
From: Heather Verry <heather@diabetes.org.nz>
Sent: Wednesday, 29 May 2024 10:19 am
To: Casie Hanrahan; Jo Chapman
Subject: RE: Meeting with Pharmac

Hi Casie,

I am replying for Jo as she is in a meeting at the moment. s 9(2)(a)

[REDACTED] Today at 11 a.m. was the only time she had available.

Perhaps we need to have a teams meeting over the next few days.

Cheers
Heather

Heather Verry
Chief Executive
Diabetes New Zealand
04 499 7142

s 9(2)(a)

Level 10, 15 Murphy Street, Wellington 6011, New Zealand
PO Box 12441, Wellington 6144, New Zealand



0800 DIABETES
diabetes.org.nz

Supporting Kiwis to live well with diabetes

40 New Zealanders are diagnosed with diabetes every day
and 1 in 4 is estimated to have prediabetes
Act today to know your risk at www.diabetes.org.nz



From: Casie Hanrahan <casie.hanrahan@pharmac.govt.nz>
Sent: Wednesday, May 29, 2024 10:12 AM
To: Jo Chapman <jo@diabetes.org.nz>; Heather Verry <heather@diabetes.org.nz>
Subject: RE: Meeting with Pharmac

Kia ora Jo,

Thanks for your reply. I am available today, but a little bit later on (from 4pm). Would this work for you? Alternatively, I am free tomorrow morning before lunch. Would either of these times work for you?

Ngā mihi,
Casie

Casie Hanrahan | Senior Implementation Advisor

Te Pātaka Whaioranga | Pharmac | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
P: 0800 660 050 | DDI: s 9(2)(a) | www.pharmac.govt.nz

From: Jo Chapman <jo@diabetes.org.nz>
Sent: Tuesday, May 28, 2024 12:14 PM
To: Casie Hanrahan <casie.hanrahan@pharmac.govt.nz>; Heather Verry <heather@diabetes.org.nz>
Subject: RE: Meeting with Pharmac

You don't often get email from jo@diabetes.org.nz. [Learn why this is important](#)

Kia ora Casie, thanks for contacting us.

I usually work remotely, however I'm in Wellington now until tomorrow afternoon. Heather and I do have some time in the morning to meet with you if you are available at 11 am, would you be able to meet us at our offices?

If this doesn't work for you, please do suggest some alternative times so we can arrange a video / in person meeting.

Ngā mihi

Jo Chapman
Head of Business Development
Diabetes New Zealand

s 9(2)(a)

Document 1

Level 10, 15 Murphy Street, Wellington 6011 New Zealand
PO Box 12441, Wellington 6144, New Zealand
My working hours are Monday to Friday 7.00am – 3.30pm.



40 New Zealanders are diagnosed with diabetes every day
and 1 in 4 is estimated to have prediabetes
Act today to know your risk at www.diabetes.org.nz



From: Casie Hanrahan <casie.hanrahan@pharmac.govt.nz>
Sent: Tuesday, May 28, 2024 9:28 AM
To: Heather Verry <heather@diabetes.org.nz>
Cc: Jo Chapman <jo@diabetes.org.nz>
Subject: RE: Meeting with Pharmac

Hi Heather,

As Josh has mentioned below, I'm the implementation manager working on this project. Unfortunately I was on leave for the meeting below, but I wondered if you would have some time this or next week to catch up about Pharmac's planned implementation activities to support these changes, and Diabetes NZ involvement?

Let me know if there is a good time for you and I will set up a meeting.

