



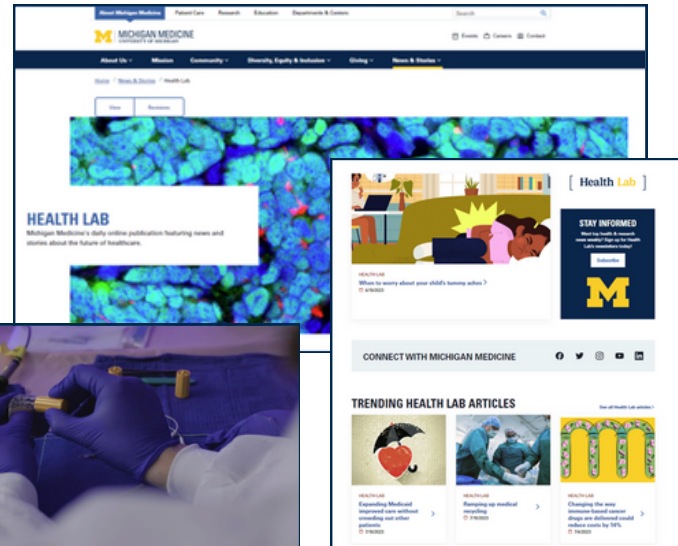
**MICHIGAN MEDICINE**  
UNIVERSITY OF MICHIGAN

**CDI & MEND - Communications Review (Jan. - March 2025)**

# HEALTH LAB

Health Lab is Michigan Medicine's daily online publication featuring news and stories about the future of health care.

**300 articles published**  
**4.9 million views**



## BLOG HIGHLIGHTS

### Mitochondria may hold the key to curing diabetes

(Scott A. Soleimanpour, M.D., and Emily M. Walker, Ph.D.)

**READ MORE:** [michmed.org/vQ4Gj](https://michmed.org/vQ4Gj)

### Continuous glucose monitors can optimize diabetic ketoacidosis management

(Nathan Haas, M.D.)

**READ MORE:** [michmed.org/qNGjA](https://michmed.org/qNGjA)

### National Diabetes Prevention Program saves costs for enrollees

(Shih-Chen Kuo, Ph.D., and William H. Herman, M.D.)

**READ MORE:** [michmed.org/jVnMd](https://michmed.org/jVnMd)

### Managing your diabetes can help prevent associated vision loss

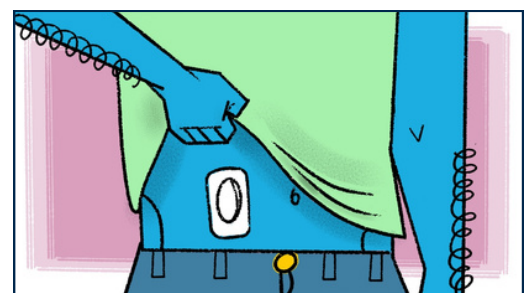
(Thomas W. Gardner, M.D., M.S.)

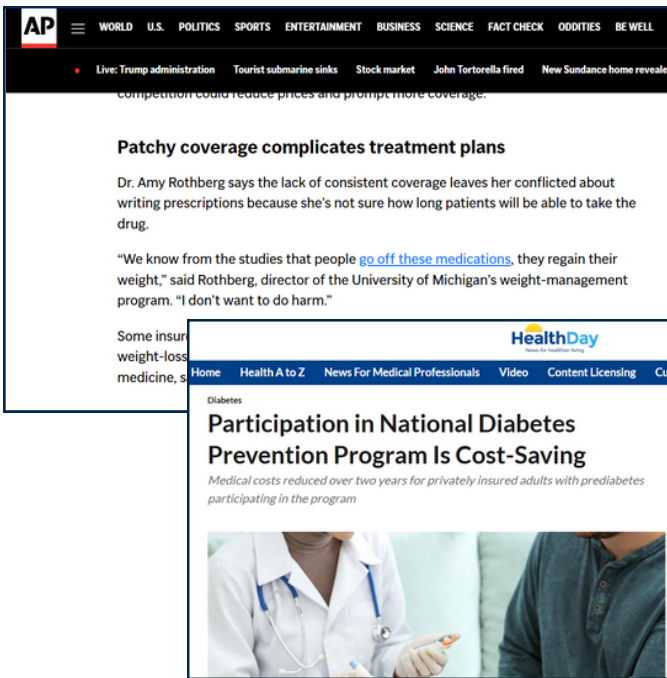
**READ MORE:** [michmed.org/7KjZd](https://michmed.org/7KjZd)

### Preserving an artist's vision after diabetic retinal disease

(Thomas W. Gardner, M.D., M.S.)

**READ MORE:** [michmed.org/nVqRB](https://michmed.org/nVqRB)





# IN THE NEWS

CDI & MEND experts appear in local, regional, and national media through a combination of proactive and reactive pitching and responses to media inquiries.

