

ADULTS WITH TYPE 2 DIABETES: HEALTH MANAGEMENT TRENDS DURING FLU SEASON, THE WINTER HOLIDAYS & THE COVID-19 PANDEMIC

NOVEMBER 2021 SURVEY SUMMARY REPORT

Research conducted by Thrivable for Know Diabetes by Heart™, a joint initiative of the American Heart Association® and American Diabetes Association®



STUDY DESIGN & METHODOLOGY

- Thrivable conducted an online survey on behalf of the Know Diabetes by Heart (KDBH) initiative, a collaboration between the American Diabetes Association and the American Heart Association
- These national survey results are based upon the responses of 1,079 U.S. adults age 45 and older living with type 2 diabetes
- Responses were collected between Oct. 21 and Nov. 1, 2021, using the Thrivable proprietary Health Panel Database
- All contiguous US States were represented

KEY FINDINGS

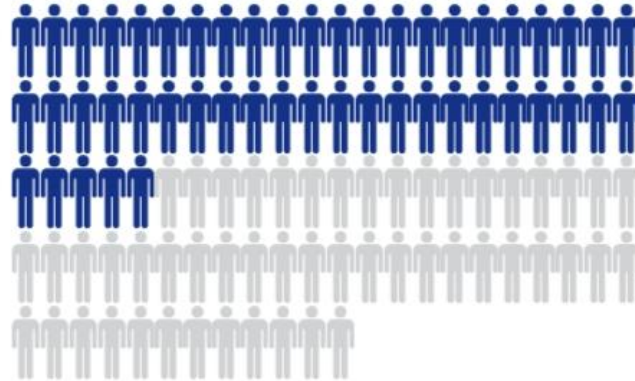
- 49% of survey respondents indicated that they find diabetes more challenging to manage during the Winter Holidays
- About 4 in 5 respondents indicated that they had already received or are planning to receive a flu shot this year
 - Almost half say they are more likely to get the flu shot as compared to last year
- 89% of respondents say they have received at least one dose of the COVID-19 vaccine
- More than 1 in 4 respondents said the pandemic impacts how much control they have over their dietary choices
- 28% of respondents said they were MUCH MORE LIKELY to be proactive about their health care due to the pandemic
- More than 50% of respondents have never attended Diabetes Self-Management Education Courses (DSME)

IMPACTS OF THE HOLIDAYS

- **49% say diabetes is MORE DIFFICULT to manage during the holidays** as compared to the rest of the year
 - **Staying on track with health goals was the number one concern**
 - 15% of people said finances were their number one concern during the holidays

49%

of respondents say diabetes is more difficult to manage during the holidays

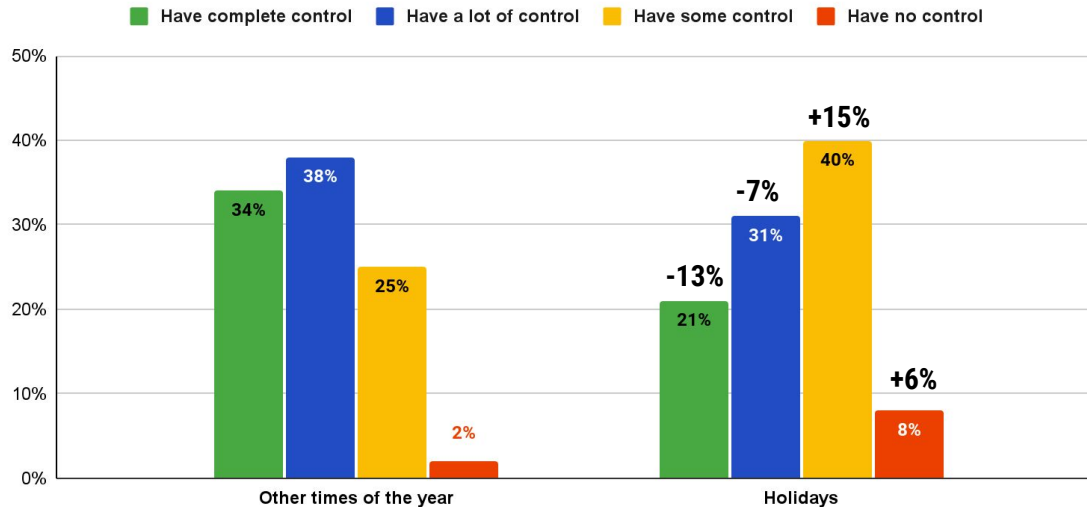


15% say finances are the main challenge during holidays



IMPACTS OF THE HOLIDAYS

- A considerable number of people feel their **control level of dietary choices is diminished during the holiday season**



