

The Youth Factor: the value of engaging with the next generation of empowered patients

ANDREAS CHRISTODOULOU

PRESIDENT OF EPF'S YOUTH GROUP

3RD ANNUAL PATIENT ENGAGEMENT & EXPERIENCE CONFERENCE

Disclosure

I have no actual or potential conflict of interest in relation to this conference/presentation.

Who am I?



- Andreas, 28 years old, Cyprus.
- Cancer survivor since 2007
- Person with a chronic disease (IPT- Inflammatory PseudoTumor Disease)
- Person with GTD (Great Humor Disease)

What do I do?



- President of EPF's (European Patient's Forum) Youth Group. - Belgium



- Patient Advocate / Administrative and IT Officer at PASYKAF - Cyprus



- Board Member of POSPF (Pancyprian Federation of Patients' Associations and Friends) - Cyprus

Agenda

- **Understanding Patient Engagement**
- Creating a culture of engagement in Young adults and children
- Project: EPF's STYPA (Summer Training for Young Patients Advocates)
- Last note
- Questions



Understanding Patient Engagement

- Active collaboration between Patients and Providers to design, manage and achieve positive health outcomes



What do Patients want?



- Open communication
- To be attentively heard
- To be treated as a person, not as a disease
- To be involved in decisions about their health
- To be informed in a simple way about their health.

“Behaviour change”

- We can't motivate behaviour change but we can facilitate it.

Unengaged patients are...



3X
more likely to have
unmet medical needs.

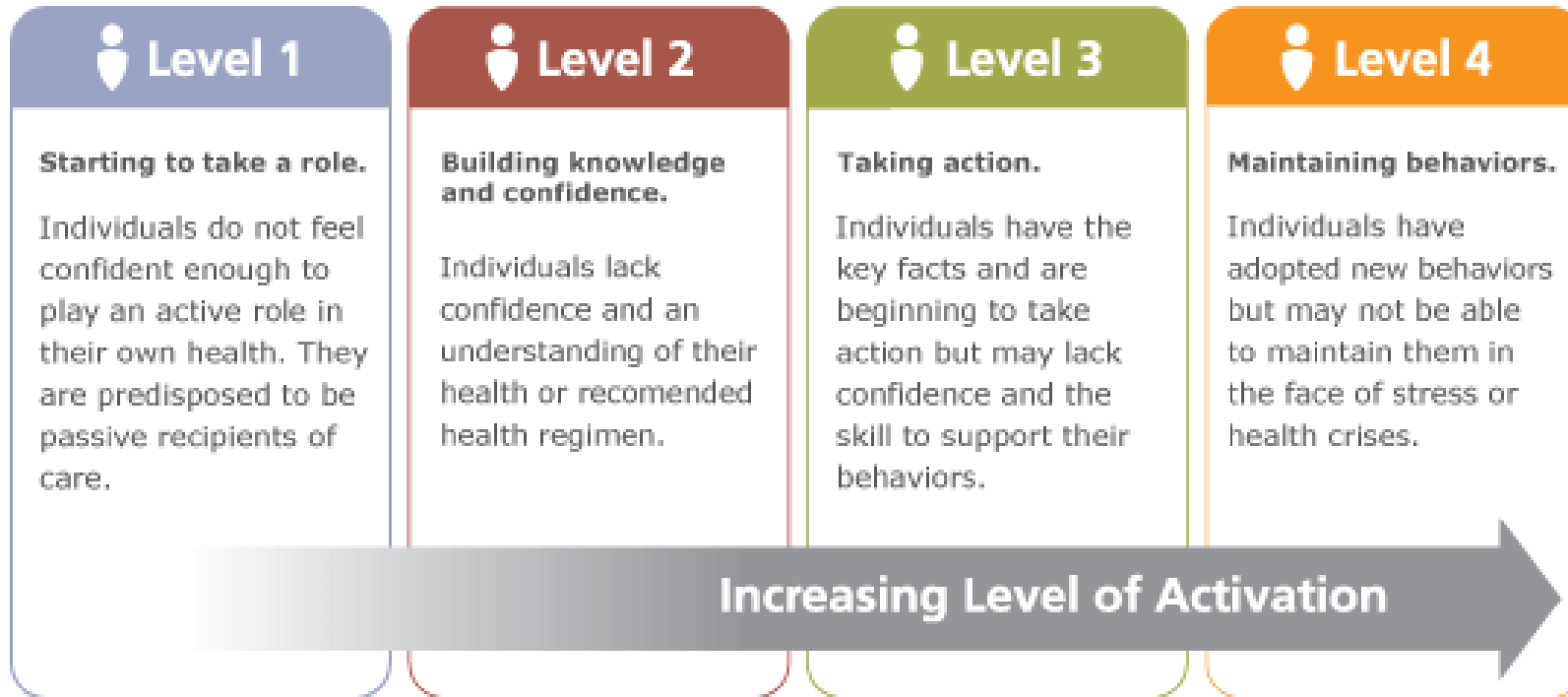


2X
more likely to **defer care.**

<http://technologyadvice.com/medical/blog/study-patient-portal-communication-2014/>

Healthcare's new goal

- One way to assess engagement is the “Patient Activation Measure” (PAM) Model.



- Results suggest that improved behaviours follow on increased activation.

Diagram from Insignia Health Solutions

How we stimulate them?

We need to:

- build patients' confidence
- build patient's understanding
- grow their skills
- facilitate healthy behaviours
- address inevitable back-sliding



But is that all?

