

How Technology and Personal Voices Partner to Create Scalable, Human Care

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Combining technology and the sharing of personal stories can have a profoundly positive impact on patient care and well-being. In this session, Paul von Autenried, Executive Vice President and Chief Information Officer at Bristol Myers Squibb, shared his personal story of living with type 1 diabetes as well as the impact technology has had on his journey as a patient, and in his work. Melodie Narain-Blackwell, entrepreneur, health advocate, and founder of Color of Crohn's and Chronic Illness (COCCI), spoke about the significance of living with Crohn's disease, and how her experiences have shed light on opportunities to increase health literacy, eliminate disparities, and enhance patients' access to quality care.

Featured Speakers



Melodie Narain-Blackwell

Entrepreneur, Health Advocate,
Founder of Color of Crohn's and
Chronic Illness (COCCI)



Paul von Autenried

Executive Vice President &
Chief Information Officer,
Bristol Myers Squibb

Key Points and Resources

Advocacy in Action

- A key element of advocacy is having patients share their stories with others. Experience matters as does transparency and honesty.
- Technology is changing how drugs are discovered, developed and delivered and how patients experience and access medicines (e.g., wearables and apps). While these advancements are invaluable, it is important for patients to have the language to discuss their health and treatment options with their providers, as well as the resources, information, and support to make informed decisions, too (read more about this, below).
- [Color of Crohn's & Chronic Illness](#) is a nonprofit dedicated to improving the quality of life for BIPOC who are affected by IBD, Digestive Disorders and associated Chronic Illnesses; through Community, Research, Education, and Advocacy.

Importance of Health Literacy in Care

- [Health literacy](#) is a primary focus of the [Healthy People 2030](#) initiative, which sets national objectives to improve health and well-being. There are two kinds of health literacy:
 - **Personal health literacy:** the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.
 - **Organizational health literacy:** the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.
- The U.S. Centers for Disease Control & Prevention offers [online health literacy courses](#) for health professionals.
- Additional resources on health literacy are available from [the National Institutes of Health](#).