



Association of
Diabetes Care & Education
Specialists

ADCES Strategic Plan

2024–2028

OUR MISSION

Empower diabetes care and education specialists to expand the horizons of innovative education, management, and support.

OUR VISION

Optimal health and quality of life for persons with, affected by, or at risk for diabetes and chronic conditions.

OUR VALUES

EXCELLENCE

The Association of Diabetes Care and Education Specialists (ADCES) strives for the highest quality service, products, and resources to meet our members' needs.

COLLABORATION

ADCES embraces diverse backgrounds and perspectives and promotes partnerships to increase accessibility of diabetes care and education. We are better together.

LEADERSHIP

ADCES leads through education, advocacy, resources, and support to cultivate confidence, whereby our members can foster a person-centered world where thriving is a way of life.



GOAL 1: Improve Access to Diabetes Care and Education

The intent of this goal is to address coverage, referrals, and supply of Diabetes Care and Education Specialists

Objective 1A: Disseminate evidence for the value of diabetes care and education

2026 Key Results

- Increase page views for the Value Tool Kit by 10% by December 31, 2026, with baseline determined on January 1, 2026.
- Submit three abstracts to other conferences focused on the value of diabetes care and education specialists in 2026.
- Communicate findings of the 2025 National Practice Survey to support the expertise of the diabetes care and education specialist.

Objective 1B: Passage of legislation/regulations to improve access for Medicare/Medicaid beneficiaries

2026 Key Results

- Outreach from grassroots to at least 100 members of Congress.
- Participate in coordinated joint advocacy with 1 or more other organizations in 2026.
- Support at least 2 state Coordinating Bodies per year to advocate for Medicaid coverage related to any area in the diabetes space in 2026.
- Reintroduce “Access to DSMT” Bill with each Congress.

Objective 1C: Increase the availability of diabetes care and education

2026 Key Results

- Increase newly accredited programs through the Diabetes Education Accreditation Program (DEAP) department by 5% in 2026. Baseline to be determined on January 1, 2026.
- Increase the number of newly established programs in year 3 of the MATCH initiative:
 - Diabetes Self-Management Education and Support Programs (DSMES)
 - National Diabetes Prevention Program (NDPP)
 - Medicare Diabetes Prevention Program (MDPP)
 - Family Healthy Weight Programs (FHWPs)
 - Diabetes Support Programs (DSP)



GOAL 2: Advance the Expertise of Diabetes Care and Education Specialists

Provide resources for practice excellence

Objective 2A: Support and promote evidence to enhance the knowledge of diabetes care and education specialists

2026 Key Results

- Review and update DCES competencies, complete by December 2026.
- Strengthen diabetes care and education specialists' expertise through selected, practice-based mentoring sessions at the ADCES26 (AI) and DTC26 (AID systems) with follow-up, mentor-mentee community of interest engagement. 2026 Outcomes: selected topics and conference sessions with participation rates, and established COI activity.

Objective 2B: Provide evidence-based education practice guidance, resources and expertise to advance diabetes care and education specialists at all levels of practice

2026 Key Results

- Develop and launch two resources and micro-learning activities to mitigate implicit bias in practice by December 31, 2026.
- Complete the Joint Accreditation self-study, CE/CME activity audit and virtual surveyor visit in early 2026 to demonstrate compliance with all 12 accreditation criteria, with a reaccreditation decision expected by late July 2026.
- Maintain or improve participant satisfaction across the annual conference, technology conference, and online CORE Concepts® Course, sustaining at least the 2025 baseline average score of 4.59/5, 4.48/5, and 4.5/5, respectively.

Objective 2C: Provide career advancement opportunities

2026 Key Results

- Increase contracted diabetes care and education specialists in the Subject Matter Experts (SME) network under the MATCH initiative. (baseline vs. 2026-year end).
- Conduct a members-only webinar to showcase the Value Toolkit and highlight several diabetes care and education specialists.



GOAL 3: Grow and Diversify Membership

ADCES seeks to diversify and increase membership in all categories

Objective 3A: Increase the number of members

2026 Key Results

- Increase membership retention to 72%.
- Develop at least two new member benefits.
- Upgrade Higher Logic to improve the member experience.

Objective 3B: Collaborate with other professional organizations providing access to prospective ADCES members

2026 Key Results

- Evaluate and prioritize these relationships on a regular basis. Continue to foster positive relationships with aligned nonprofit organizations.

Objective 3C: Increase the diversity of ADCES's membership

2026 Key Results

- Continue work on establishing a reporting baseline for membership demographic metrics. Increase number of responses received to "Your Profile Our Future" campaign by 10% in 2026. Baseline to be set on January 1, 2026.
- Initiate collaboration between Inclusion Council and CB, LNG & COI leaders in peer-to-peer discussions on value of our membership representing the diverse communities they serve. Inclusion Council spokespersons to attend up to 2 facilitated Leadership Development sessions in 2026.