

# PREVENTION AND INNOVATION FOR SUSTAINABLE HEALTH SYSTEMS

Nicola Beddington  
EPF Secretary General



@NABedlington  
@eupatientsforu  
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9<sup>th</sup> European Patients' Rights

Day

“ A STRONG PATIENTS' VOICE TO  
DRIVE BETTER HEALTH IN EUROPE ”

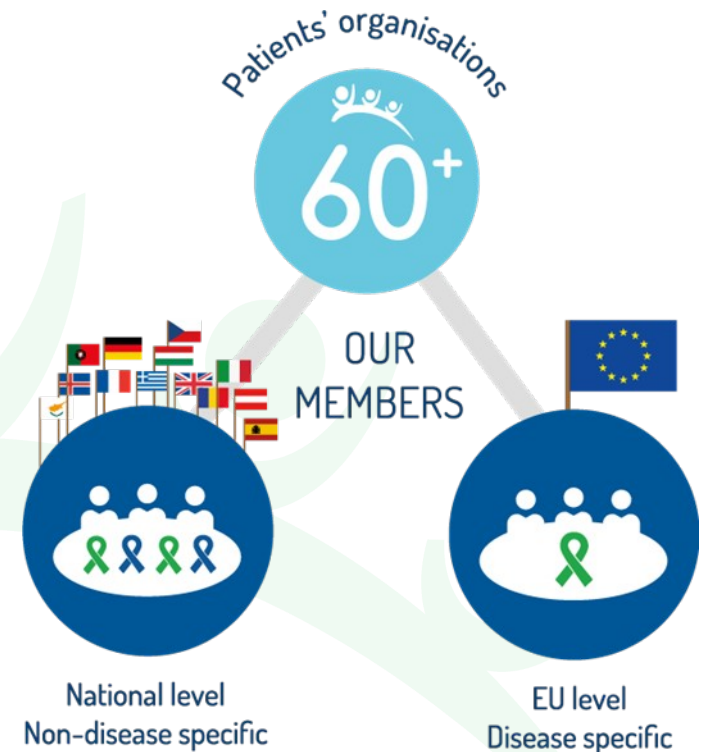
- EPF and what we stand for
- Prevention – a key tenet of sustainability of healthcare
- Innovation and the role of patients
- Patient Empowerment as a way forward



# Who is EPF?

- European Patients' Forum
  - Umbrella organisation
  - Active since 2003
  - Independent & non-governmental
  - EU patients' voice
- Our members
  - 64 patients' groups
  - Disease-specific EU & national coalitions
- Our vision

All patients in the EU have **equitable access** to high-quality, patient-centred health and social care



# Prevention - a key tenet

- Investment needed across board – not divisive



- EPF's focus: secondary and tertiary prevention



- Member of a new EU Coalition on prevention (EPHA)



# Prevention... the new black ?

- Prevention strategies

Regulation  
Education  
Culture

Individual  
and  
organisational  
behaviour

**Complex and  
Multifaceted**

- Inherent to the equity and access agenda - social determinants of health
- Often beyond 'health policy' perspective
- 'Blame and shame' game

"it's the patient's  
fault that she got  
sick and she should  
pay"

**Banal**

**Simplistic Discriminatory**

- Rights' based approach and European Social Model

# Innovation in all its guises

## Priority medicines report



# Patient-centred innovation



Innovation that is important  
for patients



- Priority-setting for research
- Better alignment of innovation with real needs



Need to involve patient  
throughout the innovation  
chain

Co-design research/patient-centred  
clinical trials, pricing and  
reimbursement decisions...



- Better quality research results
- Strengthened trust and acceptance of research