FLU VACCINE STATISTICS

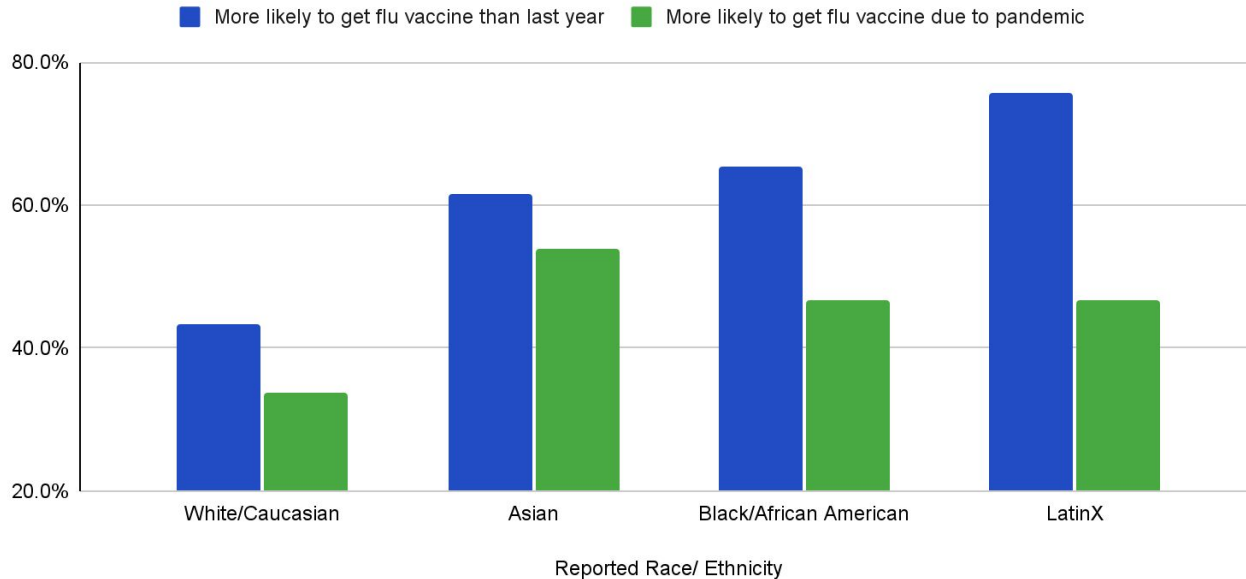


- **More than 80% of respondents plan to or have already gotten their flu shot this year**
 - [The CDC reports](#) ~50% of adults in the US, overall, have gotten a flu shot this season
- Almost half of respondents say they are more likely than last year to get the flu vaccine
 - 36% say the pandemic makes them more likely to get a flu shot
- More than 50% believe they have a higher risk for complications from the flu due to having diabetes

FLU VACCINE STATISTICS



- Asian, LatinX, and African American respondents were more likely to make a change in flu shot plans this year compared to White/Caucasian respondents



COVID-19 VACCINE STATISTICS

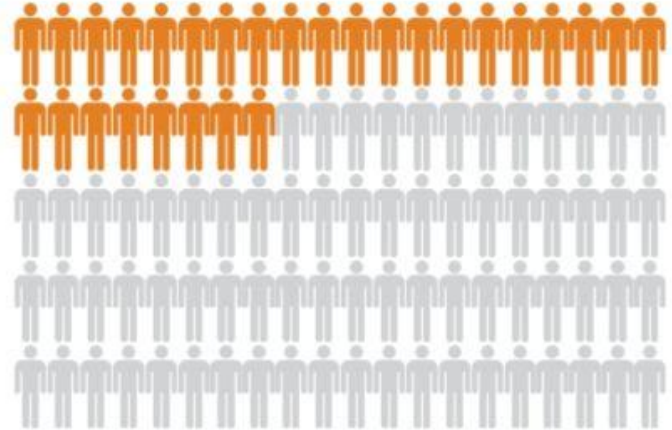


- **89% of respondents report receiving the COVID-19 vaccine**
 - 65% said the main reason was to protect their own health
 - 15% said the main reason was to protect their family's health
 - 10% said the main reason was to help end the pandemic
- Those with higher income and more years of education were more likely to report receiving the vaccine
- 28% said someone close to them received the vaccine specifically to protect them
- Of the 11% who did not receive the vaccine
 - 34% cited concern over long-term side effects as the primary reason
 - 29% said they don't trust the science behind the vaccine

