



**#dedoc<sup>o</sup> voices 2021**

*in collaboration with*





## **#dedoc° voices**

**#dedoc° believes in the value patient advocates bring to scientific congresses. This is why we have created the #dedoc° voices.**

The #dedoc° voices scholarship program grants diabetes advocates free access to the virtual conferences of ATTD, EASD and ISPAD and provides a dedicated platform for PwD, HCPs, researchers and industry leaders to meet and exchange.

#dedoc° voices commit to participating in scientific sessions and industry symposia and to sharing their learnings with the community. They join a powerful network of like-minded peers who mentor, coach and support their advocacy work, and they curate, translate and report on the latest scientific findings, technological advances and products in a way that is understood and appreciated by PwD around the world.

For partners, the program offers exclusive access to a highly select group of KOLs from the Diabetes Online Community. The #dedoc° voices networking event allows for extended face-2-face exchange and collaboration in a compliant way, while #docday° creates reach and value well beyond the actual event itself.

### **#dedoc° voices networking event**

The #dedoc° voices networking event takes place via Zoom a week before each conference. It allows partners to introduce themselves to the #dedoc° voices and promote their upcoming congress highlights, sessions and symposia. We encourage partners to share information with the #dedoc° voices well in advance so that they can prepare to curate, translate and report what they consider relevant to their followers.

### **#docday°**

#docday° follows its celebrated open door policy: Diabetes advocates from all walks of life come together to share their stories, initiatives and advocacy work with the Diabetes Online Community. As #docday° is being streamed via YouTube and Facebook Live, it reaches a global audience well beyond the actual conference. The audience is invited to join the conversation via Social Media, with #dedoc° facilitating the discussion and the #dedoc° voices driving traffic and engagement via the #dedoc hashtag.

### **#docnight°**

#docnight° is an informal meeting for diabetes advocates, partners and friends of #dedoc° to meet and mingle in open conversations. #dedoc° voices present their key conference take-aways, special guests address the community and we celebrate the DOC in times of physical distancing. The Zoom breakouts are non-moderated and give ample space for individual or small group discussions and stay open all night. As this is virtual, bring your own drinks!

### **#dedoc° voices breakfast**

Every morning, an informational breakfast will be served via our Newsletter, Facebook and Twitter. It provides guidance and orientation by presenting program highlights for the day, reminders for partner sessions and symposia, curated content and featured blogposts as well as social media analytics.



## **#dedoc° voices for partners**

Partners contribute to the #dedoc° voices program because they wish to engage with leading diabetes advocates in a compliant way. They do so through a non-commercial, non-exclusive multi-sponsorship approach to ensure the highest degree of independence, transparency and credibility for the patient voice.

All partners benefit from exclusive access to the #dedoc° voices network and increased visibility and reach in the Diabetes Online Community. They may nominate diabetes advocates for the #dedoc° voices program, contribute to the #dedoc° voices breakfast news and participate in #docnight°.

Gold and Platinum partners also have the unique opportunity to pitch and present at the #dedoc° voices networking event, and Platinum partners get to take to the stage for a moderated interview at #docday°, live-streamed to the entire DOC.

The following partnership packages are available:

### **Platinum**

- Logo on website, Mention at #docday°, Thank you posts via Social Media
- Pitch and present at the #dedoc° voices exclusive networking event
- Outreach to the #dedoc° voices and distribution of dedicated materials
- Moderated interview with #dedoc° CEO Bastian Hauck at #docday°
- Dedicated #dedoc° voices breakfast posts
- Unlimited invitations to the #dedoc° voices networking event
- Dedoc Labs consultancy regarding material for advocates (optional)
- Support to set up external DOClab sessions for advocates (optional)

### **Gold**

- Logo on website, Mention at #docday°, Thank you posts via Social Media
- Pitch and present at the #dedoc° voices exclusive networking event
- Outreach to the #dedoc° voices and distribution of dedicated materials
- Dedicated #dedoc° voices breakfast posts
- Five invitations to the #dedoc° voices networking event and to #docnight°
- Dedoc Labs consultancy regarding material for advocates (optional)