Many thanks,
Casie

Casie Hanrahan | Senior Implementation Advisor

Te Pātaka Whaioranga | Pharmac | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
P: 0800 660 050 | DDI: [REDACTED] | www.pharmac.govt.nz

From: Heather Verry <heather@diabetes.org.nz>
Sent: Wednesday, April 24, 2024 5:10 PM
To: Joshua Cronin-Lampe <josh.cronin-lampe@pharmac.govt.nz>; Conal Edwards <conal.edwards@pharmac.govt.nz>; Casie Hanrahan <casie.hanrahan@pharmac.govt.nz>

Document 1

Cc: Jo Chapman <jo@diabetes.org.nz>; Rosa Bach <Rosa.Bach@Pharmac.govt.nz>

Subject: RE: Meeting with Pharmac

Hi Josh,

I will send through the invite – are you okay with our office as the meeting place? s 9(2)(a)

Cheers
Heather

Heather Verry
Chief Executive
Diabetes New Zealand
04 499 7142

s 9(2)(a)

Level 10, 15 Murphy Street, Wellington 6011, New Zealand
PO Box 12441, Wellington 6144, New Zealand



diabetes
new zealand

0800 DIABETES
diabetes.org.nz

Supporting Kiwis to *live well with diabetes*

40 New Zealanders are diagnosed with diabetes every day
and 1 in 4 is estimated to have prediabetes
Act today to know your risk at www.diabetes.org.nz



From: Joshua Cronin-Lampe <josh.cronin-lampe@pharmac.govt.nz>

Sent: Tuesday, April 23, 2024 10:20 AM

To: Heather Verry <heather@diabetes.org.nz>; Conal Edwards <conal.edwards@pharmac.govt.nz>; Casie Hanrahan <casie.hanrahan@pharmac.govt.nz>

Cc: Jo Chapman <jo@diabetes.org.nz>; Rosa Bach <Rosa.Bach@Pharmac.govt.nz>

Subject: RE: Meeting with Pharmac

Hi Heather,

Let's lock in Tuesday 30 April at 1pm and if we can get NZSSD involved, then that's a bonus.

Thanks,
Josh Cronin-Lampe | Senior Therapeutic Group Manager

PHARMAC | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
DDI: § 9(2)(a) | P: +64 4 460 4990 | M: § 9(2)(a) www.pharmac.govt.nz

PHARMAC
TE PĀTAKA WHAIORANGA

The information contained in this email (including any attachments) is private and confidential and may be legally privileged. It may only be used for the purpose for which it has been provided. This email may contain patient information and is thus subject to the Health Information Privacy Code. As recipient of this email, you must comply with the Code, including ensuring that information is protected against unauthorised disclosure or use. If you have received this message in error, please delete it and notify the sender immediately. You must not copy or use any part of this email or disclose anything about it.

From: Heather Verry <heather@diabetes.org.nz>
Sent: Monday, April 22, 2024 1:07 PM
To: Joshua Cronin-Lampe <josh.cronin-lampe@pharmac.govt.nz>; Conal Edwards <conal.edwards@pharmac.govt.nz>; Casie Hanrahan <casie.hanrahan@pharmac.govt.nz>
Cc: Jo Chapman <jo@diabetes.org.nz>; Rosa Bach <Rosa.Bach@Pharmac.govt.nz>
Subject: RE: Meeting with Pharmac

Hi Josh,

Thanks for the heads up regarding the supply of Trulicity – it is certainly a query that we get asked, so I will ensure the team are made aware of the temporary restriction.

Not wanting to spoil your last day in the office, shall we aim for Tuesday, 30th April. Ideally we would like it meet sometime between 11 a.m. and 2 p.m., as we would like our Comms staff to be part of the meeting and they are on restricted hours, but I also acknowledge that NZSSD (and I am assuming it will be Rosemary), will also be on restricted timing opportunities. Shall we leave it to you to reach out to NZSSD and see what suits them and merge with your availability. We can adjust our timings on Tuesday to suit, if need be.

