

The Future of Advocacy

Thursday, 11 March 2021

The Future of Advocacy

Welcome and Introductions



Video



Audio



Chat



Email

The Future of Advocacy

Our Journey

The Future of Advocacy workshop journey

Discover

Align

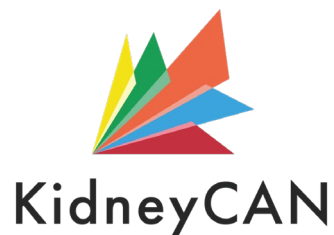
Cultivate

Create

Empower

The Future of Advocacy

Workshop 1 Highlights



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Workshop 1 Highlights

We set out to define:

- The '*meaning*' of patient advocacy
- Where advocacy has been
- Where advocacy is today
- Steps toward defining the future of advocacy

The impact of COVID-19 on patient advocacy.

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Workshop 1 Highlights

The definition of Patient Advocacy:

- **Care** - Providing personalized, individual or group care/support to a patient or loved one along their journey
- **Empowerment** – Empowering patients and their loved ones to advocate for themselves, seek better care, new treatment options and second opinions
- **Access** – Advocating for patients to ensure they have access to the latest treatment options and a minimum standard of care for them
- **Awareness** – Raising awareness of a disease to support earlier diagnosis, new treatment approaches and social acceptance

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Workshop 1 Highlights

The impact of COVID-19 on patient advocacy:

- COVID has changed the advocacy world, but some of the positive changes to advocacy should be taken into the future
- A big benefit has been getting information and resources out to a larger population and sometimes earlier than before
- Organizations can spend less money and time on travel
- Organizations will probably move towards a hybrid model of advocacy (virtual and in person)

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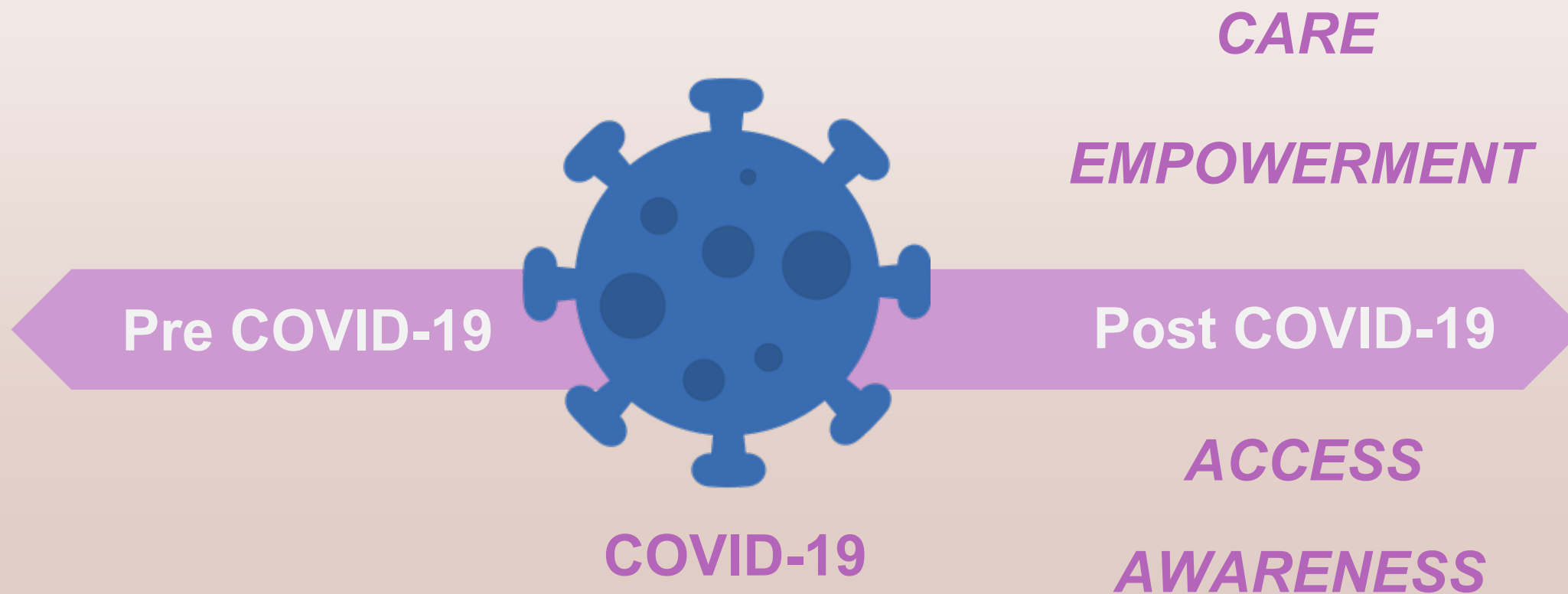
Today's Objectives

During this session we will aim to “build out” the future of advocacy in a post COVID world, around:

- Care
- Empowerment
- Access
- Awareness

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Advocacy in a Post COVID World?



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Advocacy in a Post COVID World?

Care

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Empowerment

- Empowering patients and their loved ones to advocate for themselves, seek better care, new treatment options and second opinions

Access

- Advocating for patients to ensure they have access to the latest treatment options and a minimum standard of care for them

Awareness

- Raising awareness of a disease to support earlier diagnosis, new treatment approaches and social acceptance

Next Steps

Today's discussions will inform future sessions and enable us to cocreate initiatives and resources that support the Future of Advocacy.

THANK YOU FOR YOUR CONTRIBUTION