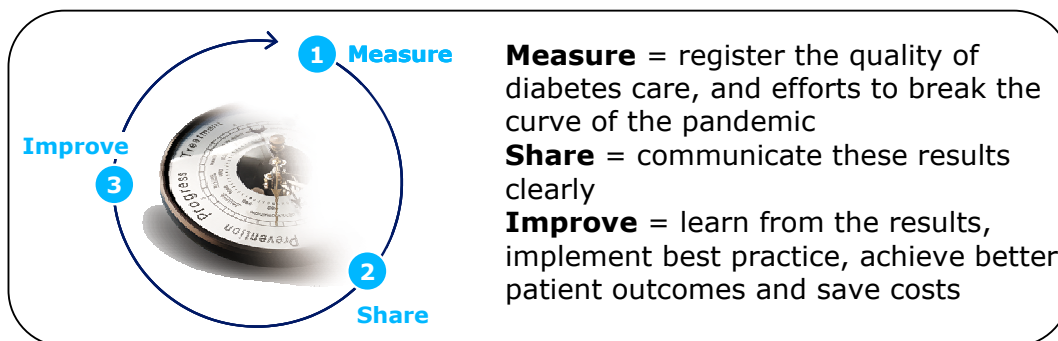


Measure, share, improve – finding and sharing best practice to shine a light on the fight against diabetes

The first international [Changing Diabetes Barometer report \[link\]](#) was published on 7 November 2007 and [launched in Brussels \[link\]](#) to an audience of politicians, patients, patient organisations, doctors and journalists.



The Changing Diabetes Barometer is about more than 'just data'; it is about telling stories with information. The stories behind diabetes data link the raw numbers to the hard outcomes, and these outcomes to the human beings whose lives all involved in diabetes research and care, are trying to improve by changing diabetes.

As part of the Changing Diabetes Barometer initiative, we are collating and communicating examples where people have used information collection and sharing to identify potential for improvement and have also started to implement practices which will deliver this improvement. These examples, be they of systems for data collection, approaches to best practice exchange or individual stories where patient outcomes have been improved following identification of better outcomes elsewhere, will be published on our website so that everyone may read and learn from them. Around the world there are many examples of truly excellent diabetes care, preventing the suffering associated with this silent disease. The size of the challenge means that we must do everything we can to ensure that successful interventions are adopted wherever they are appropriate.

We do not, of course, suggest that the same approach to diabetes care should be applied everywhere. In fact, quite the opposite is the case. Diabetes is a disease in which people need help to fit the disease to their life, rather than having to fit their life around the disease. Excellent care is about allowing the person with diabetes to live as close to a normal life as



possible, and there are as many definitions of 'normal' as there are people with diabetes, so care needs to cater to individual needs. Close monitoring of outcomes is essential; however, we need to measure diabetes if we are to manage it.

Our first case study to be uploaded to the Novo Nordisk website tells the story of a mapping exercise in Australia, showing average HbA_{1c} levels by postcode across the country. This is an exciting development, allowing patients, professionals and policymakers to engage with the fight against diabetes in an open way, based on a common base of information.

Reports of Changing Diabetes Barometer activities or developments, or independent projects which are relevant to the aims of this initiative will be included in the Changing Diabetes® newsletter. If you wish to see a relevant example published in this way please contact the Changing Diabetes Barometer team by e-mailing ebak@novonordisk.com.

We look forward to working with our partners around the world to measure the progression of diabetes, share this information and spread best practices that can improve outcomes and quality of life for people with diabetes. This is the core of Changing Diabetes®; it is our duty, our commitment and our business.