Cheers
Heather

Document 1

Heather Verry
Chief Executive
Diabetes New Zealand
04 499 7142

s 9(2)(a)

Level 10, 15 Murphy Street, Wellington 6011, New Zealand
PO Box 12441, Wellington 6144, New Zealand



40 New Zealanders are diagnosed with diabetes every day
and 1 in 4 is estimated to have prediabetes
Act today to know your risk at www.diabetes.org.nz



From: Joshua Cronin-Lampe <josh.cronin-lampe@pharmac.govt.nz>

Sent: Monday, April 22, 2024 12:00 PM

To: Heather Verry <heather@diabetes.org.nz>; Conal Edwards <conal.edwards@pharmac.govt.nz>; Casie Hanrahan <casie.hanrahan@pharmac.govt.nz>

Cc: Jo Chapman <jo@diabetes.org.nz>; Rosa Bach <Rosa.Bach@Pharmac.govt.nz>

Subject: RE: Meeting with Pharmac

Hi Heather,

Thanks for following up. Yes, we need to lock-in a meeting to discuss next steps. I've cc'd in @Casie who is the implementation manager assigned to this project.

I was planning to meet with NZSSD at some stage this week so it may actually be easier for us all to just to meet? Also very happy to meet with yourself and Jo on either 30 April and 1 May (my last day at Pharmac) to discuss things further. @Conal, will be Therapeutic Group Manager for Diabetes while I am away and has been closely involved throughout the process.

On a separate note, I just want to provide you notice that from 1 May we will be moving to **temporarily restrict** new initiations on Trulicity and Victoza. As you noted, there is growing concern among pharmacies and patients with respect to the supply of Trulicity. We are seeing an increasing number of declined scripts, some of which will be patients unable to receive a dispensing from their Pharmacy. ^{s 9(2)(b)(ii)}

Document 1

This decision follows criteria changes we made in December, to limit new initiations to those who have tried all other appropriate alternatives. Unfortunately, these changes did not slow the number of new initiations on these agents and we do need to take action to make sure that those who are currently on the treatment are able to receive supply.

We are also communicating with NZSSD on this matter and hope they can step in with clinical guidance but wanted to make sure you are aware in case anything comes up.

Happy to talk through this further.

Ngā mihi nui,
Josh Cronin-Lampe | Senior Therapeutic Group Manager

PHARMAC | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
DDI: § 9(2)(a) | P: +64 4 460 4990 | M: § 9(2)(a) | www.pharmac.govt.nz

PHARMAC
TE PĀTAKA WHAIORANGA

The information contained in this email (including any attachments) is private and confidential and may be legally privileged. It may only be used for the purpose for which it has been provided. This email may contain patient information and is thus subject to the Health Information Privacy Code. As recipient of this email, you must comply with the Code, including ensuring that information is protected against unauthorised disclosure or use. If you have received this message in error, please delete it and notify the sender immediately. You must not copy or use any part of this email or disclose anything about it.

From: Heather Verry <heather@diabetes.org.nz>

Sent: Friday, April 19, 2024 4:58 PM

To: Joshua Cronin-Lampe <josh.cronin-lampe@pharmac.govt.nz>

Cc: Jo Chapman <jo@diabetes.org.nz>

Subject: Meeting with Pharmac

Hi Josh,

Just following up our conversation with respect to your departure soon and who we should work with in respect to developing a Communications Plan, § 9(2)(ba)(i). We found with COVID that Diabetes NZ was the go to for people with diabetes. We developed a COVID page on our website and spent every day triaging queries and pushing information out via social media etc. Pharmac are going to be integral in this Plan and our thoughts were to have an initial meeting to work through what we need to put into place and who else we need to include in ongoing meetings to ensure we are all well informed (i.e. GP's, NZSSD and Pharmacists). Surprisingly we have a large number of calls from Pharmacists to our 0800 number seeking information on products etc.

There is a perception ^{s 9(2)(ba)(i)} [redacted] that Diabetes NZ is the expert on all things diabetes. Obviously we are not, but we certainly try to support people with diabetes by providing the correct pathways to information etc.

