

## Action:

**Country: Germany**

**Theme:**

**Project Lead:**

### Objective(s)

- Increase access rates to information for patients and clinicians via motivation
- Understand and improve referral process and barriers

### Strategy/Activities

- Develop monitoring data; (a) Eye Specialists (b) Diabetes Specialists (c) general practice
- Get involved; (a) diabetes educator (b) SIG (c) CME
- Develop incentives for referral pathway

### Timing

Short term: monitoring (SIG/NGO)

Mid term: educational media and events

Long term: incentives (project/model/study)

### Audiences (Decision Makers/Influencers)

- Insurances
- Government
- NGO

### Messages (Supported by Barometer Data)

- Barriers to referral pathways
- Address burdens and fears

### Resource requirements

- 100 Teuros
- 50 Teuros
- 800 Teuros

## Audience Specific Message Development:

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#### Patient Audience

- DR Information (convey the message to everyone and to support the adherence of the Barometer Study)
- Coping and treatment strategies

#### KOL/Medical Societies

- Update of evidence: “Closing the Gap”
- DR Impact
- Collaboration (disciplines)

#### Media

- Convey the message to everyone
- Support adherence

### Theme:

#### Policy Maker/Payer Audience

- Prevention and early treatment = cost effective

#### Health Care Professionals

- Eye within diabetes treatment
- Enable / enforce education

#### General Public

- Care makes the difference