



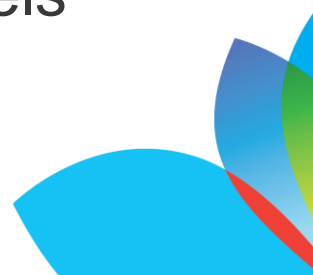
# EFA

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**

- 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!

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

*EFA Report and European Recommendations*

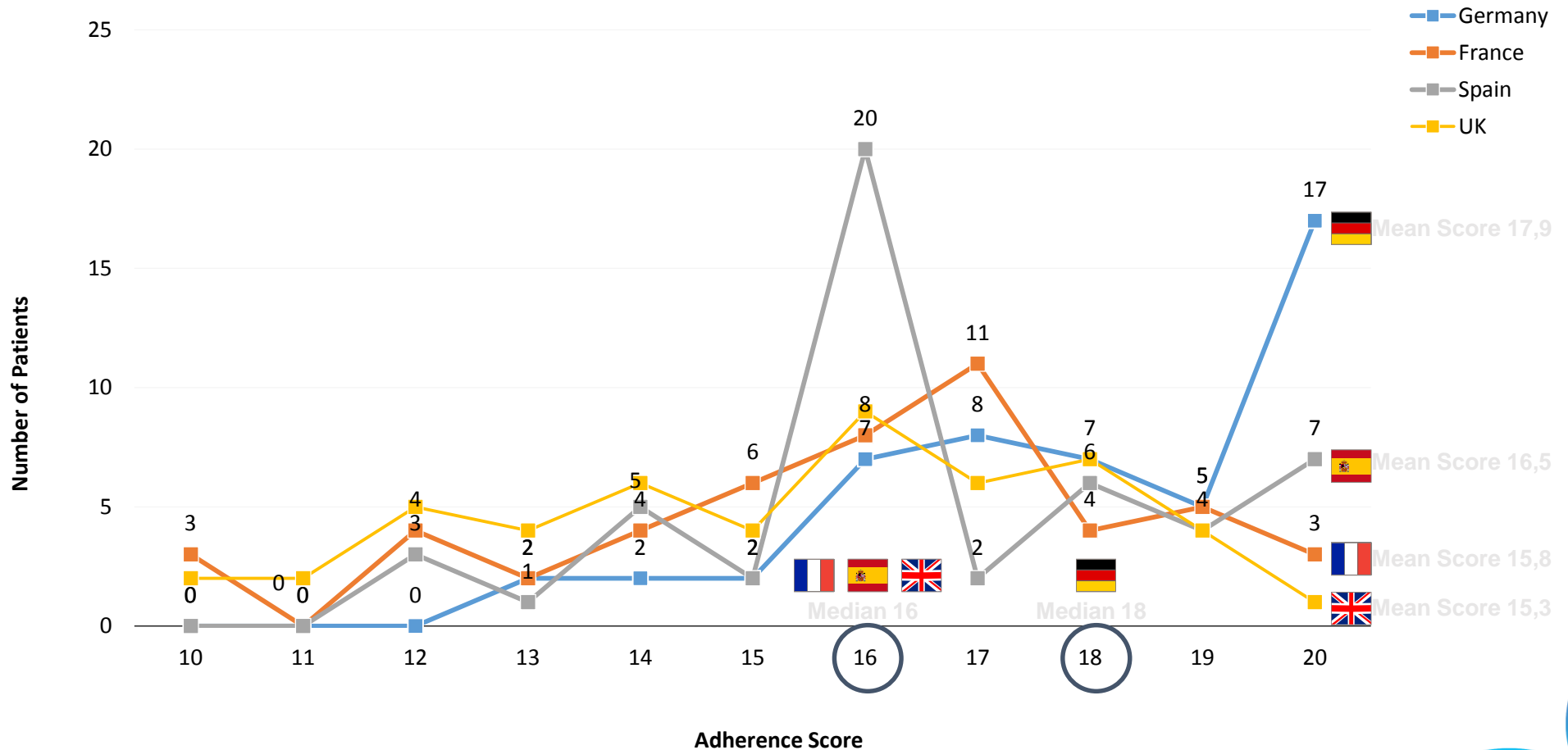


- Plenty of studies on adherence, asking parents
- 200 young people with asthma, 12-17 years old, 4 countries
- Direct interview without parents
- Evidence based
- Scientific lead, Prof Helmut Brandt, Maastricht University
- First published in an event at the EP 28 April
- Scientific publications and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