Jo, who is in charge of all things communication in Diabetes NZ, is in Wellington for two days (30 April & 1 May) inducting our new Communications Manager. If we could arrange a meeting on either of these two days, that would be very convenient for us. ^{s 9(2)(a), s 9(2)(ba)(i)} [redacted]

Have a good weekend,

Cheers
Heather

Heather Verry
Chief Executive
Diabetes New Zealand
04 499 7142

^{s 9(2)(a)} [redacted]

Level 10, 15 Murphy Street, Wellington 6011, New Zealand
PO Box 12441, Wellington 6144, New Zealand



40 New Zealanders are diagnosed with diabetes every day
and 1 in 4 is estimated to have prediabetes
Act today to know your risk at www.diabetes.org.nz



This e-mail message and any accompanying attachments may contain confidential information. If you are not the intended recipient, please do not read, use, disseminate, distribute or copy this message or attachments. If you have received this message in error, please notify the sender immediately and delete this message. This e-mail message and any accompanying attachments may contain confidential information. If you are not the intended recipient, please do not read, use, disseminate, distribute or copy this message or attachments. If you have received this message in error, please notify the sender immediately and delete this message.

Ad-Hoc Diabetes Advisory Committee Meeting Agenda

Date:	Friday 21 June 2024 12:00pm – 2:00pm – Online via Zoom	
Location	Online via Zoom (Bennett for Pharmac Staff)	
Zoom details	s 9(2)(k)	
Friday, June 21, 2024		
Time	Agenda item	Discussion lead
12:00 am	Opening Karakia	
12:05 am	Welcome, introductions, Whakawhanaungatanga	Chair (Bruce King)
12:10 am	Conflicts of Interest	Chair (Bruce King)
12:15 am	Review of clinical issues and consultation feedback related to the diabetes technology RFP	Chair (Bruce King)
2:00 pm	Meeting end	

From: Heather Verry <heather@diabetes.org.nz>
Sent: Wednesday, 3 July 2024 4:42 pm
To: Casie Hanrahan
Cc: Logan Heyes; Conal Edwards
Subject: Pharmac Proposal
Attachments: DNZ Proposal to Pharmac CGM July 2024.docx

Hi Casie,

Good to catch up with you the other day and discuss with you the CGM/Pump roll out and what is required to ensure it is as seamless as possible for everyone. We are certainly aware that it will require a huge amount of resource to support the implementation.

You asked for an idea of what would be involved for DNZ to be fully resourced to support the roll-out, and as advised, we have the COVID example to fall back on. We needed to employ our PR company to assist us in the dissemination and build of the webpage, which cost § 9(2)(b)(ii). A substantial investment on our part, and fortunately we were able to seek grant funding that was specific for COVID support.

However, for this project, we will not have access to specific grant funding, so we are hoping that Pharmac will have the budget to support the development of resources for the Roll Out. We attach a proposal which sets out what we anticipate will be the costs of providing adequate support during the Roll-Out. As discussed, Diabetes NZ is the consumer facing organisation, so despite diverting people through our communication channels to Pharmac, it will be inevitable that they will simply google CGM/Diabetes and land on our site. For many people the website is not sufficient and they want to speak to someone, or even get a personal email response.

§ 9(2)(ba)(i)

Happy to discuss the contents of the proposal and answer any questions.

Cheers
Heather

Document 3

Heather Verry
Chief Executive

Diabetes New Zealand
04 499 7142

s 9(2)(a)

Level 10, 15 Murphy Street, Wellington 6011, New Zealand
PO Box 12441, Wellington 6144, New Zealand



40 New Zealanders are diagnosed with diabetes every day
and 1 in 4 is estimated to have prediabetes
Act today to know your risk at www.diabetes.org.nz



Released under the Official Information Act 1982

PROPOSAL TO PHARMAC FOR CGM & PUMP ROLL OUT SUPPORT

Background

The proposal to fund CGM's, pumps and consumables for people with Type 1 diabetes has been greeted with much enthusiasm by the diabetes community. This has been evidenced by the overwhelming feedback to Pharmac as part of the consultation phase.

Initially the feedback was being directed at Diabetes NZ. Through our communication channels we directed people to Pharmac and encouraged them to submit their feedback. During this consultation phase we directed all our energies and limited resources into responding to queries and endeavouring to reassure people that their voices would be heard. We believe the overwhelming feedback was a direct consequence of our regular posting to our diabetes community.

