

## IAPO Strategy 2019-2021

### Contents

I. INTRODUCTION .....	2
II. GOALS AND LINES OF ACTION.....	2
Goal 1: Empower patient communities globally to advocate effectively for PC-UHC for all.....	2
Goal 2: To drive research processes and strengthen patient involvement in research .....	3
Goal 3: Shape law, policy and practice in PC-UHC at global, regional and national levels.....	3
III. COMMUNICATIONS .....	4

## I. INTRODUCTION

**Our vision** is to see patient-centred health care established in all countries. This means the establishment of patient-centred universal health coverage (UHC) in all 194 United Nations Member States (MS) by 2030.

**Our Objective** is to ensure that there is a sufficient availability of patient-centric, safe and quality promotive, preventive, curative, rehabilitative and palliative healthcare services in each WHO MS, along with essential and innovative medicines and health devices, which are accessible, acceptable and affordable, and delivered without the patients suffering financial hardship or discrimination.

**Our strategy:**

1. Empower patient communities globally to advocate effectively for PC-UHC for all.
2. Drive research processes and the development of evidence base for PC-UHC.
3. Shape law, policy and practice in PC-UHC at global, regional and national levels.

## II. GOALS AND LINES OF ACTION

### Goal 1: Empower patient communities globally to advocate effectively for PC-UHC for all

*Line of Action 1 - Build the evidence-based knowledge to support effective patient advocacy.*

**Activity 1:** Establish the evidence base and best practices to promote patient centricity worldwide and effectively advocate for PC-UHC:

- a. Research and establish the policy instruments, strategies and approaches that have had the largest reach, effectiveness and impact on overcoming the resistors and enhancing the drivers to patient empowerment;
- b. Use an IAPO membership survey to test accuracy, relevancy, and currency of research findings;
- c. Map the required knowledge and skills needed for patients to advocate effectively for PC-UHC.

*Line of Action 2 - Design, develop and deliver capacity building aimed at ensuring patients are equipped with the necessary skills to advocate for PC-UHC.*

**Activity 1:** Partner with other organizations to design the appropriate curriculum, toolkits and resources to deliver the training, based on adult learning and community practice settings. The findings of Line of Action 1 will inform the training.

- a. Use appropriate online and webinar technologies, and face-to-face workshops for training;
- b. Develop a policy education programme aimed at promoting patient empowerment.

**Goal 1 KPIs:**

1. Number of policy instruments, strategies and approaches developed to support patient empowerment;
2. Number, percentage and diversity of IAPO members engaged in the development of policy instruments, strategies and approaches;
3. IAPO member response rate to the membership survey;
4. Number of webinars and face-to face workshops delivered;
5. Number and percentage of IAPO members attending webinars and face-to-face workshops;
6. Policy education curriculum developed.

## **Goal 2: To drive research processes and strengthen patient involvement in research**

### ***Line of Action 1 - Strengthen the IAPO research activities, where IAPO and its members will develop patient-led research.***

Activity 1: Work with IAPO members to set research priorities and engage them in the design, implementation and dissemination of research findings.

Activity 2: Improve IAPO's quality of research dissemination:

- a. Review IAPO's communication network and the digital platforms used to communicate and disseminate information;
- b. Work in partnership with other organizations to develop an 'information highway' for 'expert patients' within our membership so that they are able to become research-literate and have resources and support.

### ***Line of Action 2 - Facilitate IAPO members' participation in international, multi-stakeholder research on key global issues.***

Activity 1: Identify and map research opportunities for IAPO members.

Activity 2: Undertake capacity building in partnership with other organizations to improve member engagement in research as reviewers, assessors, and patient-centricity experts.

### ***Line of Action 3 - Engage with other external stakeholders in collaborative research.***

Activity 1: Work with academic partners, policy research teams and industry to undertake various research projects.

#### **Goal 2 KPIs:**

1. Number of IAPO-led research started per year;
2. IAPO participation in a number of collaborative research projects;
3. IAPO member engagement rate in IAPO-led and international multi-stakeholder research;
5. Effectiveness of disseminating the IAPO research findings to its members.

## **Goal 3: Shape law, policy and practice in PC-UHC at global, regional and national levels.**

### ***Line of Action 1 - Build the evidence-based knowledge to understand the policy context that drives PC-UHC.***

Activity 1: Map the regional and global legislative, policy and institutional frameworks underpinning the drive towards a PC-UHC globally:

- a. Develop partnerships with international law and pro bono legal services and health law research institutions to map the frameworks underpinning PC-UHC;
- b. Segment regions, countries, partners and patient organizations affected by health legislation, policy and practice supporting PC-UHC;
- c. Define the policy instruments that have been effectively used to reach and impact patient centricity and universal health coverage;
- d. Engage IAPO members in the WHO report on UHC.

Activity 2: Undertake policy research and policy implementation evaluations and modelling to identify the alternative policies that might facilitate achievement of PC-UHC.

***Line of Action 2 - Fuel and strengthen IAPO's official collaboration with the World Health Organization (WHO) and ensure that patients' voices are adequately represented in the global arena by playing a leading role in relevant events, policy consultations, educational programmes, and research activities.***

**Activity 1:** Implement IAPO-WHO Collaboration Plan 2019-2021.

**Activity 2:** Undertake a review of IAPO membership to assess its reach and impact to support the implementation of the IAPO-WHO Collaboration Plan 2019-2021.

***Line of Action 3 - Lead outcome-oriented collaborations with state and non-state actors and strategic international partners to advocate for PC-UHC.***

**Activity 1:** Actively promote and engage in cross-stakeholder alliances in which IAPO members can contribute to health services design and delivery:

- a. Build relationships with regulatory bodies to become more strongly involved in new regulations focused on quality of life, psycho-social burden of disease and treatment;
- b. Engage with initiatives aimed at promoting patient centricity in the processes of generation, development and dissemination of information in healthcare (medicines, technologies, research);
- c. Engage in initiatives advocating for increased financing and strengthening of systems of health to reduce health disparities across the world;
- d. Design collaboration plans with strategic partners.

***Line of Action 4 - Place a PC-UHC resolution before the World Health Assembly by 2021.***

**Activity 1:** Produce a needs assessment of partnerships of what is required for a WHO Resolution on PC-UHC by 2021:

- a. Gain support from 3 WHO member states for the resolution;
- b. Gain support from member states and other organizations in an official relation with WHO.

**Activity 2:** Work collaboratively with multi-stakeholders to produce the draft of the PC-UHC Resolution.

**Activity 3:** Gather support from the WHO Executive Board and Secretariat to place the PC-UHC Resolution before the 2021 World Health Assembly (WHA).

**Goal 3 KPIs:**

1. IAPO member engagement rate in the WHO report on UHC;
2. Number of partnerships established with state and non-state actors;
3. IAPO member engagement rate with their legislative bodies and in the legislative process.
4. WHO-IAPO Collaboration Plan for 2019-2021:
  - a. IAPO effectiveness in implementing the plan;
  - b. IAPO member engagement rate in the implementation of the plan.
5. PC-UHC Resolution draft developed in collaboration with partners by 2021.

### III. COMMUNICATIONS

IAPO will develop a Communications Plan for most of the activities outlined in this document. The plan will identify and reflect the following:

- Objective and key messages;
- Timelines;
- Target audience;
- Outputs and tactics;

- Dependencies and partners.

A communication plan is a road map for getting IAPO messages delivered to its key audience. It's an essential tool for ensuring IAPO sends a clear, specific message with measurable results.