

EPIS 2020 digital engagement = THE POWER OF DIGITAL + TECHNOLOGY TO IMPROVE PATIENTS' LIVES + HEALTHCARE SERVICES

- 1 SHARE LEARNINGS**
- 2 AGREE ON Benefits & CHALLENGES**
- 3 MAKE RECOMMENDATIONS**

PRECISION PUBLIC HEALTH → EVIDENCE-BASED CARE FOR ONE (PERSONALISED HEALTHCARE) → CREATING THE BEST POSSIBLE **Quality of Life** DURING WHOLE LIFESPAN

» **FUTURE 5**
THERE IS MORE THAN ONE FUTURE!
REAL WORLD
DATA
EVIDENCE

↑ COMPLEX HEALTH LANDSCAPES
↑ HEALTHCARE TECHNOLOGIES
↑ CHANGING HEALTH BEHAVIOURS

NEED TO FOCUS ON **EARLY** DETECTION + INTERVENTION
KEEP THE HEALTHY, HEALTHY!

TECH VS SOCIETAL READINESS
READY! | NOT SO READY...
WE NEED TO MOVE FROM emotions TO FACTS

WE DON'T LACK TECH, WE LACK DECISIONS.
WORK AVOIDANCE
WE MUST HAVE THE GUTS TO MAKE BETTER DECISIONS
TECH IS A TOOL
ONLY USE IT WHERE IT HAS value

THERE MUST ALWAYS BE **TRANSPARENCY & CO-OPERATIVE MODELS FOR SUCCESS**
THIS WILL NOT TAKE US FORWARD...? | EACH TO THEIR OWN | INSTEAD WE NEED

PATIENT RATING OF POSITIVE DIGITAL EXPERIENCE DURING COVID-19: 7.98/10

PATIENT ORGANISATIONS ARE VERY IMPORTANT | POLICY-MAKERS FOR HUMANITY

ALGORITHMS MUST BE **ethical**

EASY, INSTANT ACCESS TO YOUR OWN data

RESPONSIBILITY
POLITICAL | ADMINISTRATIVE | CORPORATE | CIVIL

DIGITAL IS NOT GREAT BECAUSE...
HEALTHCARE PROVIDERS ARE RESISTANT TO DIGITAL TOOLS
LESS FACE-TO-FACE WITH HEALTHCARE PROFESSIONALS
WE NEED MORE **empathetic** TECHNOLOGIES
OUTCOMES ARE WHAT MATTER

DIGITAL IS GREAT FOR...
ACCESS TO ADVICE AND SUPPORT FROM HEALTHCARE PROFESSIONALS
CONTINUITY OF CARE
IN-PERSON **QUALITY TIME** IS SO IMPORTANT
HOW CAN DIGITAL ENGAGEMENT MAKE IT BETTER?

SAFETY
CONNECTION
COLLABORATION
CONVENIENCE
DON'T SACRIFICE QUALITY FOR CONVENIENCE

ISOLATION
LONELINESS
LIMITED COMFORT
DID YOU TAKE YOUR PILLS?
I WANT MORE AGENCY AND SELF-MANAGEMENT
IT'S ALL ABOUT RELEVANCE TO THE PATIENT
AND A LOT OF APPS ARE NOT RELEVANT...
AND IT MUST BE: **EASY & ACCURATE!**

TECH MUST:
▶ BE EASY TO USE
▶ SPEAK OUR LANGUAGE
▶ REMAIN NEUTRAL

CLINICIANS NEED TO MODERNISE TO GET RETURN ON ENGAGEMENT

CULTURE-CHANGE:
IN ORDER FOR DIGITAL TOOLS TO WORK, WE NEED:
▶ OWNERSHIP ▶ PROVEN VALUE
▶ TRANSPARENCY ▶ ENGAGEMENT
▶ RESPONSIBILITY ▶ CO-CREATION
WHAT IS REASONABLE DISCLOSURE OF DATA?

INCREASE PATIENT + HCP digital LITERACY

THE FUTURE IS HERE
» IT'S JUST UNEVENLY DISTRIBUTED... «

THE POWER of patients!

WHEN PATIENTS HAVE A NEED WE MAKE WHAT WORKS FOR US!

PATIENTS DON'T HAVE RESOURCES BY THEMSELVES, BUT THERE ARE PEOPLE WHO CAN HELP!

EPIS RECOMMENDATIONS ON DIGITAL ENGAGEMENT

- ... FOR PATIENT ORGANISATIONS**
CREATION OF A NATIONAL, SIMPLE **DIGITAL PATIENT PLATFORM**
(FOR EDUCATION, TRAINING, MEETINGS, CONSULTATION WITH HEALTHCARE PROFESSIONALS)
- ... FOR HEALTHCARE PROVIDERS**
STANDARDISED PLATFORMS
USED BY HEALTHCARE PROFESSIONALS AND PATIENTS (INCLUDING TELECONSULTATION AND HEALTH RECORDS)
- ... FOR POLICY MAKERS**
A CENTRAL **EDUCATION TOOL**
FOR ALL PATIENT ADVOCACY GROUPS IN COUNTRIES
- ... FOR TECHNOLOGY DEVELOPERS**
CO-CREATION
OF DIGITAL SOLUTIONS WITH PATIENTS + HEALTHCARE PROFESSIONALS
✔ AT EARLY STAGE ✔ PROACTIVELY

SKETCHNOTES © NATALY DESIGN

The above sketchnote was captured during the EPIS 2020 Summit that took place on the 5th November 2020. The sketchnote illustrates the discussions of patient community representatives on 'Making the most out of new opportunities for engagement arising from COVID-19'. Please visit <https://www.episummit.net/> for further information and resources.