

# 8<sup>th</sup> 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](http://www.globalpatientscongress.org) • #GPC2018

## Patient Empowerment for Global Advocacy & Multi- Stakeholder collaboration

**Ruth Wilson**

Global Head of Patient Advocacy, Teva

## Improving Health, Global Patient Advocacy Dialogue

- Innovative pan-TA patient dialogue
  - 17 global patient advocacy groups with a combined membership of **2,000** member policy, patient and clinical organizations.
- Member organizations represent **50** disease areas
  - inc. Migraine, MS, Respiratory, Cardiovascular, Brain, Oncology & Pain across **170** countries globally.
- Digital technologies & partnerships adopted to enable ongoing dialogue aligned with real time issues.



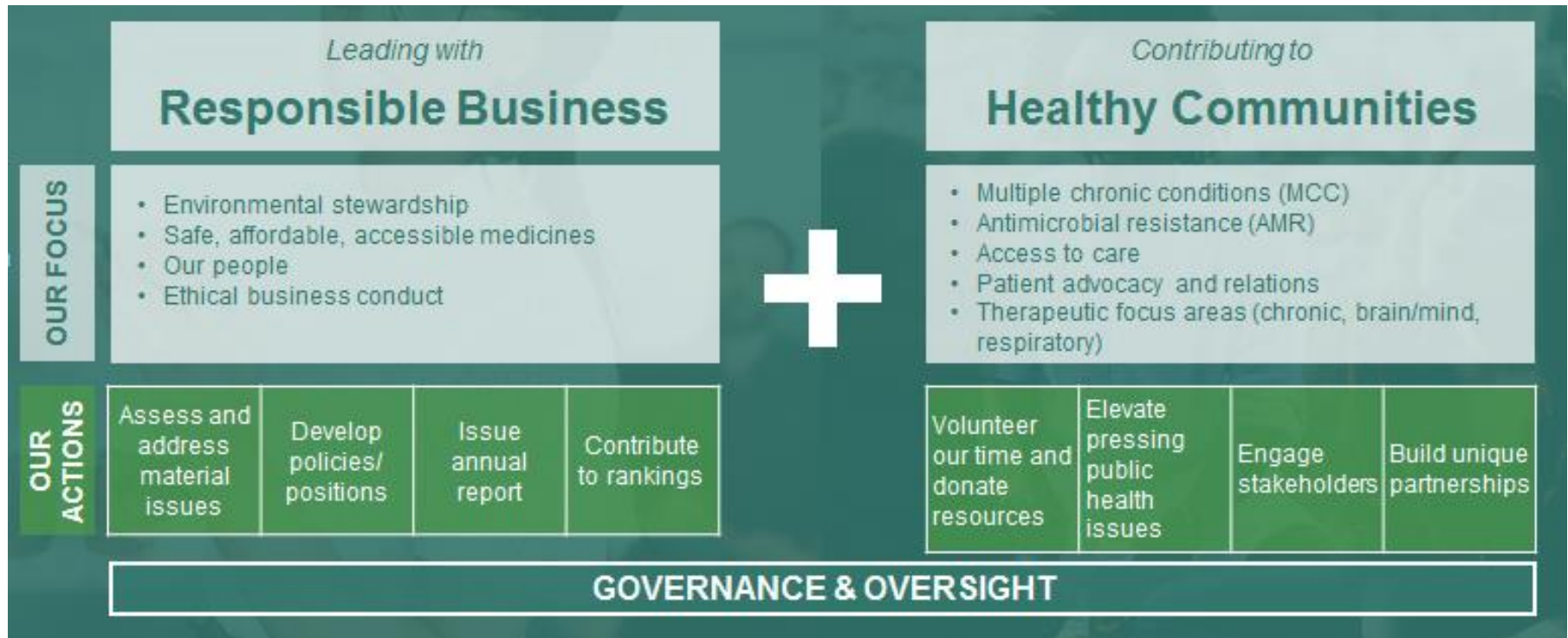
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## the focus issue framework

|  | Access To Care      | Approach To Treatment               | The Human Element   |
|--|---------------------|-------------------------------------|---|
| Patients   | Health Care for all | Prevention                          | <ul style="list-style-type: none"> <li>Significantly Improved Literacy (Targeted at Patient)</li> <li>Better Dynamics Between Patients and Hcps (Agency)</li> </ul>   |
| Health Care System (Providers, Payers, Insurance Co. & Carers) | New Sources of Care | A More Whole-Istic Approach To Care | <ul style="list-style-type: none"> <li>Significantly Improved Literacy (Targeted at Patient)</li> <li>Better Dynamics Between Patients and Hcps (HCP Ed)</li> <li>More Attention Given to Carers</li> </ul> |
| Industry   | New Research Models | Centralized Electronic Records      | <ul style="list-style-type: none"> <li>Significantly Improved Literacy (Social Understanding)</li> </ul>  |

## Social Impact & Responsibility – overview of strategy



## Multiple Chronic Conditions

### Multiple Chronic Conditions affect:



**1 in 3** of all adults  
(over 2B people)



**2 in 3** of those 65+

### Research and advocate

- Independent research on state of MCC
- Co-hosted WHA meeting - International Alliance of patient Organisations (IAPO)



### Build strategic partnerships

- Mount Sinai (US) partnership to holistically address patient care and needs
- World Economic Forum joint venture to advance solutions



### Increase access

- New approach in line with generics offerings to address MCC as Global Health Tenders shift to include NCDs

### Scale

- Two-year partnerships to increase access for patients with MCC
- Communications to elevate MCC in public health dialogue



## Life Effects

New Teva initiative shaped by patients, for patients.

- We work directly with patients to bring you tips and technologies to make things a little easier.
- And we share stories about the reality of living with chronic conditions.
- By bringing in the voices of the real patients, we hope to create a reassuring and relevant experience for patients learning to live with chronic illness



### Overview

Living With Condition  
50 Years

Published  
3 Articles

Location  
Detroit, Michigan

### Introduction

She is the author of the award-winning book "The Queen of Distraction," and "Survival Tips for Women with ADHD." She also created [ADD Coaches](#), an online resource serving adults worldwide with ADHD, as well as [Glossary of Distraction](#), an online coaching program for women with ADHD. She has been interviewed and quoted widely in such media as NPR, The Wall Street Journal, Time Magazine, US News and World Report, Newsday, and more.

## Contact us

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**Thank you!**