EFFECTS OF THE PANDEMIC

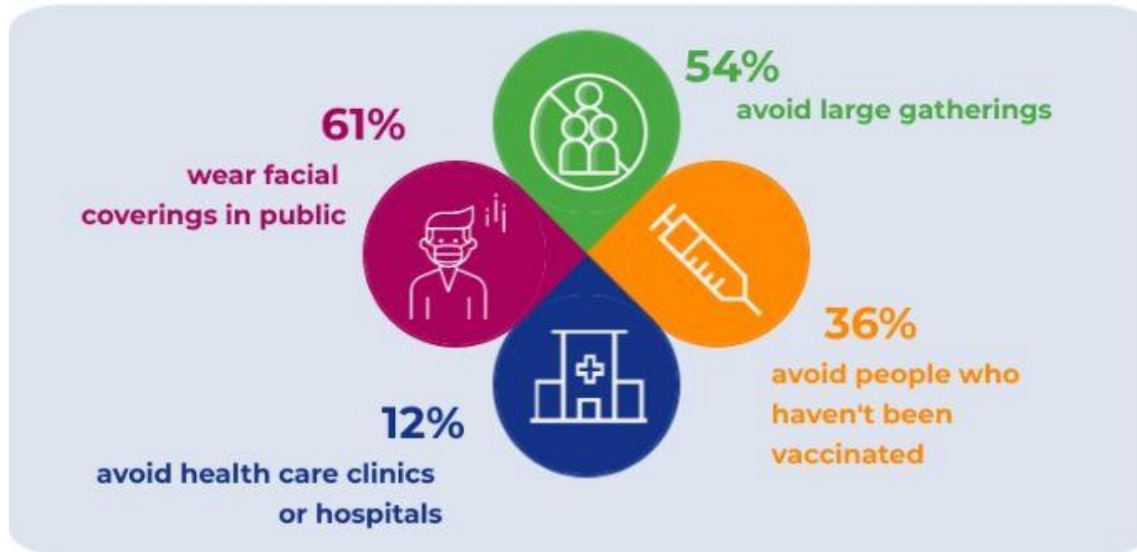
- **More than 1 in 4 respondents said the pandemic impacts how much control they have over their dietary choices**
 - This is a key finding, consistent with other studies conducted by Thrivable and partners, showing **one the effects of the pandemic that are particularly relevant to people living with diabetes**

28% of respondents say the COVID-19 pandemic impacts how much control they have over dietary choices



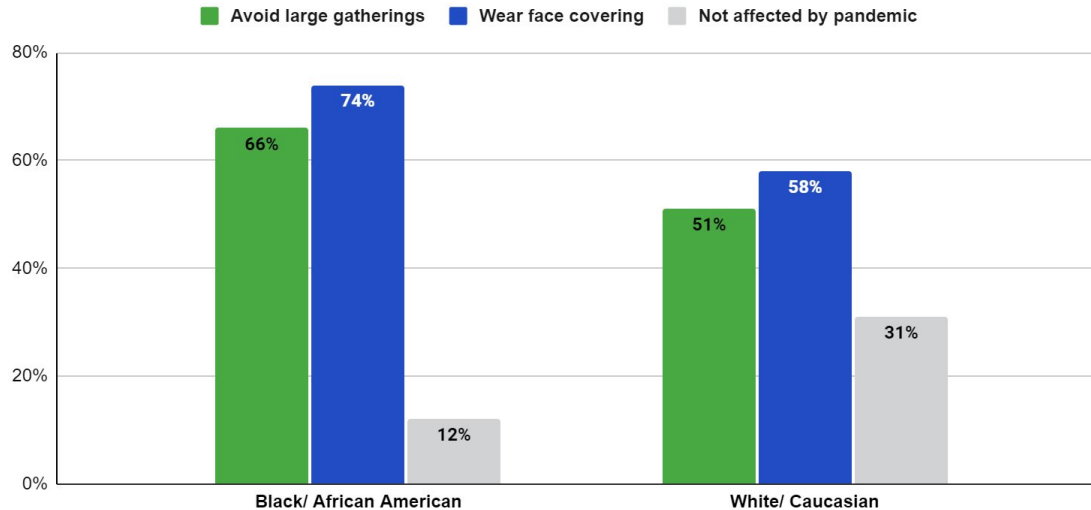
EFFECTS OF THE PANDEMIC

- 74% of respondents say that having diabetes during the pandemic has impacted their behavior



