## OUR MISSION
Empower diabetes care and education specialists to expand the horizons of innovative education, management, and support.

## OUR VISION
Optimal health and quality of life for persons with, affected by, or at risk for diabetes and chronic conditions.

## OUR VALUES

<table>
<thead>
<tr>
<th>EXCELLENCE</th>
<th>COLLABORATION</th>
<th>LEADERSHIP</th>
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<tbody>
<tr>
<td>The Association of Diabetes Care and Education Specialists (ADCES) strives for the highest quality service, products, and resources to meet our members’ needs.</td>
<td>ADCES embraces diverse backgrounds and perspectives and promotes partnerships to increase accessibility of diabetes care and education. We are better together.</td>
<td>ADCES leads through education, advocacy, resources, and support to cultivate confidence, whereby our members can foster a person-centered world where thriving is a way of life.</td>
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GOAL 1: Improve Access to Diabetes Care and Education

The intent of this goal is to address coverage, referrals, and supply of Diabetes Care and Education Specialists.

Objective 1A: Disseminate evidence for the value of diabetes care and education

2024 Key Results

• Review the values toolkit in 2023 to ensure completeness and quality.

• Develop and disseminate 4 patient testimonial stories for marketing the value of diabetes care and education specialists in 2024.

• Submit 2-3 abstracts to other conferences focused on sharing the value of diabetes care and education specialists in 2024.

• In our call for abstracts, include a request for research presentations containing evidence supporting the value of diabetes care and education specialists at the conference.

Objective 1B: Passage of legislation/regulations to improve access for Medicare/Medicaid beneficiaries

2024 Key Results

• Outreach from grassroots to at least 100 members of Congress.

• Participate in 1 joint advocacy day per year with 1 or more other organizations in 2024.

• Support at least 2 state Coordinating Bodies per year to advocate for Medicaid coverage (new or improved) for Diabetes Self-management Education and Support in 2024.

• Reintroduce “Access to DSMT” Bill with each Congress.

Objective 1C: Increase the availability of diabetes care and education

2024 Key Results

• Increase the availability of diabetes care and education in underserved communities.

• Increase the number of ADCES-accredited Diabetes Self-management Education and Support programs.
GOAL 2: 
Advance the Expertise of Diabetes Care and Education Specialists

Provide resources for practice excellence

Objective 2A: Support and promote evidence to enhance the knowledge of diabetes care and education specialists

2024 Key Results
- ADCES Foundation continues to fund three research projects per year.
- All funded projects are presented at the annual conference.
- Increase the number of diabetes care and education specialists who are conducting research.
- Implement and evaluate results of pre-session and post-session knowledge scores each year for a mentorship program.

Objective 2B: Provide evidence-based education practice guidance, resources, and expertise to advance diabetes care and education specialists at all levels of practice

2024 Key Results
- Based on current gaps, create 3 to 5 new learning activities in 2024 including 1 to 2 programs designed to increase cultural competency.
- Increase the number of people who attend the topic-based mentorship program at the annual conference in 2024.
- Improve the year-over-year evaluation scores of the annual conference and other education offerings.
- Delivering 2 to 3 new or revised practice guidelines each year.

Objective 2C: Provide career advancement opportunities

2024 Key Results
- 5% increase in CORE Concepts attendance.
- 5% increase in new BC-ADM certifications.
- Document the number of members who participate in leadership development programs to establish a baseline for growth.
GOAL 3:
Grow and Diversify Membership

ADCES seeks to diversify and increase membership in all categories

Objective 3A: Increase the number of members

2024 Key Results

• Maintain membership retention of 80%.
• Year-over-year membership growth (acquisition minus churn) of 4% increase per year.
• Measure the number of student members who become full members and show increase annually.

Objective 3B: Collaborate with other professional organizations providing access to prospective ADCES members

2024 Key Results

• Initiate conversations with 3 organizations to explore and potentially evaluate mutually beneficial opportunities that lead to diversified membership development for ADCES.
• For any organization that qualifies and is mutually agreeable, create a memorandum of understanding to formalize the collaboration.

Objective 3C: Increase the diversity of ADCES’s membership

2024 Key Results

• Establish a baseline of ADCES’s current membership characteristics (race, professional level, other demographics) with ongoing, effective data-collection.
• Engage in regular communication (newsletter, social media, etc.) to members about ADCES’s commitment and progress towards membership diversification.