

EPF Strategic Reflection Workshop
19 April 2012, Brussels



The Policy Environment

Trends and developments affecting EPF

- Overview – non-exhaustive
- For discussion: Disagreements? Omissions? To be developed further
- Implications for EPF's strategic plan – opportunities, challenges...



Key “PEST” Factors

Economic	Political	Technological / scientific	Social / cultural
Recession	EU collaboration	eHealth / Telemedicine	Patient-centred healthcare
Impact of crisis	Health systems reform & sustainability	Personalised medicine	Empowerment patient
Healthcare costs	Health promotion & prevention	Patient data	Patient recognition & scepticism
	Health for Growth programme (2014-2020)	Pharma and med tech industries	Consumerism, individualism
	Impact of EU laws	Communication technology solutions	
	Recognition of patients & EPF	“e” literacy	

“Food for thought”

Demand for input from EPF – visibility vs. credibility

Prevention/health promotion agenda vs. patient agenda?

Patients as “cost drivers” or part of the solution?

Connect “innovation agenda” and patient empowerment agenda

Increasingly technical / scientific issues – need for “expertise”

Representativeness & equity – including marginalised patient groups

... and so on...



Next steps

- Discussion in workshops:
- How do these factors apply (or not) to EPF and its membership?
- Needs, opportunities, challenges, strengths, weaknesses
- Role of EPF?
- Role of member organisations?
- **Moving forward TOGETHER!**