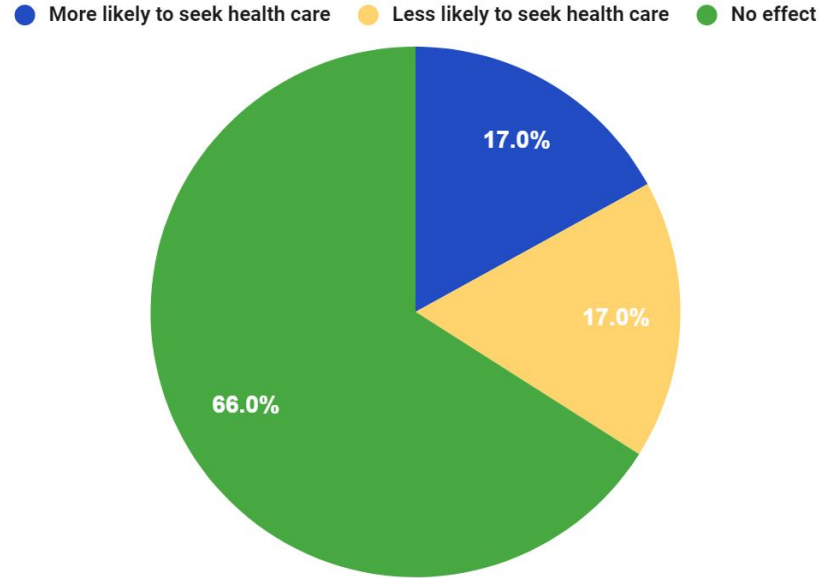
EFFECTS OF THE PANDEMIC

- African Americans are more likely than White/Caucasian respondents to avoid large gatherings, wear face coverings, and less likely to say that the pandemic has not impacted their behavior over the last 30 days
- Men were somewhat less likely to wear face coverings than women (54% v. 63%)



EFFECTS OF THE PANDEMIC ON HEALTH CARE

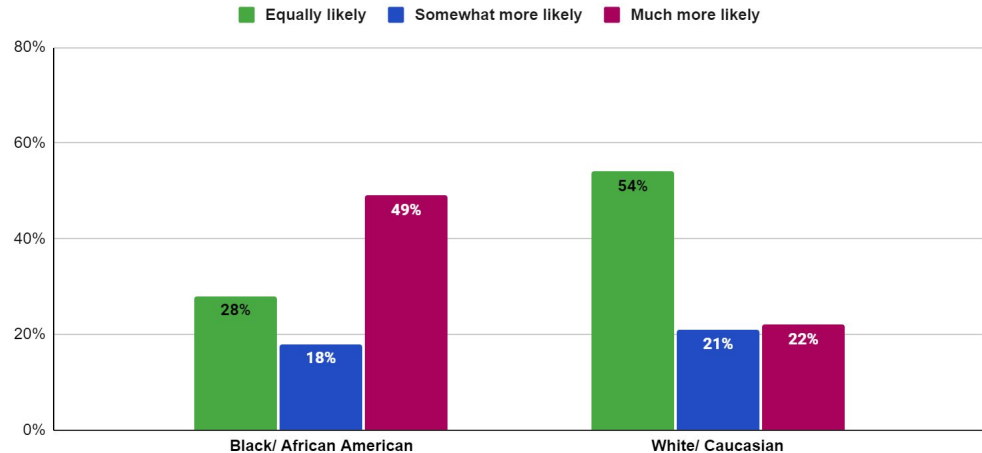
- Most respondents (66%) said the pandemic had no impact on their decision to visit a healthcare professional
- The remaining respondents were equally as likely to seek health care more or less during the pandemic



