



Anna

Anna is a 34 year old account representative for an organic foods distributor. Anna works long hours and travels frequently, but loves her job. She uses her Blackberry frequently to keep in touch through voice and text messaging, and also uses its calendar, to do lists, and GPS for finding her way to appointments. She is 13 weeks pregnant with her first child. She plans to continue working until 3 weeks before her due date. Anna is busily trying to train her replacement for her maternity leave while also restructuring her job so that it will have less travel when she returns to work.

Her pregnancy has gone well so far with only minor morning sickness. Anna is a vegetarian and prides herself on eating a sensible diet and working out at the gym 3 days a week. Despite her apparent good health, her obstetrician recommend she take the glucose challenge test earlier in her pregnancy than the usual 16-18 weeks due to a strong family history of diabetes. To Anna's surprise and disappointment, the test shows her blood sugar levels to be quite high. Her doctor diagnosed her with gestational diabetes and referred her to a dietician to help Anna get her blood sugar controlled to levels safe for her developing fetus.

The dietician provides Anna with some basic advice on reducing carbohydrates and increasing protein and fat intake. Anna is given some guidelines on how to balance these as well as some target blood sugar ranges. Anna is to keep careful records of everything she eats, and to test and track her blood sugar 4 times per day. She is to write the information in a paper log provided by the dietician and fax it every Friday. Anna is also expected to have bi-weekly appointments to discuss her progress and to make refinements as needed.

Anna is confused by the food guidelines that seem counterintuitive to what she has always believed to be a healthy diet. She finds the tracking tedious and is frustrated by the further demands on her already crazy schedule. She also resents feeling policed in what she eats and when. Yet she wants to do what's best for her baby, so she drudges along.



Patrick

Patrick is a 48 year old manager of a software engineering team. Patrick relates well to the programmers on his team despite being 10-15 years their senior. This is because Patrick is a big kid himself, with a youthful passion for technology that is contagious. And he's just generally a likeable guy. Patrick adores gadgets and finds any task more interesting if it has some cool tech tool to assist. Patrick is married with two teenage children. He loves playing video games with his kids and even convinced his wife to join in recently.

About two years ago, Patrick began experiencing chest pains one day. Not one to visit the doctor much, he had to be urged by his wife to go to the emergency room. His blood pressure was dangerously high. He was treated and sent home, with a battery of tests scheduled for the following week. From those tests, it was discovered that Patrick was also a Type 2 Diabetic.

Only Patrick's wife knows about the incident and about the diagnosis of diabetes. Patrick is embarrassed by the condition, believing himself too young to have an "old person's disease". Basically he is in denial.

Patrick is not very active and like many programmers, spends long hours at the computer. His diet includes a lot of caffeine and junk food, especially when working into the late hours of the night when his team is nearing a deadline. Additionally, Patrick eats lunch out with his co-workers nearly every day. These are often working lunches and are important both creatively and professionally.

Patrick has not done very well at managing his diabetes. Although his wife has started cooking more healthful meals at home, Patrick reverts to old eating habits when at work. Because he is embarrassed by his condition, he often misses blood sugar tests because he cannot get a way to do them discretely. He frequently misses appointments with his dietician who is also frustrated at Patrick's lack of progress.