

ADCES REVIEWED

Mark of Excellence Program

The **ADCES REVIEWED Mark of Excellence Program** allows organizations to demonstrate that their materials—handouts, pamphlets, training programs, videos, courses, apps, and more—meet the high standards set by ADCES for accuracy, relevance, and quality.

The program, formerly called “ADCES Favorably Reviewed,” was established in 1997 to signify credibility and increase the visibility of educational materials for health care professionals (HCPs) and individuals with prediabetes, diabetes, and other cardiometabolic conditions.

Fees

Reviews are priced based on the size, timeline, length, and stage in which the product is submitted. The average time to complete a review is 3 weeks.

Case Use Examples

» [Connected Care Infographic](#)

Audience: HCPs

» [Beyond Diagnosis](#)

Audience: People with diabetes and caregivers (also available in Spanish)



As a health care communications agency, we have worked with ADCES for many years, collaborating on the ADCES Reviewed program on behalf of our client, a leading pharmaceutical company. The partnership has always proved very valuable, providing us with helpful feedback on a wide range of materials (print and digital), for diverse audiences of different levels and backgrounds. The ADCES team works with us to ensure our materials are on target, of the highest quality, and feature the most relevant, latest information.

Anna Beverly
QuadRx Communications

When developing tools to support HCPs in the use of Connected Insulin Pens, we turned to ADCES to partner in creating innovative content. The ADCES Reviewed process included a thorough examination of our materials which led to meaningful improvements in both the content and visualizations. The ADCES Reviewed badge lets those who are accessing these tools know that the material is fair, balanced, and comprehensive.

Karli Gunn
Lilly



We look forward to partnering with you. Contact us for more information:

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Multidisciplinary Content Review

ADCES Reviewed involves a multidisciplinary clinical peer review by a nurse, dietitian, pharmacist, and other specialists based on the material topics. Below is a summary of the material reviews for our two main audiences.

Review Areas	HCP Facing Materials	Patient Facing Materials
Is consistent with current guidelines/standards of care	<ul style="list-style-type: none"> • Ensure alignment with current standards of diabetes care and clinical practices • Verify the accuracy of information and terminology • Confirm consistency with clinical practices in self-management, care, education, and DSMES coding and billing 	<ul style="list-style-type: none"> • Ensure best practices are utilized and meet evidence-based information • Verify the accuracy of information and terminology
Uses a person-centered approach	<ul style="list-style-type: none"> • Ensure terminology is unbiased and free from negative messaging • Promote collaborative clinician-patient conversations with shared decision-making • Avoid blame in graphics, and provide clear rationales for addressing barriers • Check for relevance to the audience • Examine use of appropriate language to avoid judgement and stigma • Include social determinants of health • Maintain a focus on health equity 	<ul style="list-style-type: none"> • Ensure terminology is unbiased and free from negative messaging • Tailor clinician-patient conversations to be collaborative, using positive, non-judgmental language • Ensure animated figures have neutral expressions • Provide clear rationales for addressing barriers, emphasizing benefits to the individual • Check for relevance to the appropriate audience
Has the appropriate literacy and numeracy level	<ul style="list-style-type: none"> • Ensure consistent use of terms throughout the material • Define acronyms • Match written content with corresponding graphics • Ensure information can help HCP influence an individual's ability to advocate for themselves • Ensure information can help HCP support an individual's ability to understand their treatment. 	<ul style="list-style-type: none"> • Ensure consistent use of terms • Provide definitions for unclear terms • Avoid acronyms • Match written content with corresponding graphics • Assess content to match the target audience's reading level and suggest simpler alternatives. • Address and correct misconceptions about diabetes management • Convert technical language into everyday, understandable terms
Uses an effective educational approach	<ul style="list-style-type: none"> • Organize material to separate related concepts and use adult learning principles • Evaluate the clarity of content and graphics from the learner's perspective 	<ul style="list-style-type: none"> • Organize material to separate related concepts and simplify complex information • Evaluate the clarity of content and graphics from the learner's perspective

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6-Step Review Process

STEP 1. Submit Materials	<p>The organization submits content for review, including pamphlets, handouts, training programs, animations, videos, courses, digital content, apps, infographics, and other diabetes care resources. ADCES does not review materials that promote specific brands or are non-educational.</p>
STEP 2. Initial Screening	<p>ADCES conducts an initial screening of materials to determine if it is suitable for the ADCES Reviewed program.</p>
STEP 3. Contract	<p>The contract and statement of work are finalized and signed. Fifty percent of the fee is due upfront to start the process.</p>
STEP 4. Expert Review	<p>The multidisciplinary team begins their review of the material.</p>
STEP 5. Feedback and Revisions	<p>Reviewers offer detailed feedback, pointing out areas for revision and suggesting changes. The submitting organization may need to revise and resubmit the content. There is opportunity for discussion to ensure both parties agree on the final outcome.</p>
STEP 6. Final Approval	<p>Once the content is finalized with agreed upon revisions, ADCES invoices the remaining fifty percent and grants the use of the ADCES Reviewed logo.*</p>

*The logo, a mark of excellence indicating that the material meets the high standards of ADCES, is available in different file formats and colors, black and white. The logo is valid for two years from the date it is issued, after which there is an opportunity to renew at a lower cost.

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