PROACTIVE HEALTH MANAGEMENT

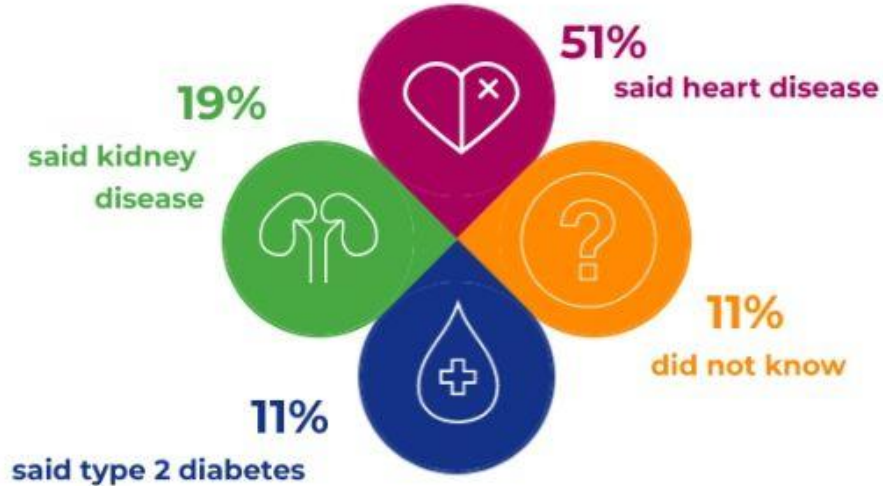
- More than 1 in 4 respondents said they were MUCH MORE LIKELY to be proactive about their health care due to the pandemic
 - Examples include feeling more motivated to manage their health, making better healthcare choices, learning more about their health condition
 - African American respondents were more likely than white/Caucasian respondents to be proactive during the pandemic

How likely are people to be very active in their health care specifically due to the pandemic?



PERCEPTIONS OF DIABETES RISKS

- When asked what is the leading cause of death among those with type 2 diabetes:

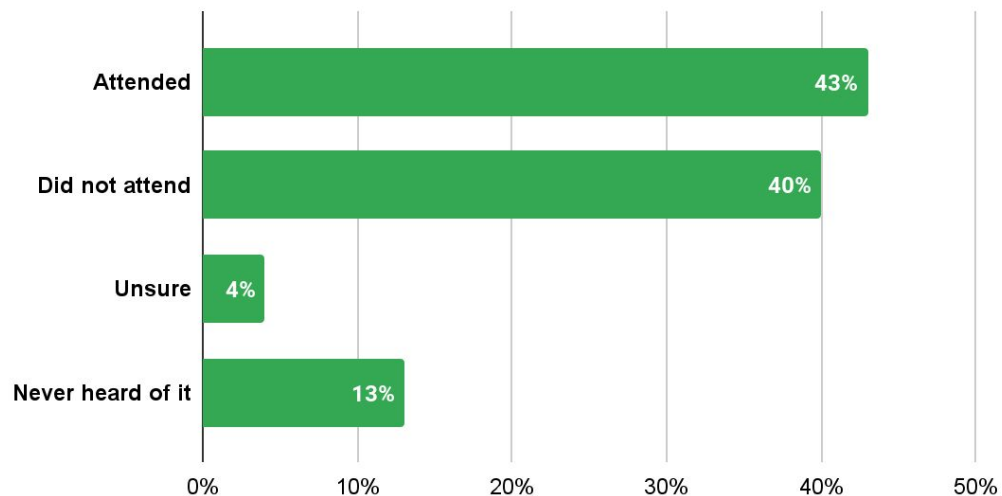


- 6%** of all respondents said they have **NEVER discussed the risk of major diabetes complications with their healthcare provider**

DIABETES EDUCATION

- When asked if they have ever attended Diabetes Self-Management Education Courses (DSME)*, fewer than half of respondents reported attending
 - 13% said they had never heard of DSME

