



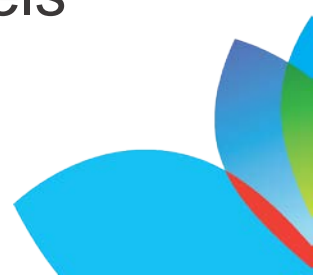
EFA

European Federation of Allergy and Airways
Diseases Patients' Associations

Patients VALUE SUSTAINABILITY

Susanna Palkonen, EFA

31 May 2016, Medicines for Europe event, EP, Brussels



What is VALUE?

VALUE of medicines

- Works for my condition
- Is available to me
- Accessible despite my income level
- Can be managed in my daily life
- Enables the goals I want to achieve
- I know how to use
- Safe
- I can (*will*) adhere to/improves my adherence
- Can be taken in a way that suits me

MY MEDICINE WORKS FOR MY PARTICULAR CONDITION AND ITS BENEFIT and SAFETY BALANCE FITS MY GOALS that I have discussed and agreed with my doc.

STARTING POINT: **VALUE** OF A
MEDICINE IS INDIVIDUAL
VALUABILITY FOR THE
SYSTEM+SOCIETY+PATIENTS SHOULD
BE AGREED AMONG STAKEHOLDERS
AND BE TRANSPARENT

POLICY ENVIRONMENT, PATIENTS, CARE

- **CONS**

- The days of continued economic growth and increased public spending are gone - SUSTAINABILITY
- Cost containment in health services: Pricing and reimbursement of medicines
- Prevention focus: behave well and you will be well

- **PROs**

- Effective healthcare system saves money and is patient centered & integrates prevention
 - Access to care equals less cost in the future
- Patients as active in prevention and care
- New technologies in health as part of sustainable healthcare

SUSTAINABILITY

ACCESS TO APPROPRIATE CARE + PREVENTION + PARTICIPATION = SUSTAINABLE HEALTHCARE SYSTEM

**Sustainable healthcare does not
exacerbate health inequalities,
but reduces them**

PATIENTS GOALS

- To be cured
- To be saved
- To be able to do x, y, z
- To be able to continue to do x, y, z
- To be able to grow up
- To be able to grow old
- To be able live as close to norm life as possible

PATIENT RIGHTS & RESPONSABILITIES: ASTHMA & ADHERENCE

HEY YA!

HEalth Literacy, **Y**oung Patients with **A**sthma
and **A**dherence to Treatment:

EFA Report and European Recommendations

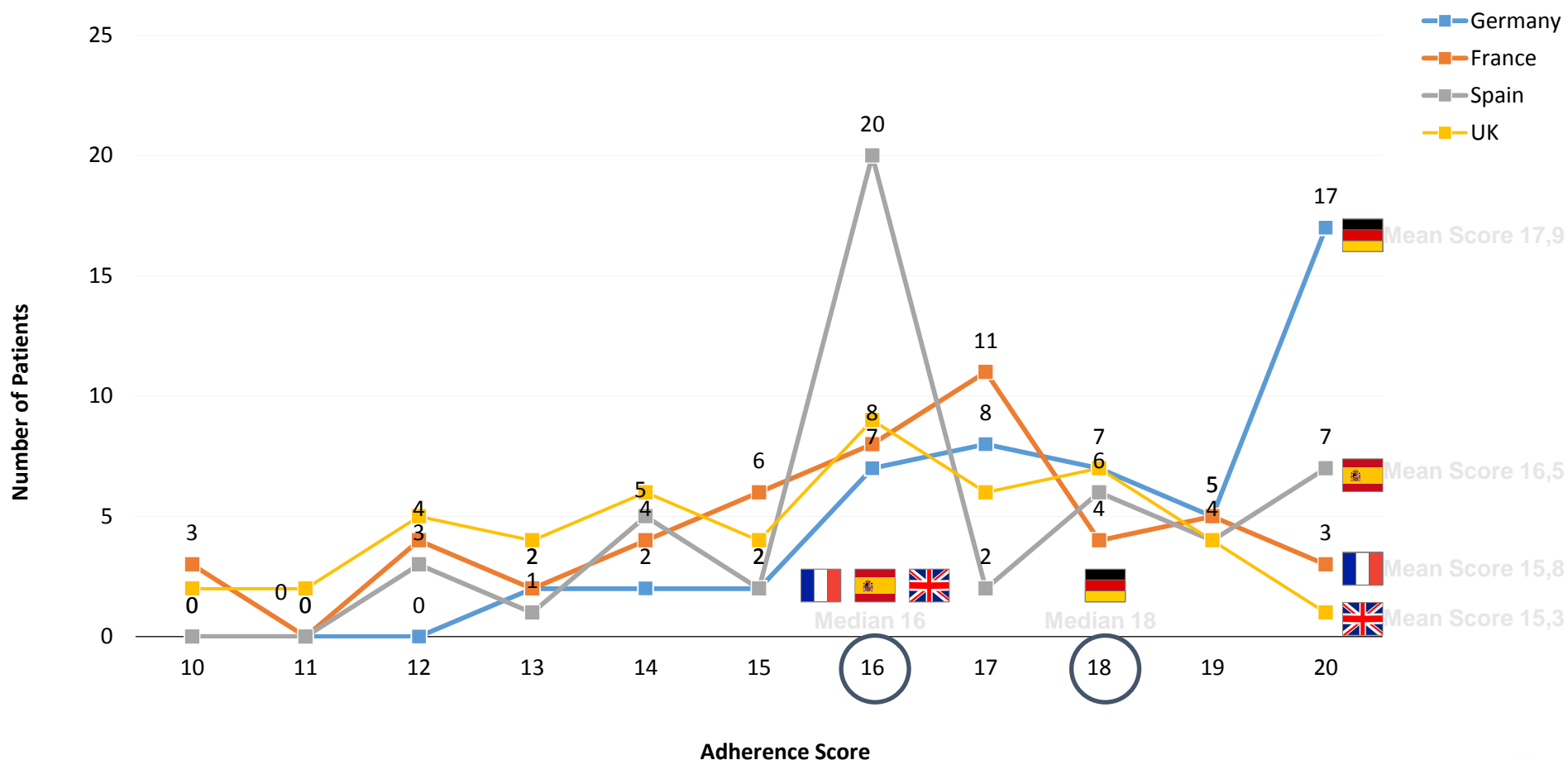


- Plenty of studies on adherence, asking parents
- 200 young people with asthma, 12-17 years old, 4 countries
- Direct interview without parents
- Evidence based
- Scientific lead, Prof Helmut Brandt, Maastricht University
- First published in an event at the EP 28 April
- Scientific publications and presentations follow
- European Health Forum Gastein

RECOMMENDATIONS to support
adherence and health literacy of
young people

HEY YA: ADHERENCE SCORE PER COUNTRY

Every third German respondent achieves the maximal Score





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**My friends
understand
my asthma
problems**

**I don't mind
telling others
about
my asthma**

HEY YA! Report HEalth Literacy, Young Patients with Asthma and Adherence to treatment



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**I trust
my
doctor**

**I don't do
what my
doctor tells
me about
my asthma**

HEY YA! Report HEalth Literacy, Young Patients with Asthma and Adherence to treatment



