

PERSONALISED MEDICINE: A PATIENT PERSPECTIVE

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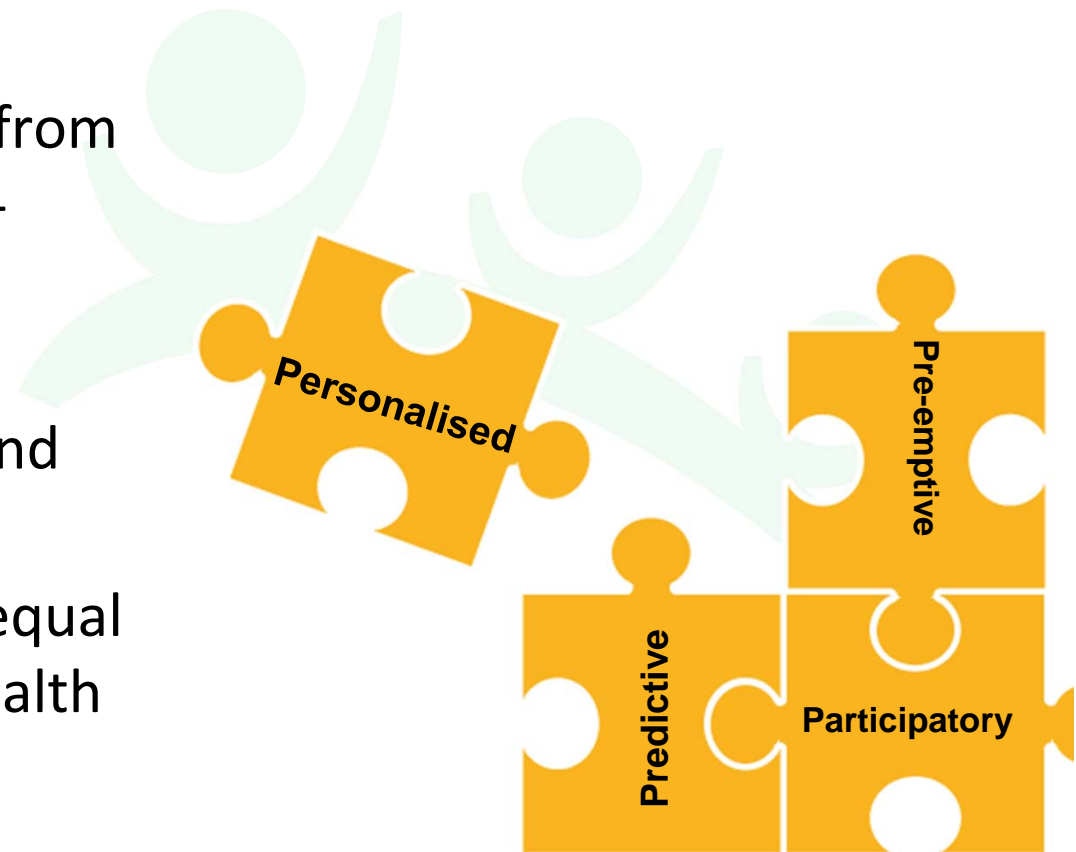
Personalised Medicine Conference 2016, Brussels

“ A STRONG PATIENTS' VOICE TO
DRIVE BETTER HEALTH IN EUROPE ”



Personalised medicine: a paradigm shift

- PM promises: better health outcomes, quality of life and cost-effective use of healthcare
- PM is part of a wider shift from disease-centred to person-centred healthcare
- From one-size-fits-all, to individualised treatment and prevention
- “Patient” → Active and equal partner, co-producer of health



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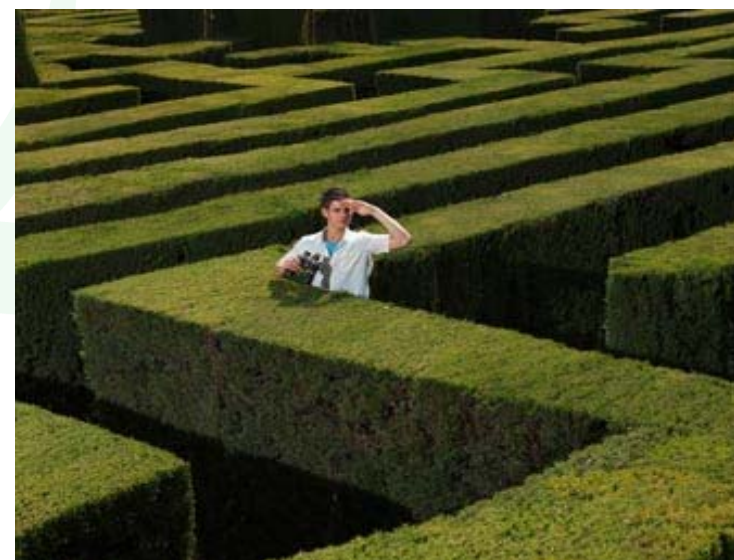
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Health literacy: a critical life skill

Today's paradox: people must make healthy choices and manage their health in an ever-more complex environment – but they are not supported to do this.

- Health literacy: a key change agent and empowerment strategy
- Patients' information needs are multiple and involve weighing up different options and probabilities
- Genetic information in the context of other clinical data, lifestyle and environmental factors



HL equips people with the tools to navigate the health information “maze”

Fair access to valuable innovation

- Patients will only benefit from innovative, personalised care if it is accessible and affordable
- Ensuring equity of access is a significant challenge
- EU should develop a “fair access framework” for personalised medicine to maximise benefits for patients and societies
- All stakeholders must be part of this conversation



Patients as partners in driving innovation



Innovation that is important for patients



- The right priorities
- Maximum impact and added value



Need to involve patients throughout the innovation chain

Co-designed research, regulatory, HTA, pricing and reimbursement, evidence-collection...



- Alignment of innovation with needs
- Strengthened trust, increased take-up

PM: part of patient-centred healthcare

From doing things “to” the patient... to doing things WITH the patient



- EU needs a coherent strategy on patient empowerment
- Patient-driven research to identify what “good” health/social care looks like from the patient perspective

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