



EFA

European Federation of Allergy and Airways
Diseases Patients' Associations

Patients VALUE SUSTAINABILITY

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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!

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

EFA Report and European Recommendations

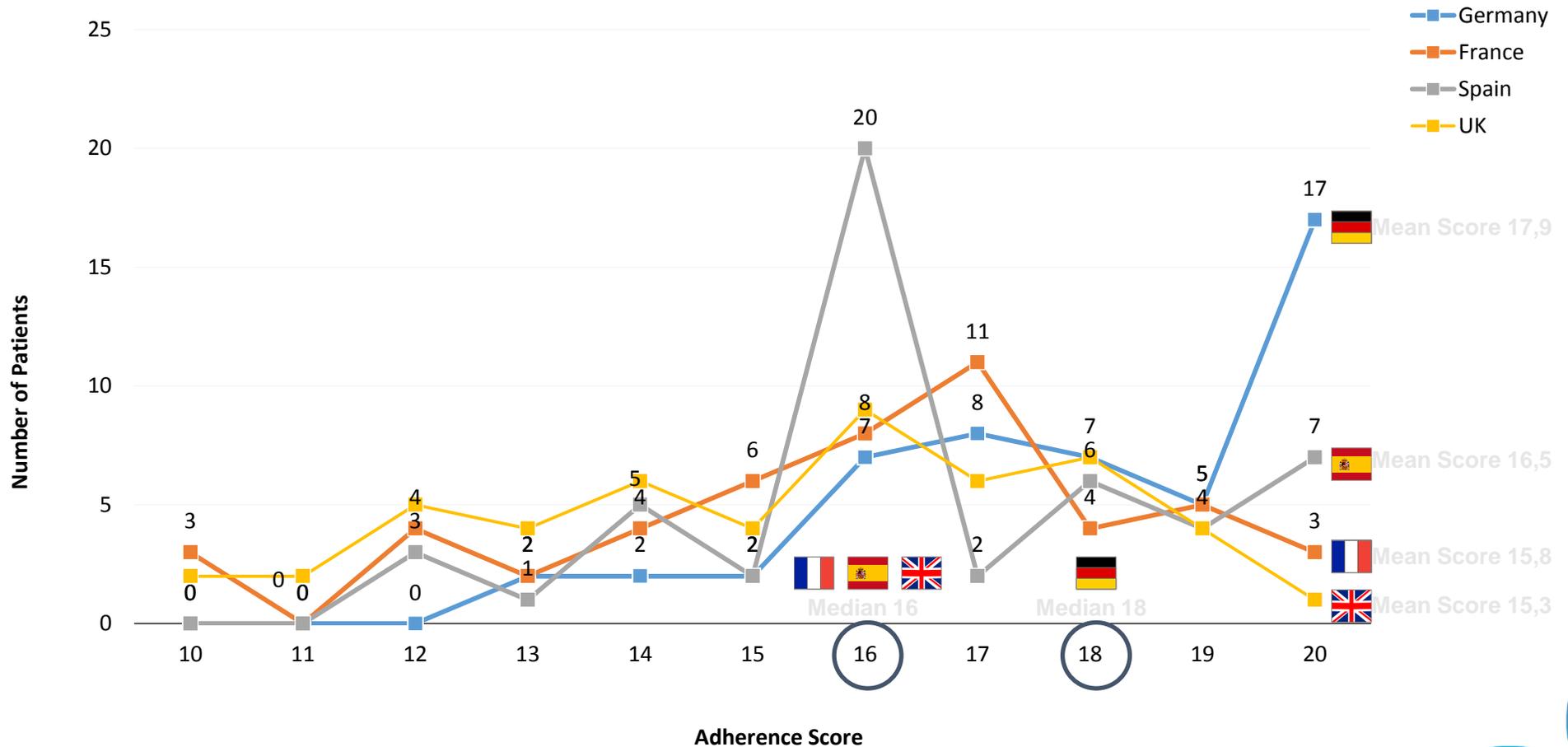


- Plenty of studies on adherence, asking parents
- 200 young people with asthma, 12-17 years old, 4 countries
- Direct interview without parents
- Evidence based
- Scientific lead, Prof Helmut Brandt, Maastricht University
- First published in an event at the EP 28 April
- Scientific publications and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