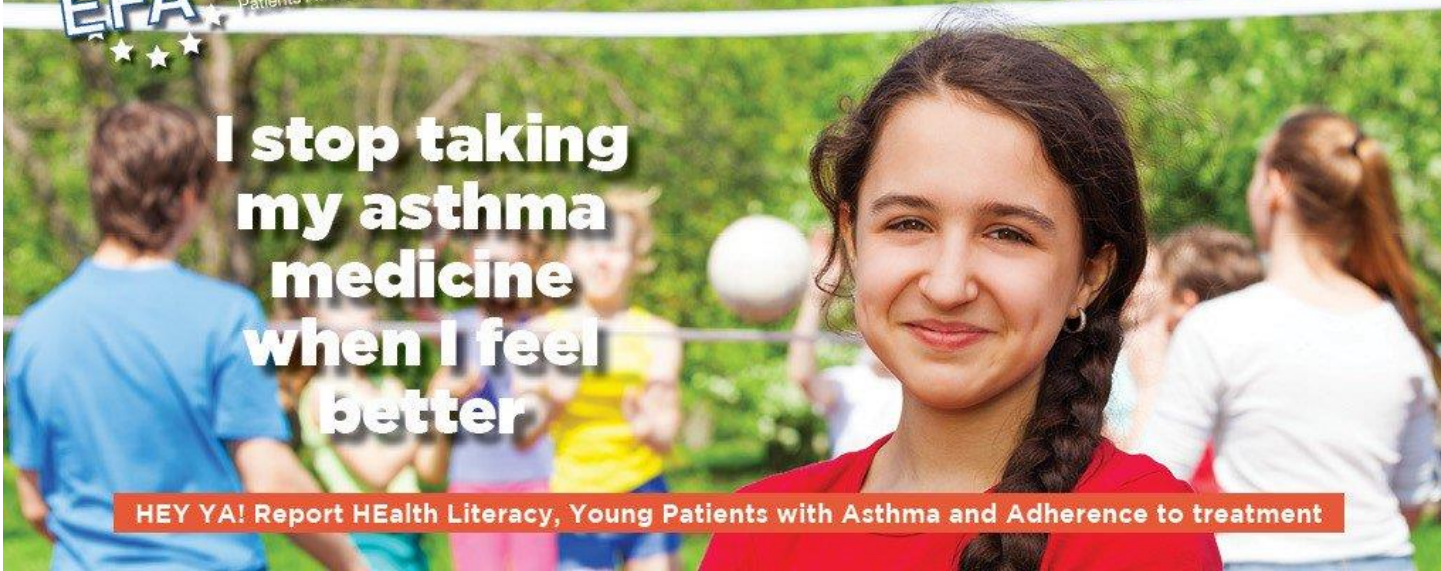
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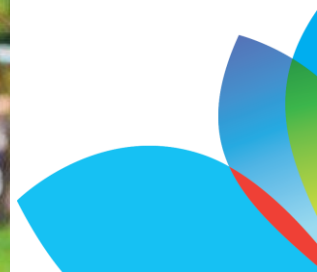
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**I know how to take  
my medication**