The average analytics during this period were over 3,000 Facebook accounts for each post (a total of 18,000), an average of 200 interactions and 252 comments on these posts (one post alone receiving 135 comments).

This level of engagement indicates that the diabetes community sees Diabetes NZ as the go to place for information. This was evidenced during COVID when our organisation was completely overwhelmed with concerns and general enquiries such as "will we run out of insulin?" to "should my child go to school"? In order to disseminate the information that was available across many sites (which was incredibly confusing for someone with a chronic condition), we needed to engage our PR company to build a COVID page on our website, while at the same time deploying most of our staff to manage the 0800 line and info emails. In one weekend, over 9,000 people accessed our COVID portal which continues to attract traffic – over 35,000 people have accessed it.

Diabetes NZ is concerned that when the roll out commences, we will not be sufficiently resourced to manage the myriad of questions. We have surveyed our staff who are working across New Zealand with people with Type 1 diabetes and their families to scope potential queries. We will need to develop an initial resource, but evidence with COVID has shown that this will need to be regularly (daily) updated as more questions and potential issues arise during the roll-out.

Of more concern is that our staff who are directly involved with children and parents with Type 1 will be inundated. Our Youth Coordinators work limited hours and Diabetes NZ does not have the funding to extend their hours during this implementation phase. National Office is also under resourced, so the 0800 line and info email will not be able to provide a prompt and reactive service.

Proposed Solution

Diabetes NZ is the consumer facing organisation for people with diabetes. Our website is one of the top organic sites for people searching for information on Diabetes & CGM. Although Pharmac will be providing guidance for people as part of the roll-out, it is inevitable that the initial enquiries will be directed to Diabetes NZ. Evidence shows that when people are stressed (and diabetes is a stressful condition), being directed to another site simply adds to the stress of the occasion. We are all wanting this to be an easy experience, as the fall-out (as already evidenced) will be difficult to manage.

The key areas with which Diabetes NZ is seeking support are:

- Development of website landing page to provide information and triage to suppliers for product information. Website will require regular updates.
- Resource development (Frequently Asked Questions)
- Digital Communications via social media, edms – CONNECT and silo emails
- Staffing the 0800 line and info email (3 month period)
- Additional staff hours for the Youth Coordinators
- Contracting Diabetes NZ PR company to handle press releases and media enquiries

Costs

s 9(2)(b)(ii)



From: Conal Edwards
Sent: Thursday, 11 July 2024 1:33 pm
To: Heather Verry
Cc: Casie Hanrahan
Subject: RE: Pharmac / DNZ Catch-up

Hi Heather, yes that sounds good.

Cheers

Conal

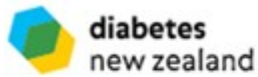
From: Heather Verry <heather@diabetes.org.nz>
Sent: Thursday, July 11, 2024 1:30 PM
To: Conal Edwards <conal.edwards@pharmac.govt.nz>
Subject: RE: Pharmac / DNZ Catch-up

To make it easier, do you want me to send her a zoom invite so we can work off my screen?

Heather Verry
Chief Executive
Diabetes New Zealand
04 499 7142

s 9(2)(a)

Level 10, 15 Murphy Street, Wellington 6011, New Zealand
PO Box 12441, Wellington 6144, New Zealand



0800 DIABETES
diabetes.org.nz

Supporting Kiwis to live well with diabetes

40 New Zealanders are diagnosed with diabetes every day
and 1 in 4 is estimated to have prediabetes

Act today to know your risk at www.diabetes.org.nz



From: Conal Edwards <conal.edwards@pharmac.govt.nz>

Sent: Thursday, July 11, 2024 1:18 PM

To: Heather Verry <heather@diabetes.org.nz>

Subject: RE: Pharmac / DNZ Catch-up

Will do, Casie will be dialling in.

