



Collaborate with Joslin: Make a Measurable Difference

Joslin partners with device,
pharmaceutical, nutrition, and
other healthcare companies



Innovative, customized
programs and resources
for healthcare professionals,
their patients and industry
professionals

Educating Sales Professionals, Medical-Scientific Liaisons and Corporate Executives

Treating diabetes and related conditions is complex and constantly changing. Joslin offers interactive educational programs designed to meet your company's specific training objectives.



Customized to your needs

Joslin will work with your team to craft an educational program, incorporating a variety of teaching techniques:

- clinical discussions
- clinician panels
- patient testimony
- webcasts
- interactive cases

Clinicians from Joslin, a teaching affiliate of Harvard Medical School, and Boston-area hospitals conduct our programs, which cover the entire spectrum of diabetes and related conditions.

"This is the best program I have attended in the last 15 years either in diabetes or in the industry."

2011 program participant

The Joslin Certificate Program for sales professionals:

- Fundamentals of diabetes pathophysiology and approaches to treatment
- Intensive training includes home study, live program, and post-test for certificate

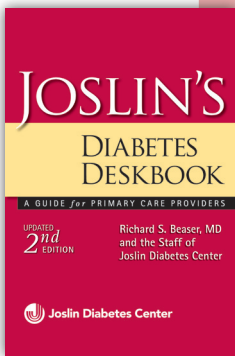
Call 617-309-5929 for more details

Supporting Providers

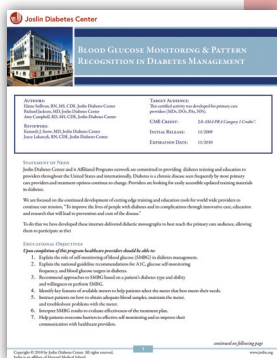
With Joslin resources, busy providers can access up-to-date information and innovative approaches to caring for and supporting their patients.



The Epocrates® Mobile Resource Center provides clinicians with intelligent, concise, independent commentaries on relevant clinical news and research on diabetes, routinely updated and conveniently accessible on their smartphones.



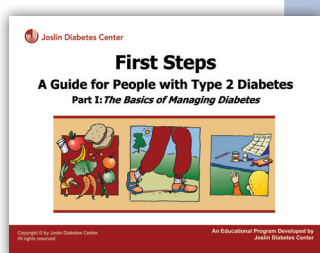
Joslin's Diabetes Deskbook – A Guide for Primary Care Providers is a comprehensive, accessible resource offering the most up-to-date approaches to the diagnosis, management and treatment of people with diabetes.



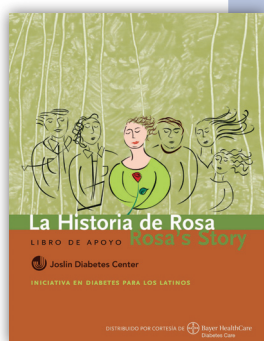
Slides decks and monographs on state-of-the-art topics as well as the basics are compelling disease-state presentations which are independently-developed and evidence-based.

Enhancing Patient/Provider Collaboration

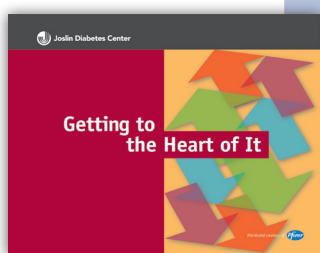
Creative, practical and effective resources support providers and patients in evaluating and understanding treatment options to improve outcomes.



Joslin's First Steps Program™ with Flipchart and accompanying materials is colorful and visually engaging. The Flipchart has key messages for patients on one side of the page and talking points and clinical notes for healthcare professionals on the other.



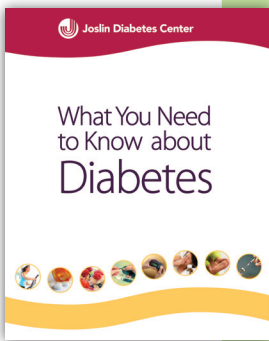
Rosa's Story, an audio-novella, offers diabetes education in an innovative way... through the eyes of a Latina woman with diabetes. It includes three CDs and a booklet. The provider's edition comes with a teaching guide.



Getting to the Heart of It is an innovative way to help providers collaborate with their patients and talk about the importance of managing their diabetes to prevent cardiovascular risks, and includes risk graphs, action plans and educational booklets.

Informing Consumers

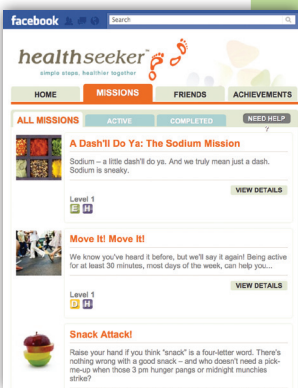
Educational messages brought home – or to the grocery store, the computer, or mobile devices – in ways that are accessible and engaging.



What You Need to Know about Diabetes is a comprehensive, yet not overwhelming, first resource for those newly diagnosed with diabetes. For people with either type 1 or 2 diabetes, it concisely and clearly covers all the basics of diabetes self-management.



nutrition iQ[®], a nutrition program for SUPERVALU supermarkets targeted to all consumers, uses color-coded icons on shelf tags and signs to provide shoppers with at-a-glance, credible information on healthy food choices.



The HealthSeeker[™] application is an interactive, online Facebook game that engages people with diabetes and those at risk.

About Joslin Diabetes Center

Joslin Diabetes Center is the world's preeminent diabetes clinic, diabetes research center and provider of diabetes education. Joslin is dedicated to ensuring that people with diabetes live long, healthy lives and offers real hope and progress toward diabetes prevention and a cure for the disease. Founded in 1898 by Elliott P. Joslin, M.D., Joslin is an independent nonprofit institution affiliated with Harvard Medical School. Joslin's Healthcare Services collaborates with healthcare organizations to develop educational programs and materials to extend Joslin's mission nationwide.



To discuss how we can work with you to meet your goals,
please call: **617-309-5803**
or email: **HCS@joslin.harvard.edu**

The reasons you'll want to work with us:

Brand. Joslin Diabetes Center is world-renowned for diabetes research, education, and care.

Content Credibility. Joslin, an affiliate of Harvard Medical School, helps set the standard for independently-developed healthcare educational tools and programs, creating resources that are informative, accessible and compelling.

Measurable Impact. Joslin programs are designed to make a measurable difference.

Unparalleled Expertise. The Joslin team is comprised of many of the world's finest diabetes physicians, educators, clinicians, dietitians, and researchers.

Flexibility. We offer off-the-shelf educational resources as well as customized materials in a variety of formats.



Joslin Diabetes Center



Affiliated with
Harvard Medical School