# Patients Access and Empowerment

Patients as part of the solution

Strong evidence base of the benefits of patient involvement

- Better health outcomes
- Better patients' satisfaction
- Cost-effectiveness

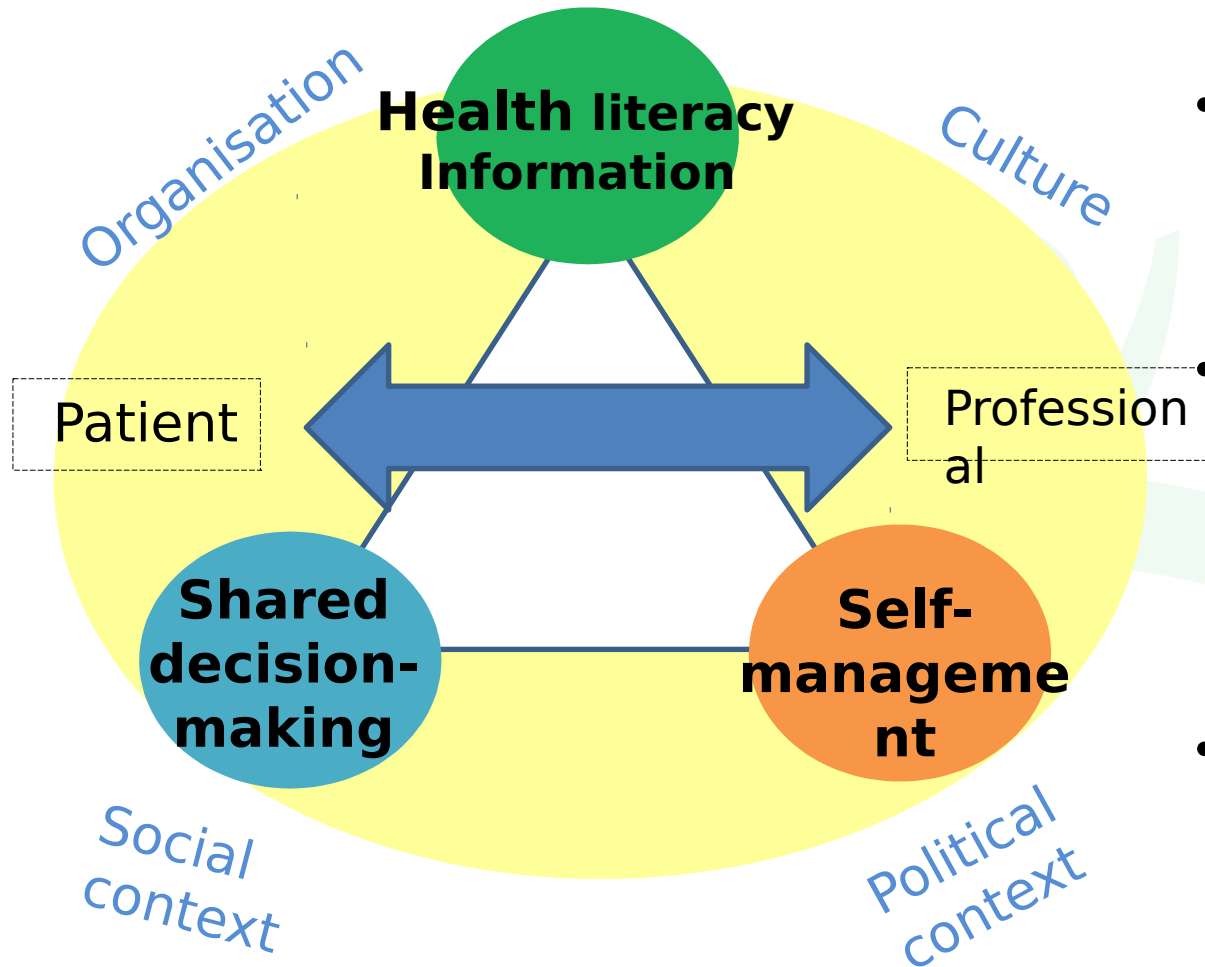
Potential of patient empowerment:

- Info /Health literacy
- Dialogue with Health Professionals
- Self Management





# Key aspects of empowerment



- Health literacy
  - Information, ICT tools, system factors...
- Self-management
  - Skills, behaviours, self-efficacy, psychological-emotional support...
- Shared decision-making
  - Relationship
  - Decision aids
  - Communication
  - HCP skills

Adapted from EMPATHIE project

# Patient Empowerment Campaign

Launch conference on May 2015

Raise awareness at national and EU level

**“Patients prescribe 5 ‘Es’ for sustainable health”**

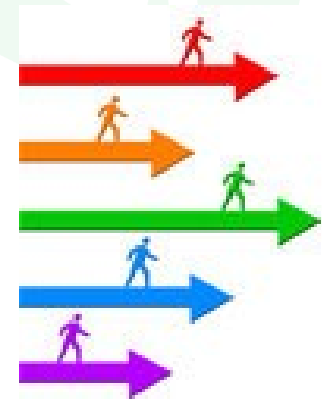
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- **Education** [Information/Health literacy]
- **Expertise** [Self-management]
- **Equality** [Shared decision-making with HCPs]
- **Experience** [Collective involvement]
- **Engagement** [Involvement in healthcare design]

# Conclusions

- Prevention is a **key tenet** for sustainability of health systems, but not an 'easy fix' –complex, multifaceted
- **Patients** are part of the **solution** towards sustainability of health systems
- We need to strive for the balance between **innovation** and **solidarity** and together, create a **trusted, enabling** environment to **move forward**



# THANK YOU FOR YOUR ATTENTION!

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**More information**

[www.eu-patient.eu](http://www.eu-patient.eu)

[info@eu-patient.eu](mailto:info@eu-patient.eu)

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