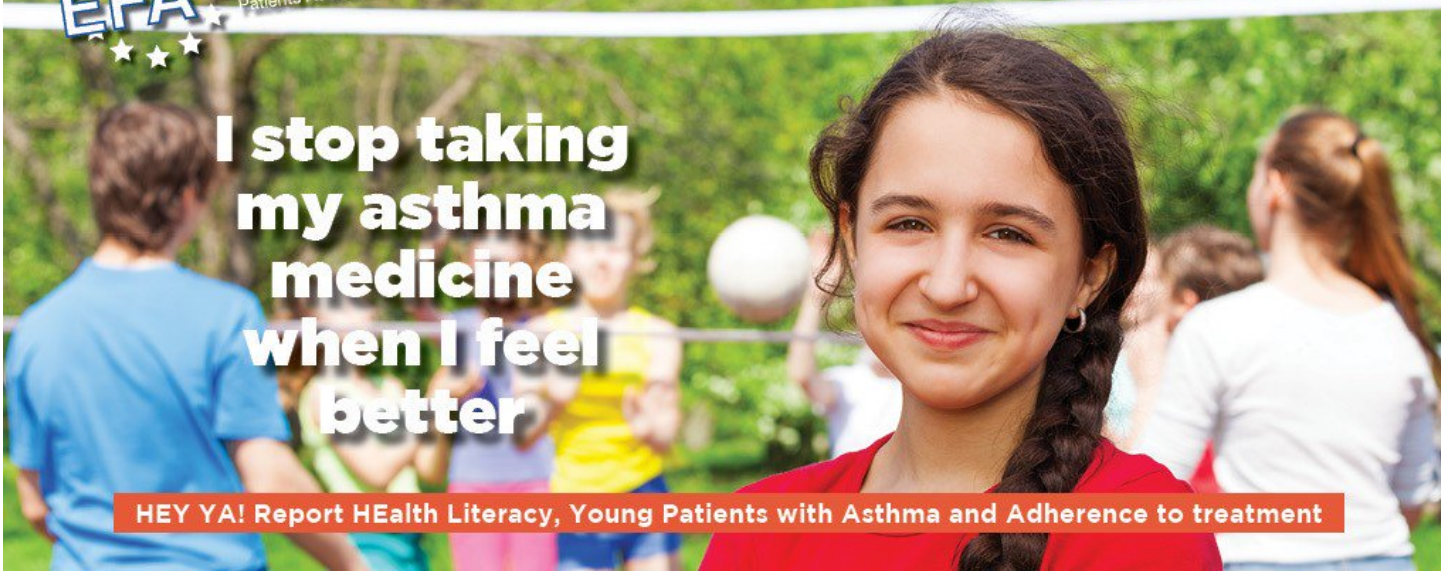
**I think I know
what happens
if I don't take
my asthma
medicine**



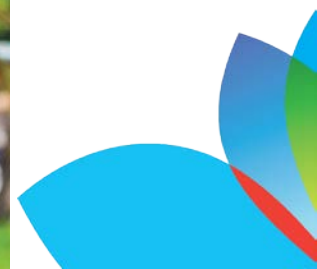
HEY YA! Report HEalth Literacy, Young Patients with Asthma and Adherence to treatment

**I know how to take
my medication**

**I stop taking
my asthma
medicine
when I feel
better**



HEY YA! Report HEalth Literacy, Young Patients with Asthma and Adherence to treatment



**I forgot
to take
my asthma
medicine**

HEY YA! Report HEalth Literacy, Young Patients with Asthma and Adherence to treatment

Six key impactful factors:

- Forgetfulness
- Rebellion
- Good days
- Support
- Carelessness
- Ignorance

HEY YA!: DRIVER ANALYSIS: ITEM EVALUATION

Communication based on these six leading items covers together almost 90% of Adherence (Adherence, which is explained by this model).

R3: When I feel better then I stop taking my Asthma medicine: **GOOD DAYS**

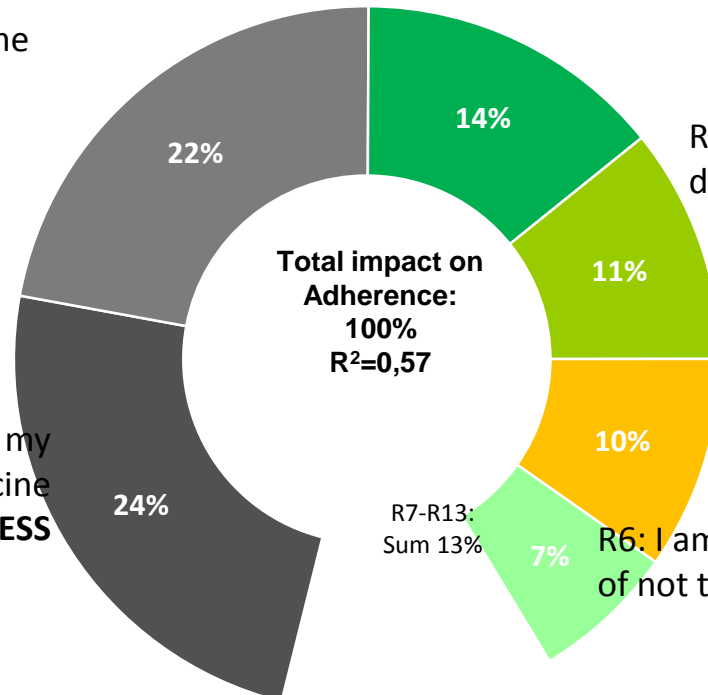
R2: I don't do what my doctor tells me
REBELLION