**128 media hits**  
Quality hits between Jan. - March 2024

## MEDIA HIGHLIGHTS

### The New York Times

**Day 2: Are Ultraprocessed Foods Really That Delicious?**

(Ashley Gearhardt, Ph.D.)

**What to Eat and Drink for a Good Night's Sleep**

(Erica C. Jansen, Ph.D.)

### ABC News

**Intermittent fasting can be hit or miss, but research suggests 'sweet spot' can help some stick to their diet**

(Amy E. Rothberg, M.D.)

### The Associated Press

**Moving away from BMI, experts propose a new definition for obesity**

(Kate W. Bauer, Ph.D.)

**Patients struggle with lack of consistent coverage for popular weight-loss drugs**

(Amy E. Rothberg, M.D.)

### U.S. News & World Report

**Diabetes Prevention Program Saves People Money, Study Shows**

(Shih-Chen Kuo, Ph.D.)

**Patients Struggle With Lack of Consistent Coverage for Popular Weight-Loss Drugs**

(Amy E. Rothberg, M.D.)

### Everyday Health

**Almost Half of People With Type 2 Diabetes Are Vitamin Deficient**

(Dave Bridges, Ph.D.)

### Yahoo

**Prescriptions for weight loss drugs are skyrocketing, especially among young women. Experts think they know why.**

(Joyce Lee, M.D., M.P.H.)

### HealthDay

**Participation in National Diabetes Prevention Program Is Cost-Saving**

(Shih-Chen Kuo, Ph.D.)



# IN OTHER NEWS

On Feb. 18, the Department of Surgery shared a [blog](#) and an interview with **Randy J. Seeley, Ph.D.**, on the following channels: [Instagram](#), [LinkedIn](#), [Twitter/X](#) and [YouTube](#).

Stats to date: Instagram (**2,288 video views and 135 engagements**); LinkedIn (**318 video views and 20 engagements**); Twitter/X (**135 engagements**) and YouTube (**339 views**).



# SOCIAL MEDIA

CDI & MEND content is shared on all the Michigan Medicine social media accounts: Facebook, Instagram, LinkedIn and Twitter/X.

**28 social posts**  
**~1,400 engagements**  
Between Jan. - March 2025



## Preserving an artist's vision after diabetic retinal disease

3 platforms, 357 total engagements (most on Facebook w/ 132)



## Mitochondria may hold the key to curing diabetes

3 platforms, 235 total engagements (most on Twitter/X w/ 105)



## Causes of Diabetes: Insulin, Mitochondria, Genetics, Metabolism w/ Scott Soleimanpour

2 platforms, 116 engagements (most on Twitter/X w/ 79)

# MARKETING

## Email Communications

### National reputation building

- Paid list of endocrinology, diabetes, and metabolism specialists  
Audience size: 7,300+ nationwide

#### February 2025: MEND Winter e-blast

- 19.92% open rate
- 1.71% click-through rate

### Customer relationship management (CRM) list

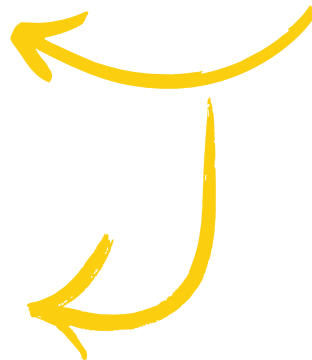
- MEND - Alumni  
Audience size: 95 nationwide

#### February 2025: MEND Winter e-blast

- 42.11% open rate
- 6.32% click-through rate

### Monthly PCP e-blasts

- Paid list of primary care physicians
- Audience size: 8,900+ in Michigan, northwest Ohio and northern Indiana
- CDI & MEND news was included in e-blasts sent in January and March 2025
- For these e-blasts, open rates range from 11-16% and click-through rates range from 0.75-1.25%






**WINTER 2025**  
**Diabetes & Endocrinology**  
**News & Updates for Our**  
**Clinical Colleagues**




**Mitochondria may hold the key to curing diabetes**  
Cell's powerhouse also dictates its fate.

[Mitochondria and diabetes](#)




**JANUARY 2025**  
**News and Updates for Our**  
**Clinical Colleagues**



**National Diabetes Prevention Program saves costs for enrollees**  
Participants also reduced their risk of developing diabetes over two years.

[National DPP](#)



**Preserving an artist's vision after diabetic retinal disease**  
For one artist with Type 1 diabetes, losing her vision was her biggest fear. Specialists helped preserve her sight and aim to stop the disease before it starts for others.

[Kim Hartman's story](#)



**MARCH 2025**  
**News and Updates for Our**  
**Clinical Colleagues**



**Mitochondria may hold the key to curing diabetes**  
Mitochondria are essential for generating energy that fuels cells. In a new study, U-M researchers showed that targeting dysfunctional mitochondria could hold the key to a diabetes cure.

[Mitochondria](#)

### Other activities:

- March 21st MEND photo shoot
- Enterprise Web Project (EWP)
- Set up monthly meeting with MEND team (including Development) and shared ways for both CDI & MEND team members to share stories
- Creation and compilation of quarterly communications review