DSME Attendance

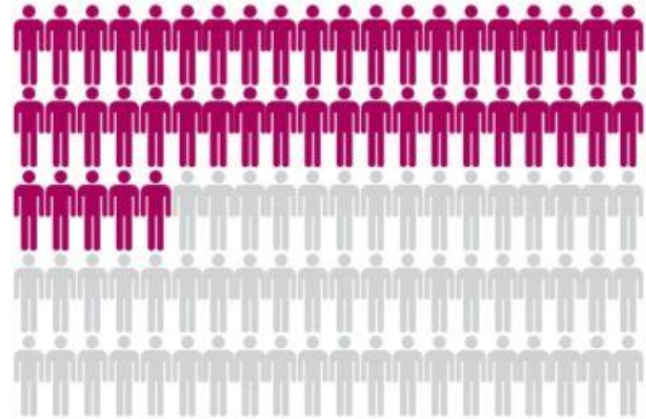


*As per the [American Diabetes Association](#), "Diabetes self-management education (DSME) is the ongoing process of facilitating the knowledge, skill, and ability necessary for diabetes self-care. This process incorporates the needs, goals, and life experiences of the person with diabetes and is guided by evidence-based standards. The overall objectives of DSME are to support informed decision-making, self-care behaviors, problem-solving and active collaboration with the health care team and to improve clinical outcomes, health status, and quality of life."

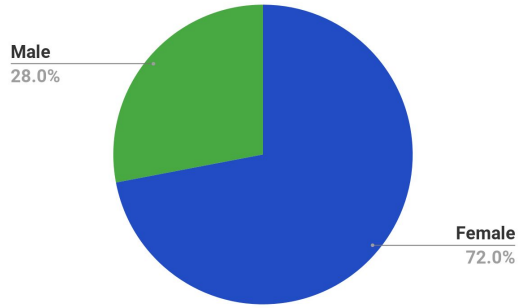
DIABETES EDUCATION

- Women were more likely to report attending DSME than men
 - 46% v. 35%
- Of those who said they have never attended DSME (n = 434), 45% cited lack of awareness of the program

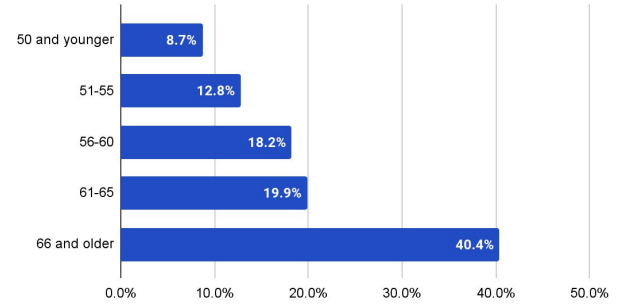
45% of respondents who did not attend DSME courses were not aware they existed



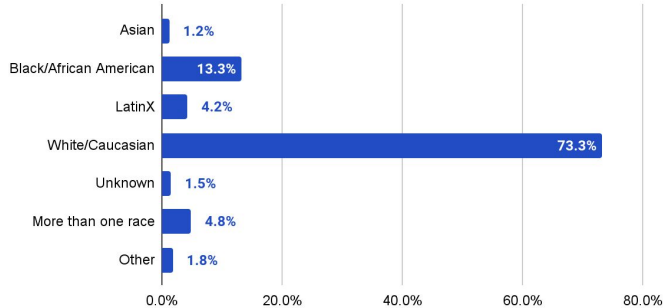
DEMOGRAPHICS (N = 1,079)



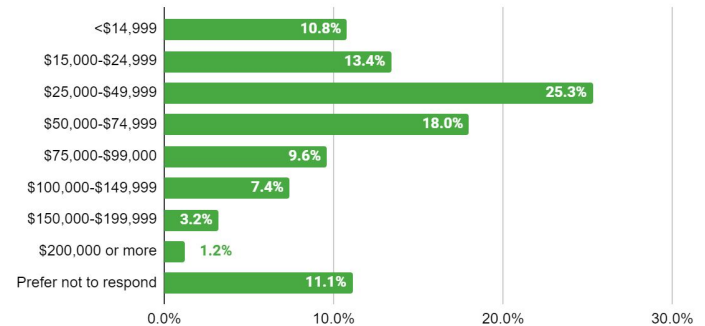
Age



Race/Ethnicity



Income





ABOUT

About KDBH

[Know Diabetes by Heart](#) is a collaboration between the American Heart Association® and American Diabetes Association® that raises awareness and understanding of the link between type 2 diabetes and cardiovascular diseases like heart failure, heart attacks and strokes, to help patients and their health care providers better manage the risk.

About Thrivable

[Thrivable](#) connects patients and companies to create better products and services for the next generation of health care. Our real-time market research platform makes it easy for patients to be their own advocates by sharing their insights, stories, and perspectives via surveys, interviews, focus groups, and usability studies. Healthcare companies turn to Thrivable to ensure the voice of the customer drives important business decisions every day. Learn more at thrivable.app today.