### **Silver**

- Logo on website, Mention at #docday°, Thank you posts via Social Media
- Contribute to the #dedoc° voices breakfast news
- Three invitations to the #dedoc° voices networking event and to #docnight°

## Key dates (tentative / tbc)

**ATTD, 2 – 5 June 2021:** <https://attd.kenes.com/>

28/05/2021, 17.00 h (Friday): #dedoc° voices warmup

31/05/2021, 17.00 h (Monday): #dedoc° voices networking

03/06/2021, 12.00 h (Thursday): ATTD #docday°

05/06/2021, 17.00 h (Saturday): ATTD #docnight°



**EASD, 27 September – 1 October 2021:** <https://www.easd.org/>

20/09/2021, 17.00 h (Monday): #dedoc° voices warmup

24/09/2021, 17.00 h (Friday): #dedoc° voices networking event

28/09/2021, 12.00 h (Tuesday): EASD #docday°

01/10/2021, 17.00 h (Friday): EASD #docnight°



**ISPAD, 13 – 15 October 2021:** <https://2021.ispad.org/>

08/10/2021, 19.00 h (Monday): #dedoc° voices warmup

11/10/2021, 19.00 h (Monday): #dedoc° voices networking

14/10/2021, 19.00 h (Thursday): ISPAD #docday°

16/10/2021, 19.00 h (Saturday): ISPAD #docnight°



More info on [www.dedoc.org/voices](http://www.dedoc.org/voices)

All times CEST (Berlin).



## About #dedoc°

#dedoc° was founded by diabetes advocate Bastian Hauck in 2012, who created the Twitter hashtag #dedoc to host weekly TweetChats for the German Diabetes Online Community. It acted as a catalyst to grow a small group of diabetes bloggers into one of Europe's strongest patient advocacy and peer support communities.

Activities such as Blood Glucose Bingo, the Diaversary Project, virtual World Diabetes Day and the #dedoc° Open Blog reach thousands of PWD throughout Germany, while #docday°, the #dedoc° voices and our network of dedicated Facebook groups and Social Media channels connect some of the most influential KOLs in the DOC across Wider Europe and beyond, with strong collaborations all the way to the Global South.

## #docday°

#dedoc° organized its first-ever #docday° in 2015. What started as an improvised get-together in a small co-working café in Stockholm is today a dedicated platform for diabetes advocates at scientific conferences such as ATTD, EASD and ISPAD. Participants present their projects, initiatives and advocacy work in search for exchange, collaboration and awareness and receive valuable feedback and support.

#docday° follows an open door policy, with HCPs, researchers and industry welcome to attend as long as they refrain from marketing talk. This approach has grown it into an open forum for exchange between all stakeholders. In 2020, #dedoc° launched the #dedoc° voices scholarship program, enabling 23 advocates to attend ATTD Madrid.

With Covid having forced all conferences to go virtual, #dedoc° successfully transformed #docday° and the #dedoc° voices into a fully virtual scholarship program. While our strength is our strong network of long-standing members of the DOC and #dedoc° Alumni, the #dedoc° voices program has a strong focus on New Faces, diversity and equity, which includes all forms of diabetes, specifically Type 2 Diabetes.

## Dedoc Labs GmbH

Dedoc Labs is a strategic consultancy for digital health, healthcare communication, patient advocacy and policy. We are uniquely positioned to harvest, leverage and present the modern, united patient voice and empower members of our community to collaborate with industry. As the legal entity behind #dedoc°, we create, finance and sustain several award-winning projects for, by and with people with diabetes.

Our DOClab Task Forces help clients understand, learn and experience the full potential of effective patient engagement and true co-creation, while our core team develops community-centered assets and campaigns. Our clients include patient entrepreneurs, startups as well as Fortune 500 Pharma and MedTech companies.

## Bastian Hauck

Bastian Hauck is a powerful patient voice with more than 20 years of experience in building authentic, self-sustaining communities in business, politics and healthcare. An economist and diplomat by training, he serves on the boards of diabetesDE, IDF Europe, the European Diabetes Forum and the EU-funded OPEN Project, regularly hosts and speaks at international conferences and serves on several advisory boards. Bastian strongly believes in the core principle of peer support: Pay it forward.