

Strategic Plan 2015-2017

Background



This paper is background to the IAPO Strategic Plan 2015-2017 and shows specific activities which will underpin the work of IAPO against the strategic goals. Each year, an annual plan and budget will be developed by the staff team and approved by the Governing Board, to show more detail for each year.

IAPO's activities include:

- Advocacy at global level on relevant aspects of healthcare policy to influence international health agendas and policies
- Providing membership services, including capacity building and shared learning, to its members, who are patient-led organizations all across the world
- Empowering its members to undertake their own advocacy at regional and national meetings
- Providing opportunities for stakeholders from across the health sector to meet and work together to advance patient involvement in health services and decision-making. IAPO brings together stakeholders from across the world and from a large number of disease areas
- Research on emerging areas of interest to patients' organizations and to underpin the evidence base for showing the importance of patient involvement to public health.

Over the next three years, the key theme underpinning all our objectives will be universal health coverage from the patients' perspective, recognising that the three pillars of universal health coverage are all important, but that financing will be the global priority over the next three years, and IAPO wants to ensure that the patient voice is raised as high in this pillar as it is in equity and quality.

The strategic objectives for 2015-2017 are set out below, with specific activities, supplementary to the core activities above, for the three years.

1) Leading the patient voice on global healthcare issues

IAPO will take the lead on identifying key issues in healthcare on which to advocate at all levels of decision-making. IAPO will undertake research, generate policy documents and produce briefings and toolkits for its members, and ensure the patient voice is heard in global, regional and national fora. IAPO will speak out on these key issues with a clear voice and seek to make its voice strongest where it can have most impact.

Activities towards this goal

- Develop and deliver a communications strategy including developing clear and jargon-free key messages on core policy issues
- Develop core policies and guidelines on key healthcare issues, with a review cycle to ensure they are updated and new issues identified. Develop toolkits and other resources

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- Prioritise a number of key policy issues and seek opportunities to speak out in these proactively in international fora, prioritising those where our voice will be best heard. This will mean being less reactive and more proactive in seeking speaking and advocacy opportunities
- Review and re-launch the Declaration on Patient-centred Healthcare, communicating it for use by members and other stakeholders
- Further our partnerships, and identify and work with the key organizations with the most influence in the policy areas we have prioritized, and with whom we work most closely with over the three years
- Advocate with global and regional healthcare policy decision-makers (e.g. WHO) to get patient engagement “institutionalised” throughout the global agenda.

2) Advancing patient engagement

IAPO will develop and disseminate models, drawn from our membership experience, of effective patient engagement at all levels of healthcare decision-making. IAPO will develop work to show how patient engagement leads to more effective healthcare.

Activities towards this goal:

- Collecting and disseminating examples of good patient engagement at all levels of decision-making, and producing a shared definition and models of good patient engagement
- Mapping patient engagement and the available resources for patient engagement around the world and the stakeholders who are key to engagement
- Stimulate and draw upon research that provides a sound evidence base to guide advocacy, decision-making by IAPO and key health decision-makers and evaluation in relation to the effectiveness (in terms of cost effectiveness and health outcomes) of patient engagement in healthcare
- Continue to lead and participate in other partnership projects which will fit with IAPO priorities, seeking funding from a wide range of sources.

3) Empower the global patient movement

IAPO will build the ability of its members to understand the issues and advocate effectively and clearly. This programme will include briefings, resources, webinars, and opportunities for face to face sharing and learning from each other at events. IAPO will also strengthen its regional networks, recognising that each region will have different ways to develop, and being led by members in each region to enable appropriate IAPO support. In addition, none of the work of IAPO or the delivery of its goals can happen without the organization itself being strong, sustainable and committed. This objective will include strengthening IAPO itself as a responsible global organization working to achieve its mission and vision.

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Activities towards this goal

- Implement a membership strategy for three years, balancing growing the membership with ensuring that we continue to have a living and engaged relationship with our members, and that the membership is representative of a wide range of countries and disease areas
- Implement a targeted regional plan for IAPO's work with its regions, and specific action plans for each region. This strategy will take into account the different stages of growth of the network in each region, making appropriate partnerships with strategic regional players. The aim will be for regional networks to become more self-sustaining in the future
- Strengthen IAPO's role as an effective information hub/broker –empowering our members to be effective patient advocates for the global patients' movement. IAPO will use its members' expertise and experience to strengthen its voice at the global level
- Continue to hold the biennial Global Patients Congress (including the 7th Congress in 2016) to enable members and other stakeholders from across the world and across disease areas to meet, share and plan.

In relation to strengthening IAPO:

- Build the expertise of staff and Governing Board to deliver IAPO's advocacy messages and represent IAPO's members effectively
- Strengthen IAPO's financial, legal and governance frameworks to increase the sustainability of IAPO as a global organization.