Take into consideration

- **Engage personally** – Understand individuals, first and foremost.
- **Connected World** – Reach people of all ages everywhere.
- **People are emotional** – Decisions are impacted by negative emotions.
- **Not all are health literate** – Especially young people.
- **Focus on Quality of Life**
- **People exist in families**



Agenda

- Understanding Patient Engagement
- **Creating a culture or engagement in Young adults and children**
- Project: EPF's STYPA (Summer Training for Young Patients Advocates)
- Last note
- Questions

Creating a culture in young adults and children

- Humans are cultural beings.
- Effective engagement – Know the people you want to serve
- Educate young patients and the Health care providers.

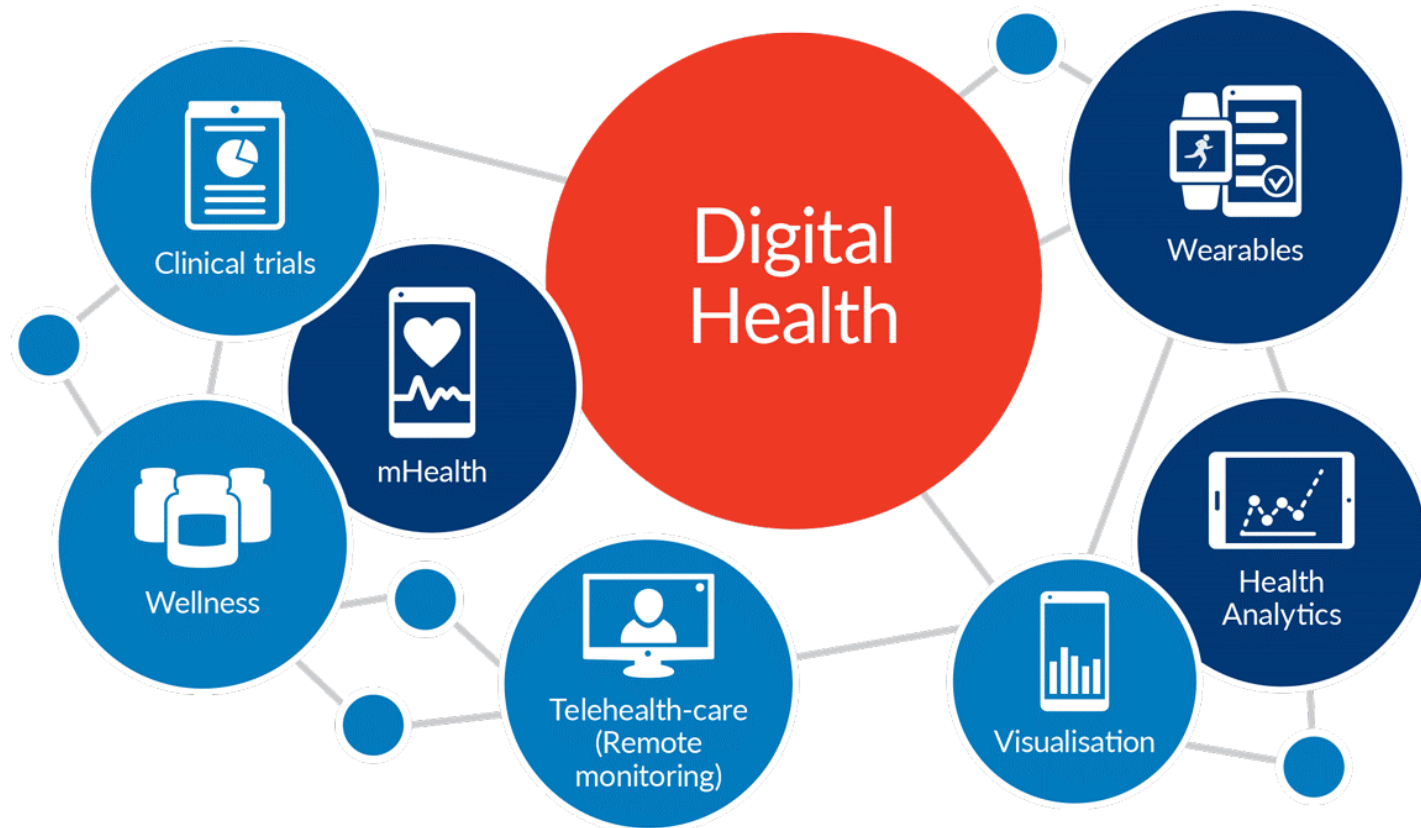


Looks familiar?



Digital Health / Online Tools

- Patient portals / blogs
- Mobile devices
- Mobile Health Applications



Health Care Providers crucial role

- Patient centered culture
- Face-to-face encounters
- Discussion – Leave room for young adults to be heard
- Build relationships



Agenda

- Understanding Patient Engagement
- Creating a culture of engagement in Young adults and children
- **Project: EPF's STYPA (Summer Training for Young Patients Advocates)**
- Last note
- Questions

EPF's STYPA

- Pilot program started in 2017
- 40 young patients from all over Europe
- Shared their experience and tools for better engagement
- Coach young trainees
- Strengthen leadership and advocacy skills
- Overcome discrimination.



Last note

- Young people are the future!
- Young patients are here to stay!
- Engage with the next generation of empowered patients!



Questions time!

BRACE YOURSELF

QUESTION TIME



THANK YOU FOR YOUR ATTENTION!

Follow me on Social Media!



/antr3ascy & /European Young Patients



@antr3ascy & @EPFyouth



andreasc@pasykaf.org

More information
www.eu-patient.eu