

# Down East Diabetology opens in Greenville

InTandem recently designed a website for Down East Diabetology ([www.downeastdiabetology.com](http://www.downeastdiabetology.com)), which opened June 22 at 845 Johns Hopkins Drive, Suite B.

As the agency of record for Down East Diabetology, InTandem also designed and created the practice logotype and all ancillary materials for the opening of the medical practice.

Down East Diabetology, founded by Dr. Amy Howell, is the only diabetes specialist in eastern North Carolina that is 100-percent devoted to the care of children, young adults and pregnant women. The mission of Down East Diabetology is to educate and provide patients with tools to help manage their diabetes.

"Eastern North Carolina is a medically underserved area and a lot of people with diabetes do not have access to the care they need," Howell said "My goal is to provide a medical office that specializes in complete diabetes care



offering expertise in glucose monitoring, insulin pumps, diabetes self-management education, medical nutrition support, medical family therapy and diabetic medications," states Dr. Amy Howell.

During Howell's career, which includes five years as a pediatrician, she developed a clinical interest in nutrition and obesity, as well as

chronic disease management and community outreach and service. Howell's interests eventually led to specialty training through a Diabetes and Metabolism Fellowship at the Brody School of Medicine under the mentorship of Dr. Robert Tanenberg.

During her fellowship, Howell's training focused on diabetes in all age groups,

including for women during pregnancy.

The practice website was designed to provide detailed descriptions and statistics about pediatric, young adulthood and gestational diabetes. Additionally, there is information regarding screening procedures and diagnosis, as well as highlighting diabetes specialty services available at Down East Diabetology including diabetes self-management education, medical nutrition support and medical family therapy.

The website informs visitors about the practice's history, its providers and services offered, and there is a special section with advice for patients on handling their "sick days."

The site also has a Patient Portal where patients and providers are able to access a referral form to expedite the referral process. A News and Events section provides updates involving the practice and upcoming diabetes events within the region.