**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

**Target** Adolescents,  
healthcare  
professionals, parents

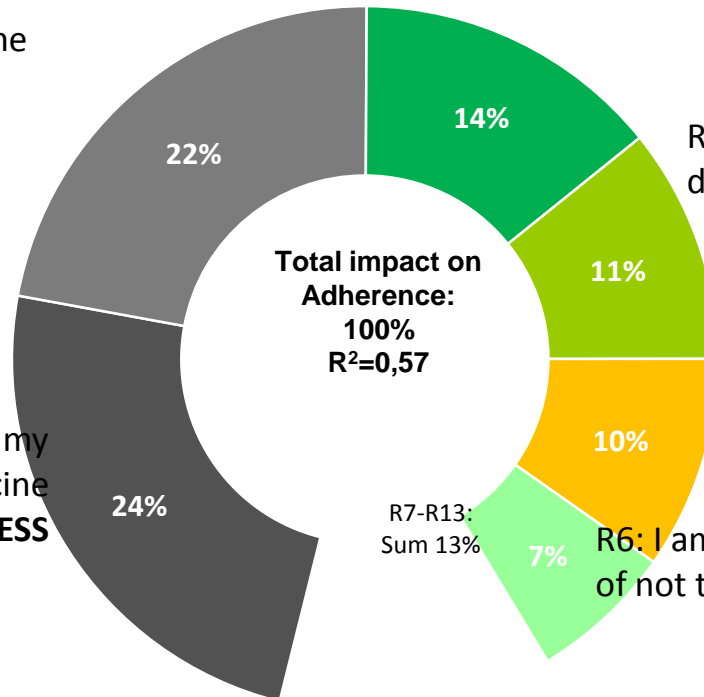


# HEY YA!: DRIVER ANALYSIS: ITEM EVALUATION

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**

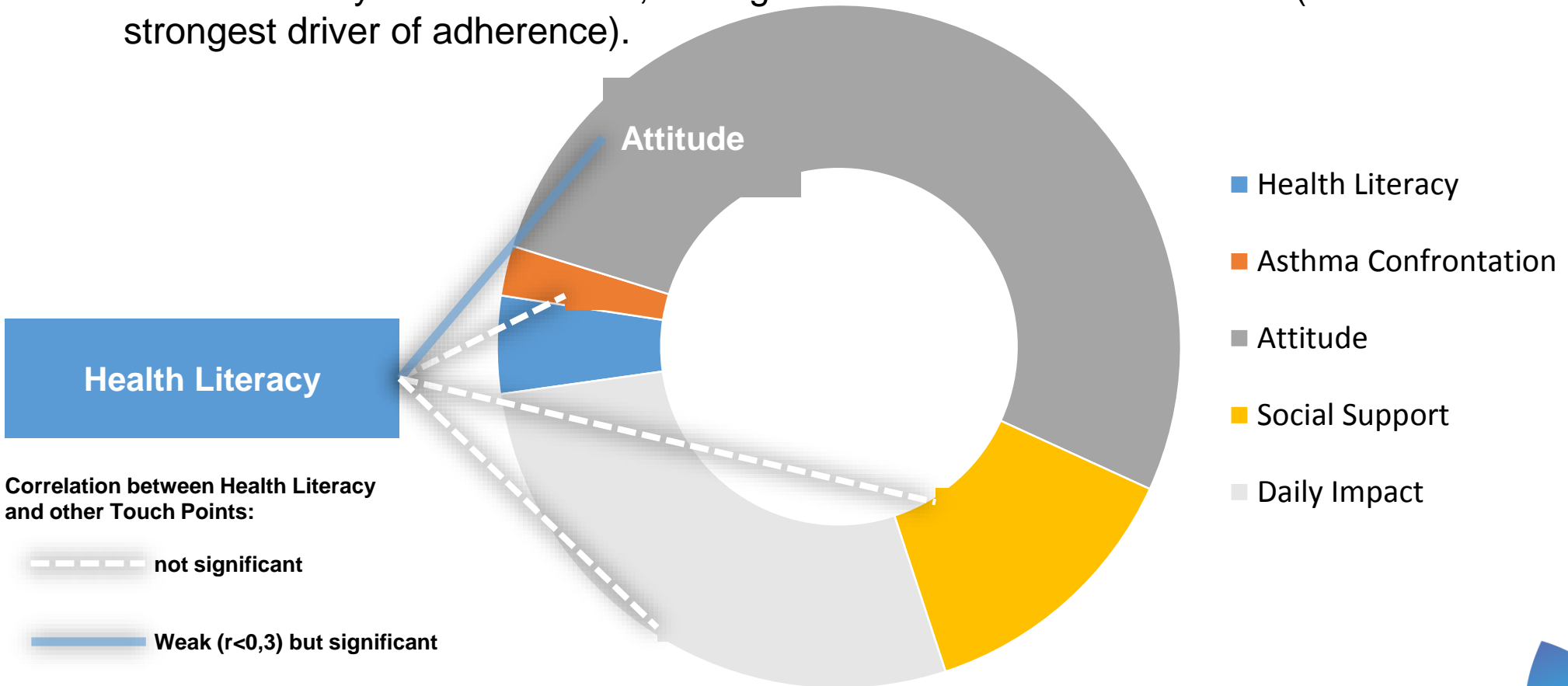
R5: I don't take my asthma serious:  
**CARELESS**

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).



# HEY YA!

## Key results and Recommendations

### European Health Policy Recommendations to drive Adherence

- Promoting ***multidisciplinary care coordination*** to better support adolescent patients and to identify those at risk
- Developing ***Health Information Technologies (ICTs)*** specifically addressed to young patients and with them to stimulate self-management, medication tracking and immediate healthcare feedback
- ***Empowering young patients*** through shared decision-making and tailored health literacy materials to enable adolescents to take responsibility about their own health and asthma medication
- ***Conducting additional research*** to picture the long-term consequences associated with poor adherence in adolescence and to curve down asthma.
- Recommendations and actions should be integrated into
  - EU initiatives and policies on chronic diseases
  - EU Member States health coordination and sustainability plans

# VALUE PROPOSITION OF 'VALUE ADDED MEDICINES'

- Potential for more options for 'old medicines', including adherence
- Potential to fill in some of the holes in the current market
- Potential for improved access within a Europe of inequalities, including shortages
- New approach to personalising medicine
- Aim to include stakeholder perspective: patients, politicians, providers, insurers, healthcare professionals



# THANK YOU!

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