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



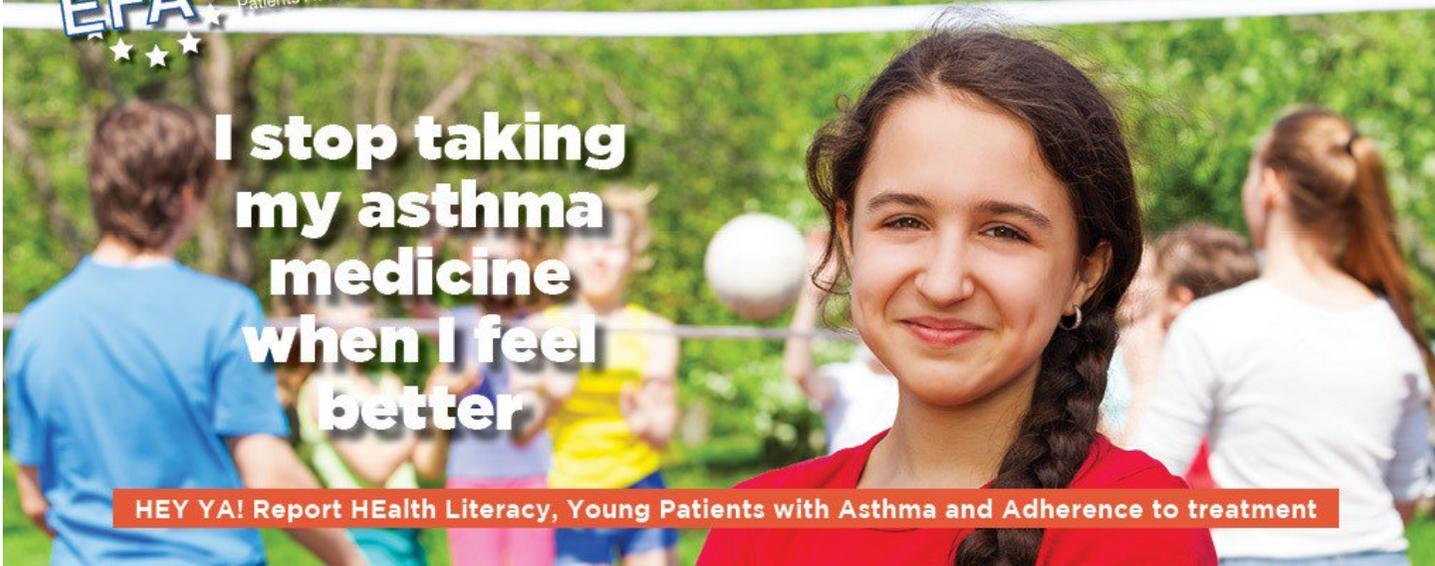
HEY YA! Report HEalth Literacy, Young Patients with Asthma and Adherence to treatment



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**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

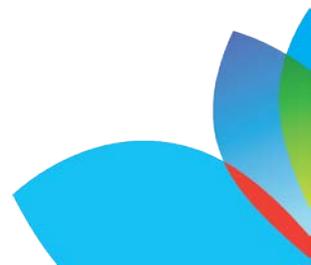


**I forgot
to take
my asthma
medicine**

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

Six key impactful factors:

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

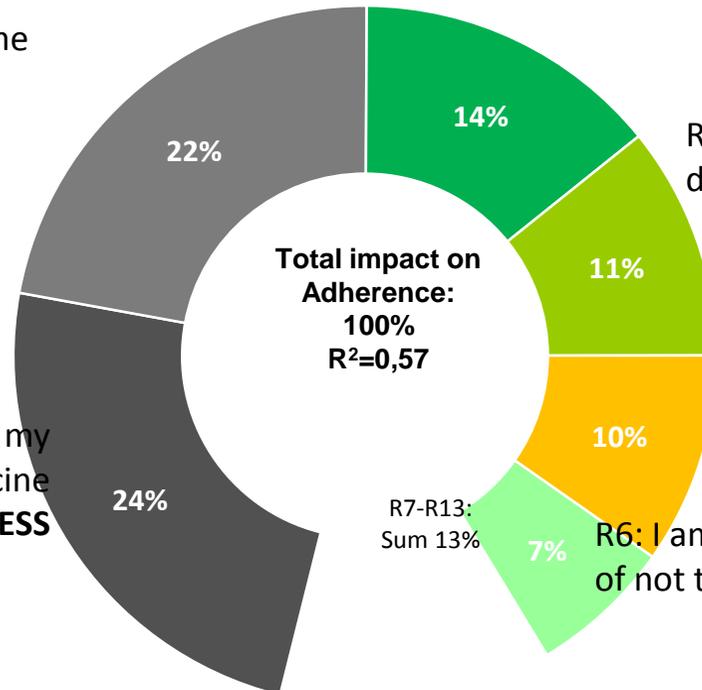


HEY YA!: DRIVER ANALYSIS: ITEM EVALUATION

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

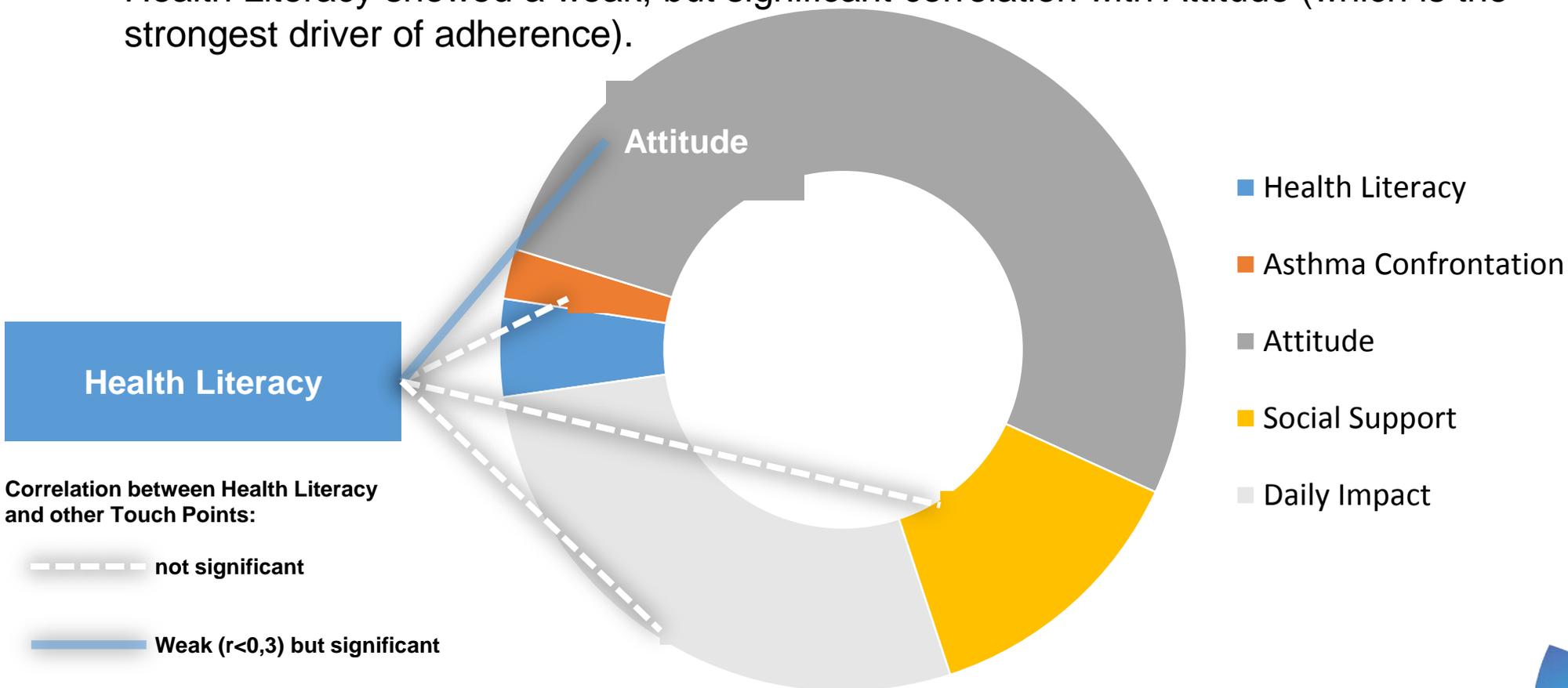
R1: Sometimes I forget to take my medicine
FORGETFULNESS

R7-R13:
Sum 13%

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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