

8th Global Patients Congress

24 - 26 May, 2018



International Alliance of
Patients' Organizations
A global voice for patients

Miami Marriott Dadeland Hotel , Florida, USA • www.globalpatientscongress.org • #GPC2018

IAPO Strategy 2018-20

Patient Centred Universal
Health Coverage
Building the momentum for
2030

Our Objective 2018-20

- To build the momentum towards a patient centred universal health coverage by 2030 that ensures:
 - Sufficient availability of promotive, preventive, curative, rehabilitative and palliative healthcare services and essential medicines /health devices
 - The healthcare services and med/dev must be:
 - Quality
 - Safe
 - Accessible
 - Acceptable
 - Delivered without the patients suffering financial hardship or discrimination

Principles and Definitions

- IAPO has declarations and principles (see online):
 - [Patient Centred Healthcare Declaration](#)
 - [Principles on Universal Health Coverage](#)
- The United Nations and the World Health Organization have definitions on:
 - [SDG 2030](#)
 - [Universal Health Coverage](#)

Our Tactics

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

Our approaches

- Deploy the full 'social marketing' mix to aid our advocacy
- Use the full range of 'Policy Instruments' framework within our alliance
- Mobilise our patient community
- Mobilise our stakeholders
- Form and mobilise new strategic alliances

Social Marketing

- Social Marketing applies the theory of marketing to achieving a 'social objective'
- It relies upon the 4 Ps (Kotler) of Product, Promotion, Place and Price, but adds the social 4 Ps:
 - Policies, Partnerships, Publics & Purse Strings
- Social marketing approach is not the solution, it is a framework that you can use to build your solutions upon

Our Social Marketing Mix 2018-20

- Patients (who, where, what disease and need)
- Policies and Practice (policy instruments)
- Publics
- Patrons
- Partnerships
- Promotional mix (through-the-line & digital)
- Place (institutes and forums)
- Product (Brand)

'Policy Instruments' Framework

- This is an interlinked hierarchical framework
- Bottom rung- general disease specific local instruments – eg patient registers and clinical protocols
- Mid-rung-national instruments like legislation, regulation and policy
- The top rung-global instruments like international treaties

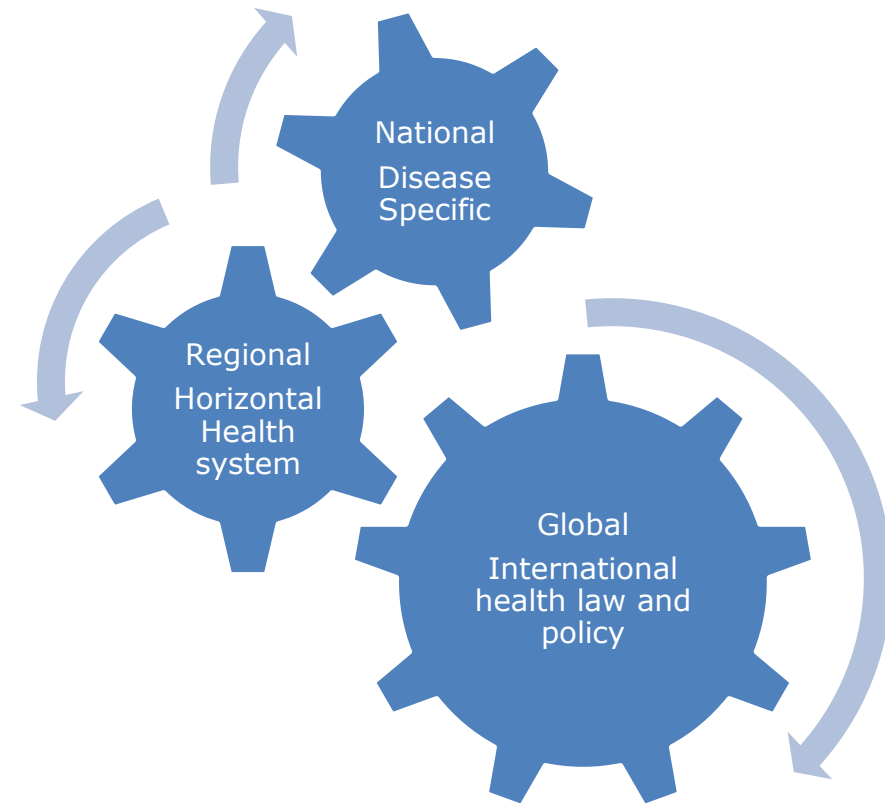
Tiered Policy Instruments

- Tier 1-Nomenclatures and controlled vocabularies, patient registers, case control studies, WHO ICD 10/11 etc
- Tier 2-guidelines , protocols, standards, national legislation
- Tier 3-Regional Directives and Regulations
- Tier 4- international Treaties (WHO FCTC, TRIP WTO) and bilateral agreements

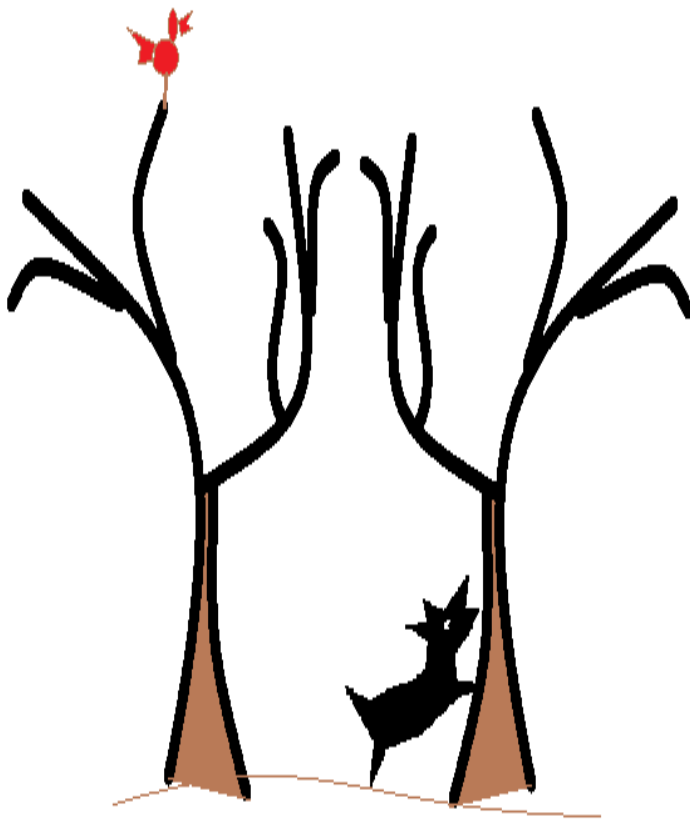


The Alliance approach to Advocacy

- An alliance must have all the gears and tools available to handle ANY advocacy landscape- national to international
- An alliance must have skilled drivers able to use any policy instrument they think is appropriate



Find the right tree and weak spot



- Find the right tree to bark-up. Determine what the problem is, how big, who owns it and option you have
- Where is the weak spot on the framework. Is it the:
 - Institutions
 - Legislation
 - Policy
 - Practice
 - Standards

Take-Away Message

- Identify and analyse your problem and issue well
- Match the best social marketing mix approach to address your issue and problem
- Match the best policy instrument mix for your advocacy on the issue. Go tier by tier
- Get your promotional mix right: match message, messenger and medium
- Build the best alliance
- Have a Plan B, C, D
- WHO FCTC Treaty took 50 years

Resources and Toolkits

Advocacy Fieldbook

Biosimilars Toolkit

Open Discussions