R4: My doctor encourages me to deal with my asthma: **DOCTORS SUPPORT**

R5: I don't take my asthma serious:
CARELESS

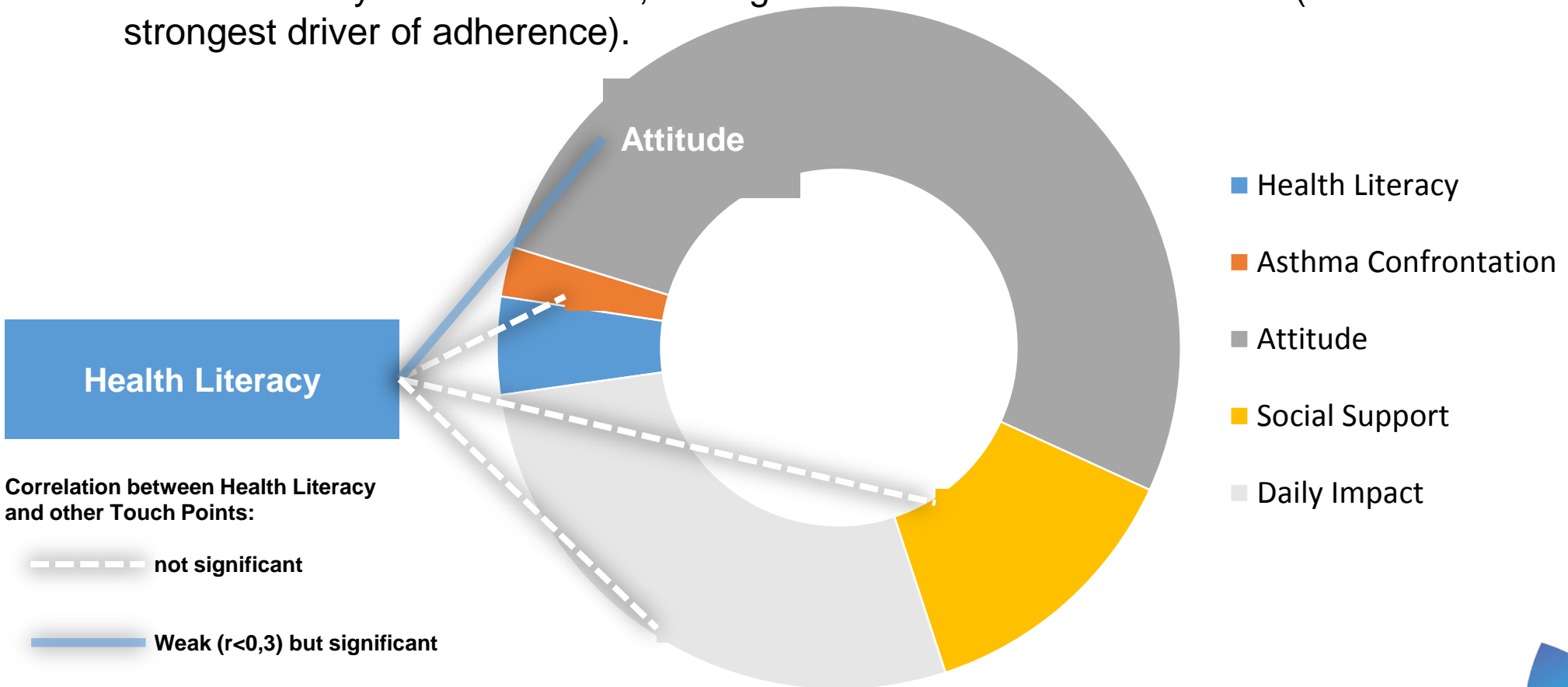
R1: Sometimes I forget to take my medicine
FORGETFULNESS

R6: I am aware of the consequences of not taking my asthma medicine: **IGNORANCE**



HEY YA!: CORRELATION BETWEEN HEALTH LITERACY AND THE SIX TOUCH POINTS

Health Literacy showed a weak, but significant correlation with Attitude (which is the strongest driver of adherence).



THANK YOU!

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