Cheers

Conal

-----Original Appointment-----

From: Heather Verry <heather@diabetes.org.nz>

Sent: Thursday, July 11, 2024 1:13 PM

To: Conal Edwards

Subject: Accepted: Pharmac / DNZ Catch-up

When: Friday, 12 July 2024 1:30 pm-2:30 pm (UTC+12:00) Auckland, Wellington.

Where: Microsoft Teams Meeting

Hi Conal,

Yes that will work and if you can come to my office, even better.

This e-mail message and any accompanying attachments may contain confidential information. If you are not the intended recipient, please do not read, use, disseminate, distribute or copy this message or attachments. If you have received this message in error, please notify the sender immediately and delete this message.

From: Casie Hanrahan
Sent: Tuesday, 23 July 2024 11:56 am
To: Heather Verry; Conal Edwards
Cc: Jo Chapman
Subject: RE: Update on the proposal for CGMs, insulin pumps, and insulin pump consumables
Attachments: DNZ Proposal to Pharmac CGM July 2024 Pharmac comments.docx

Hi Heather,

Thanks for getting in touch – apologies for the error in the communications below, we've updated the wording on our website to reflect the correct situation.

In terms of the proposal for patient support, I can confirm that part of the quote has been approved to ^{s 9(2)(b)(ii)} (assuming GST exclusive).

I have attached a copy of the original proposal and have highlighted the areas Pharmac have confirmed we are able to fund. Unfortunately this doesn't include the additional resource for staffing as this is slightly outside of our scope - depending on our available budget, there is a possibility we could potentially pay for some of this cost, but it would need to be after other avenues which may be more appropriate have been explored (ie the suppliers or potentially Health New Zealand). I know when we spoke last, we talked about the suppliers and the possibility of them wanting to support funding the 0800 line – Conal is this something we could reach out to them about, or are you in contact with them Heather?

I will get back to you today with a brief outlining the key things we would like to be included on the website/FAQ resource, and we will also be in touch about the timeline as soon as able. In terms of your response to queries about progress, that sounds good to me but I'll let @Conal confirm.

If you have any questions, please let me know. Happy to have a chat if that's easier.

Ngā mihi,
Casie

Casie Hanrahan | Senior Implementation Advisor

Te Pātaka Whaioranga | Pharmac | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
P: 0800 660 050 | DDI: ^{s 9(2)(a)} | www.pharmac.govt.nz

From: Heather Verry <heather@diabetes.org.nz>
Sent: Tuesday, July 23, 2024 8:38 AM
To: Conal Edwards <conal.edwards@pharmac.govt.nz>; Casie Hanrahan <casie.hanrahan@pharmac.govt.nz>
Cc: Jo Chapman <jo@diabetes.org.nz>
Subject: FW: Update on the proposal for CGMs, insulin pumps, and insulin pump consumables

Hi Conal & Casie,

I thought I would check in to see where we are at with our proposal regarding resources and also to keep you in the loop with more reaction from the ^{s 9(2)(ba)}
_(i) with respect to the email below as unfortunately it referred to DNZ developing resources for clinicians, which we know are being done by Health Pathways.

We are also being asked as to progress and although this is an update, it does not provide an timeline. We will respond that we are aware progress is being made and we should hear some news of a timeline soon (does that sound okay?).

Cheers
Heather

Heather Verry
Chief Executive
Diabetes New Zealand
04 499 7142

^{s 9(2)(a)}
Level 10, 15 Murphy Street, Wellington 6011, New Zealand
PO Box 12441, Wellington 6144, New Zealand



From: Pharmac – Te Pātaka Whaioranga <enquiry@pharmac.govt.nz>
Sent: Monday, July 22, 2024 5:01 PM
To: Jo Chapman <jo@diabetes.org.nz>
Subject: Update on the proposal for CGMs, insulin pumps, and insulin pump consumables

[View this email in your browser](#)



Kia ora,

We have recently met with Diabetes NZ. We're working with them on the educational resources for clinicians and people living with type 1 diabetes. We have also met with other regional organisations.

