It’s time to **TALK Targets**

A guide on using **TALK Targets** with your patients

The TALK Targets campaign was initiated and fully funded by Novo Nordisk.
**TALK Targets** is a patient support campaign for people with type 2 diabetes who have high blood glucose.

It encourages proactive and open dialogue between patients and their healthcare team to improve high blood glucose and the overall management of type 2 diabetes.

**The campaign includes:**

This guide for healthcare teams, which is intended to help you engage in a collaborative dialogue with your patients using elements of motivational interviewing. The aim is to help your patients feel supported while taking steps towards improving their blood glucose control and getting to target.

The ‘It’s time to TALK Targets’ patient advice booklets, are for you to provide to your patients with type 2 diabetes and can be used to track your patients’ individual targets. These booklets aim to encourage your patients to reflect on the key points discussed at each consultation and help them commit to change in managing their type 2 diabetes.

All campaign materials, including a patient awareness video, can be accessed at: www.talk-targets.co.uk/HCP

**TALK Targets comprises three steps:**

1. **STEP 1**
   Assess your patients’ current situation

2. **STEP 2**
   Discuss management options

3. **STEP 3**
   Gain commitment and develop an action plan

A treatment change may be a continuous journey with your patients; therefore the steps are flexible and can be repeated if necessary.
Step 1: Assess your patients’ current situation

The objective of step 1 is to understand why your patients’ blood glucose levels are uncontrolled on their current treatment.

Help your patients to understand that if they control their blood glucose levels then they are likely to avoid current or future complications. You may want to:

- Check that your patients understand the fundamentals of diabetes management and how the condition affects them
- Ask them if they know what HbA1c is. If not, explain it in a simple way and check they understand what it means to them
- Review patients’ current and target HbA1c levels and reinforce the importance of them being responsible for keeping their own records
- Establish the discrepancy between your patients’ actual and target HbA1c levels. Explain what being in control can mean to them in the long term
- Review your patients’ diet and activity levels and check that they understand how this can affect their blood glucose levels

CONVERSATION TIPS

Not all patients will have the same level of understanding about diabetes. Consider asking your patients these few questions to make sure you are reaching them in the right way:

- Could you tell me about any differences you have felt in your type 2 diabetes over the past few months?
- Your current HbA1c is: ...% mmol/mol and your target HbA1c is: ...% mmol/mol. What do you think this means to you?
- Why do you think that your HbA1c is not at target?
- Are you ready / prepared to discuss making a change?

The ‘It’s time to TALK Targets’ patient advice booklet helps to understand and affirm your patients’ situation. Using the booklet, you can:

- Recap on the fundamentals of diabetes including diet and lifestyle
- Fill in the ‘Readiness to Change Ruler’ (page 16) and the ‘My Change Plan’ (page 21) section during the consultation together with your patients
- Summarise your patients’ feedback on how they are feeling about their HbA1c level not being at target and their willingness to change
- Try to uncover any underlying barriers to effective treatment as this may help adjust your patients’ diabetes management programme
- Open-ended questions can help reveal psychological barriers, such as feeling embarrassed about having type 2 diabetes or concerns about treatment changes. Some of the barriers may be very personal and unique to each patient
Step 2: Discuss management options

The objective of step 2 is to help your patients feel ready and willing to consider a change and take control of their type 2 diabetes. This is an important step before proposing any new treatment options.

- Allow time for the consultation, especially if you are considering a change. This will mean you can get to know your patients so that you can make an informed decision on what changes they may be willing to make.

- If you are considering a treatment change as part of a new diabetes management option, it is important to explain the potential benefits and side effects of a new treatment. You should do this within the context of your patients’ personal goals so that you can jointly reach an informed decision.

- Focus on the individual benefits of the recommended treatment(s) and acknowledge any concerns your patients may have.

CONVERSATION TIPS

- Help your patients understand why a treatment change may be important and how it can be integrated into their daily routine.

- Ask your patients:
  - Are you prepared to make changes to help lower your blood glucose levels?
  - What one thing might you be able to change that would help you manage your diabetes more effectively?
  - How ready are you to commit to this one change?
  - What are your concerns with changing your management approach to diabetes?
  - Are you aware of all the available treatment options, including injectable therapy?

- Explain the advantages and disadvantages of the blood glucose lowering treatments available including GLP-1 receptor agonists and insulin.

- Highlight the impact on blood glucose, weight risk and hypoglycaemia.

- Have an informed discussion with your patients about treatments to find an option that works best for them.

The ‘It’s time to TALK Targets’ patient advice booklet helps to understand and affirm your patients’ situation

- Suggest that your patients fill in the ‘My Treatment Options’ section (page 19) of the patient advice booklet with your support during the consultation.

- You can also encourage your patients to discuss the plan with their family and friends.

- Write down treatment option(s), benefits and challenges for your patients.

- Encourage your patients to write down their feelings and questions about the new treatment recommendation(s).
**Step 3: Gain commitment and develop an action plan**

The objective of step 3 is to guide your patients to commit to a change in managing their diabetes and an action plan with steps to achieve their objectives.

You will notice reference to tools that can help you and your patients develop an action plan, so please have a copy of the patient booklet handy.

**CONVERSATION TIPS**

- Ask your patients how they feel about the treatment recommendation(s). Do they feel ready for a change?
- In case your patients are worried about the treatment change, why not ask them: What are your concerns? Are you open to try the new treatment and see how you get on next time we meet?
- If choosing an injectable treatment (such as GLP-1 receptor agonists) demonstrate how easy it is to use the pen in their everyday lives. Do they know what the pen looks like? If not, why not show them? Let them handle it and ask any questions that come to mind
- Encourage patients by making an action plan with them and ask: Which area of your treatment plan do you want to work on first? What are the next steps that you take prior to your next visit?

**Coach to commitment**

- If your patients are hesitant to make a change, try reiterating the benefits of what that change can mean for them by translating clinical benefits to everyday life. For example, achieving control of your blood glucose means you are more able to do the things you enjoy with less risk of complications
- To avoid a circular conversation, try coaching your patients to a commitment with closed questions
- Express empathy for their concerns and propose a trial-run of the new treatment, if you have proposed one

The ‘It’s time to TALK Targets’ patient advice booklet provides a structure to outline an action plan

- Use the ‘Readiness to Change Ruler’ (page 16) and the ‘My Change Plan’ (page 17) to fill in the ‘My Action Plan’ (page 21) section of the patient advice booklet during the consultation together with your patients
- Suggest that they share this plan with a family member or friend
- In partnership with your patients, develop attainable objectives and clearly defined steps to achieve them
- Ask your patients to track their progress against the objectives and evaluate them at every consultation
- Success is a natural motivator. Ask your patients to record positive experiences in their advice booklet
Thank you for taking the time to read this. All materials and the patient awareness video can be accessed at: www.talk-targets.co.uk/HCP

An evaluation form can also be accessed here and we would be grateful for your feedback on the campaign at any time.