

An initiative launched jointly by ESTEVE, the RedGDPS Foundation, SemFYC, and FEDE

The first web television series on diabetes to improve the communication skills of health professionals is born

This initiative, entitled “24 hours” and available on the Diabetes EON website, will include a total of 10 episodes issued on a monthly basis

This platform will also include different modules with theoretical and practical contents where the major complications suffered by patients with diabetes will be addressed

Barcelona, 27 February 2017.- Diabetes EON (www.diabeteseon.com) has launched the first web television series on diabetes. Entitled “24 hours” and with a total of 10 episodes, its purpose is to improve the communication skills of health professionals involved in the care of diabetic patients. In addition, Diabetes EON also offers a number of modules where different microvascular and macrovascular complications that affect these patients and have a great impact on their quality of life are addressed.

Diabetes EON is yet another result of ESTEVE’s commitment to chronicity —this time in collaboration with the Diabetes Study Group Network (RedGDPS Foundation), the Spanish Society of Family and Community Medicine (semFYC), and the Spanish Diabetes Federation (FEDE). Its purpose is to integrate the interaction of all professionals involved in tackling diabetes and thus ensure that prevention or earlier detection of diabetes-related complications, continuous follow-up and a better quality of life are provided to these patients.

This enabling program is meant to improve the most relevant relationship and communication skills of professionals in their daily tasks. The 10-episode “24 hours” web series shows the day-to-day life of different professionals in a health center. The author of both the contents and the scripts is **Teresa Baró**, an expert in personal communication skills. Each skill is approached with a three-step method: skill observation by viewing an episode, skill analysis by listening to an audio track, and skill readjustment by reading a document.

Physicians, patients, nurses and pharmacists participate in this project, as does a scientific committee formed by **Dr. Josep Franch**, from the Raval Sur (Barcelona) Primary Care team and a member of the RedGDPS Foundation board; **Dr. Jorge Navarro**, from the Clinical University Hospital of Valencia and a member of semFYC’s Diabetes Group; **Dr. Josep Massons**, from the Mataró 7 (Barcelona) Primary Care team and a member of the communication and health Group of the Catalan Society of Family and Community Medicine (CAMfyc) and the semFYC; and **Dr. Sara Artola**, from the José Marvá (Madrid) Health Center and a member of the RedGDPS Foundation and the Spanish Diabetes Society (SED).

In the words of FEDE president **Andoni Lorenzo**, *“this initiative not only helps visualize diabetes from another point of view and with new communication tools —a web series in this case—, it can also become a very useful instrument to improve communication and interaction between all the actors involved in the treatment of this disease”*.

Microvascular and macrovascular complications in diabetes

Diabetes EON also offers modules that specifically address the major complications suffered by diabetic patients. Although this disease is diagnosed primarily by means of glycemic values, its main impact lies on the appearance of microvascular and macrovascular complications favored by glycemic imbalances. These complications may have very serious consequences if going undetected and poorly controlled.

According to **Dr. Josep Franch**, from the Raval Sur (Barcelona) Primary Care team and a member of the RedGDPS Foundation, *“while achieving surrogate endpoints such as risk factor control is important, the patient’s point of view is essential because the ultimate goal of any intervention is to provide diabetic patients with the best possible quality of life. This is why their role is crucial in this program. These patients should be able to express their fears and their hopes, that is, freely express what they think so that joint work to achieve this goal can be carried out”*.

Each module will contextualize the complication, explain the importance of preventing and treating it, highlight the most relevant data, improve skills of communication with the patient, and put acquired knowledge into practice. Each module includes a conversation with the patient who has the complication (on video), illustrative computer graphics, advice on how to communicate with a patient who has that complication, practical exercises, and downloadable materials.

The modules on diabetic retinopathy, heart failure and diabetic nephropathy are already available, and other modules on ischemic heart disease, neuropathy and diabetic foot, peripheral arteriopathy and stroke will be added soon. All these modules will be completed with both theoretical training and in-person training in workshops.

About ESTEVE

ESTEVE (www.esteve.com) is a leading chemical-pharmaceutical group in Spain with a strong presence worldwide. Founded in 1929 and presided over by Joan Esteve, the Company currently employs 2,473 people, has a presence in Europe, USA, Mexico and China, and had a sales revenue of 916 million Euros in 2016. ESTEVE is firmly committed to excellence and uses its best efforts to promote health and improve people’s quality of life. Research being ESTEVE’s hallmark, a portfolio of highly innovative projects ultimately aims to provide response to unmet medical needs. Because ESTEVE is a socially responsible Company, it ensures that all projects entered by it align with its CSR vision. You may follow ESTEVE at Twitter’s link: [@ESTEVE_news](https://twitter.com/ESTEVE_news)

About the RedGDPS Foundation

The first Study Group on Diabetes in Primary Health Care (GEDAPS) was born in 1992 and constituted itself as a true Network across Spain in 1998 (redGEDAPS). The RedGDPS Foundation was created in 2015. In line with its commitment to people with diabetes, the foundation published the first edition of the Guide to treating type 2 diabetes mellitus in Primary Care and defined the first health care quality indicators in our country. Later on, the RedGDPS launched the Continuous Quality Improvement (CQI) program as well as updated editions of the Guide in 1995, 1998, 2000 and 2004. The primary objective of the RedGDPS Foundation is to improve the quality of life of people with diabetes in the Primary Care setting. To this end, a host of activities have been developed, including (professional and patient) training activities, evaluation activities (CQI program), and research activities. We currently have more than 5,000 members from different countries around the world.

About semFYC

The semFYC (www.semfy.com) is a federation of the 17 Family and Community Medicine Societies that exist in Spain, and gathers more than 19,500 family doctors. Its purpose is to watch over the way family and community medicine and primary care are developed in Spain. Most of its activities focus on improving the knowledge, the skills and the attitudes of family doctors, and thereby the quality of health care provided to its patients.

About FEDE

FEDE is the representative body of the people who have diabetes in Spain (currently about 6,000,000 people). It has 19 partners in total: 19 autonomous federations of people with diabetes, which include some 150 associations of people with diabetes across Spain. Its primary objectives are to defend the rights of these people; to contribute to the moral, physical and educational support provided to these people; to foster and support education on diabetes; to promote the improvement of health care; to prevent, intervene and early detect diabetes; and to encourage interest in and development of research. More information at: <http://www.fedesp.es>

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