We held a meeting with our Diabetes Advisory Committee in June. We will publish the records of this meeting in due course.

We are in the process of finalising our funding proposal to take it to the Board

for a decision.

We will update our webpage as more information becomes available: [pharmac.govt.nz/news-and-resources/news/cgms](https://www.pharmac.govt.nz/news-and-resources/news/cgms)

Ngā mihi,

Conal Edwards | Senior Therapeutic Group Manager

Pharmac | Te Pātaka Whaioranga | Level 9, 40 Mercer Street, Wellington

www.pharmac.govt.nz



Copyright © 2024 Te Pātaka Whaioranga | Pharmac, All rights reserved.

Kia ora, you are receiving this email because you are currently on our database.

Our mailing address is:

Te Pātaka Whaioranga | Pharmac
Level 9 Simpl House
40 Mercer Street, Wellington Central
Wellington, Wellington 6011

New Zealand

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Released under the Official Information Act 1982

PROPOSAL TO PHARMAC FOR CGM & PUMP ROLL OUT SUPPORT

Background

The proposal to fund CGM's, pumps and consumables for people with Type 1 diabetes has been greeted with much enthusiasm by the diabetes community. This has been evidenced by the overwhelming feedback to Pharmac as part of the consultation phase.

Initially the feedback was being directed at Diabetes NZ. Through our communication channels we directed people to Pharmac and encouraged them to submit their feedback. During this consultation phase we directed all our energies and limited resources into responding to queries and endeavouring to reassure people that their voices would be heard. We believe the overwhelming feedback was a direct consequence of our regular posting to our diabetes community.

The average analytics during this period were over 3,000 Facebook accounts for each post (a total of 18,000), an average of 200 interactions and 252 comments on these posts (one post alone receiving 135 comments).

This level of engagement indicates that the diabetes community sees Diabetes NZ as the go to place for information. This was evidenced during COVID when our organisation was completely overwhelmed with concerns and general enquiries such as "will we run out of insulin?" to "should my child go to school"? In order to disseminate the information that was available across many sites (which was incredibly confusing for someone with a chronic condition), we needed to engage our PR company to build a COVID page on our website, while at the same time deploying most of our staff to manage the 0800 line and info emails. In one weekend, over 9,000 people accessed our COVID portal which continues to attract traffic – over 35,000 people have accessed it.

Diabetes NZ is concerned that when the roll out commences, we will not be sufficiently resourced to manage the myriad of questions. We have surveyed our staff who are working across New Zealand with people with Type 1 diabetes and their families to scope potential queries. We will need to develop an initial resource, but evidence with COVID has shown that this will need to be regularly (daily) updated as more questions and potential issues arise during the roll-out.

Of more concern is that our staff who are directly involved with children and parents with Type 1 will be inundated. Our Youth Coordinators work limited hours and Diabetes NZ does not have the funding to extend their hours during this implementation phase. National Office is also under resourced, so the 0800 line and info email will not be able to provide a prompt and reactive service.

Proposed Solution

Diabetes NZ is the consumer facing organisation for people with diabetes. Our website is one of the top organic sites for people searching for information on Diabetes & CGM. Although Pharmac will be providing guidance for people as part of the roll-out, it is inevitable that the initial enquiries will be directed to Diabetes NZ. Evidence shows that when people are stressed (and diabetes is a stressful condition), being directed to another site simply adds to the stress of the occasion. We are all wanting this to be an easy experience, as the fall-out (as already evidenced) will be difficult to manage.

The key areas with which Diabetes NZ is seeking support are:

- Development of website landing page to provide information and triage to suppliers for product information. Website will require regular updates.
- Resource development (Frequently Asked Questions)
- Digital Communications via social media, edms – CONNECT and silo emails
- Staffing the 0800 line and info email (3 month period)
- Additional staff hours for the Youth Coordinators
- Contracting Diabetes NZ PR company to handle press releases and media enquiries

Costs

s 9(2)(b)(ii)



Released under the Official Information Act 1982