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Media Contact:

Molly Poarch
(202) 587-2565
mpoarch@spectrums-science.com



The Diabetes Care Project Is Proud to Support the Release of *The Silver Book: Diabetes*®

WASHINGTON, D.C., May 13, 2010 – The Diabetes Care Project congratulates the Alliance for Aging Research for its publication of the newest edition of *The Silver Book: Diabetes*. Housed online at www.silverbook.org/diabetes, *The Silver Book: Diabetes* shines a spotlight on the human and economic burden of diabetes and the promise of medical innovation in reducing that burden.

While there have been advances in prevention, diagnosis and treatment, diabetes remains a major health threat in the United States. Twenty-three million Americans have diabetes, compared to 12.1 million in 2002, and by 2050 this number is projected to increase to a staggering 48.3 million. Individuals with the disease are at risk for significant complications, which may include vision loss, heart disease, stroke and other debilitating and life-threatening medical conditions.

With more than 1,000 facts, statistics, graphs and data from more than 200 agencies, organizations and experts, *The Silver Book: Diabetes* is a searchable database that is regularly updated and expanded in order to highlight the latest research and data on the burden of chronic disease and the value of investing in medical research.

Founded by Roche Diagnostics and the National Minority Quality Forum, and supported by the American Association of Diabetes Educators and the Alliance for Aging Research, the Diabetes Care Project is a coalition of patient advocates and health partners that is working on a series of initiatives and issue publications throughout 2010 to highlight the value of developing personalized management plans for diabetes patients in an effort to improve each patient's health outcomes and lower costs for the entire health system.

“The Diabetes Care Project congratulates the Alliance for Aging Research for the release of *The Silver Book: Diabetes*. This book is a vital resource for Members of Congress, government agency officials and the media in helping to highlight the importance of prevention, innovation and personalized diabetes management,” said Michael Cover, representative of the Diabetes Care Project. “The research and information included in *The Silver Book: Diabetes* is critical to demonstrating the value of appropriate diabetes management in achieving positive health outcomes and lowering overall health care costs.”

The prevalence of type 2 diabetes is skyrocketing in the United States, and the cost of treatment is a growing financial burden on individuals and the health care system. According to the American Diabetes Association and the Centers for Disease Control and Prevention, type 2 diabetes (fueled by rising rates of obesity) accounts for 90–95 percent of all diabetes cases. The United States spends approximately \$174 billion in annual total costs for diagnosed diabetes, with an additional \$44 billion in indirect costs. Further, one out of every four Medicare dollars is spent on diabetes, with a high percentage attributed to tertiary illness caused by unmanaged or undermanaged diabetes.

About the Diabetes Care Project

The Diabetes Care Project is a coalition of patient advocates and health partners whose goal is to educate patients, caregivers, health care providers and policymakers on the value of developing personalized management plans for diabetes patients in an effort to improve each patient's health outcomes and lower costs for the entire health system. Roche Diagnostics and the National Minority Quality Forum are founding partners of the Diabetes Care Project, which is supported by the American Association of Diabetes Educators and the Alliance for Aging Research. Project partners are committed to improving patient outcomes and advancing diabetes care and management. For more information, visit www.diabetescareproject.org.