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Your value driven partner in care

# CDE Patient Support Programme

for

## Pharmaceutical and Diagnostic Companies

### 2022

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# Why choose the CDE Patient Support Programme?

## Credibility



The CDE is run by multi-specialist clinicians and Key Opinion Leaders

The CDE is accredited with the Council for Medical Schemes as a Managed Care Organisation for Active Disease Risk Management Services in

Cardiovascular

Diabetes

Dyslipidaemia

Hypertension

Chronic renal disease

Mental Health

## Insight



At CDE, we understand that living with a long-term, chronic condition can be overwhelming and stressful

Empowering health consumers with the knowledge and skills to help them attain and maintain optimum wellness and prevent or delay any potential complications is paramount.

## Well-positioned



Highly skilled clinicians and educators are situated nationwide.

Equipped with the latest knowledge on chronic conditions and treatment therapies.

## Low-risk



The CDE has a fully developed Pharmacovigilance Department set up to comply with your Patient Safety and Regulatory Departments.

Our CRF 21-accredited electronic system provides full audit trails to ensure all your POPIA compliance and governance needs are met.

## Access



Access to trusted information, resources and support is key to helping them to manage their condition.

CDE provides health consumers with a holistic, person-centred care journey that offers the most current techniques, tools and guidelines in self-management, as well as useful tips around actually living with the condition and its associated risks.

## Adherence



This work is in synergy with any doctors' practices to close the care loop.

Increased retention rates to stay on therapy and improve clinical outcomes

## What will we do for you?

Educate

Empower

Support

### 1. Healthcare provider

Assist and support your health consumers in their chronic condition journey in synergy to your care plan.

#### Purpose



Improve health consumers' understanding of disease conditions

Educate health consumers on comorbidities

Suggested lifestyle modifications to health consumers

Address medication or device adherence barriers

#### Outcomes



An informed health consumer

Improved adherence to care

Escalation of concerns back to healthcare providers that health consumers may not disclose during consultations

#### It will not



Interfere with the expert care given by the healthcare providers

Interfere with prescribed medication

Question the healthcare provider's expertise

### 2 Health Consumers

#### Our 1st priority



The CDE philosophy is that health consumers always come first.

Address health consumers with compassion.

Communication on the health consumer's level of understanding.

We assist the clients to make informed by acting as advocates on their behalf when considering clinical status and treatment options.

## Outcomes



Provide care that is safe, timely, effective, efficient, equitable, and client-centred.

Assist health consumers to achieve wellness and increase adherence and improve quality of life.

Take the extra mile and interact with health consumers to keep track of progress and ensure satisfaction.

Assist health consumers in understanding and navigating the pharmaceutical and health environment.

## 3 Pharmaceutical Industry



Collect real-world evidence (data).

Detailed reporting on program analytics such as doctors prescribing habits, referrals, patient enrolments, adherence, optimisations, prescription refills, clinical parameters, and patient satisfaction.

Quality assurance to ensure that all standards are met by both parties.

**CDE can adopt the specifications to suit individual needs.**

**If you are interested in meeting your KPI's, increasing your market share in the funded healthcare environment or want more information, please contact**

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