

# Patients in a digital world: Making the most of new opportunities for engagement arising from COVID-19

EPIS 2020

## Digital engagement: MAKING OUR RECOMMENDATIONS A REALITY

**EXAMPLES FROM THE COMMUNITY**

MS SOCIETY

**INFLUENCING THE DIGITAL AGENDA IN THE UK**

PEOPLE WANT TO TALK ABOUT DATA MORE THAN APPS

DATA PROJECTS ARE ALSO EASIER TO INFLUENCE THAN TECH PROJECTS

**BREAKING DOWN BARRIERS**

WHAT MORE CAN BE DONE?

**MOST IMPORTANT BARRIERS:**

- 1 LACK OF INFRASTRUCTURE AND SUPPORT
- 2 LACK OF DIGITAL LITERACY
- 3 SHARING PATIENT DATA

**THE POTENTIAL OF DATA & TECHNOLOGY**

**WEARABLES FOR MORE DATA + TREATMENT PERSONALISATION**

**ACCESSIBILITY IS AN AFTERTHOUGHT FOR MANY APPS + WEBSITES**

**THEY ARE ALL INTERLINKED**

**LACK OF PUBLIC TRUST** (+ GDPR IS BORING)

- ▶ MORE CONTROL OVER CARE
- ▶ ACCESSIBLE AND CO-ORDINATED CARE
- ▶ THE RIGHT TREATMENT AT THE RIGHT TIME
- ▶ SERVICES THAT BETTER MEET NEED

MORE AWARENESS IS NEEDED

... BUT COMPANIES ARE OPEN TO IMPROVEMENT

**MUST SHOW PATIENTS WHAT IS IN IT FOR THEM**

VISUALLY IMPAIRED PEOPLE DON'T NEED SPECIAL PHONES WE NEED TO USE PHONES IN A SPECIAL WAY!

**CLEAR DESIGN IS GOOD FOR EVERYONE!**

FURTHER ADVANCES NEEDED TO ENSURE ACCESSIBILITY FOR ALL IN DIGITAL ENGAGEMENT

WE CAN FLY TO MARS, BUT I CANNOT ACCESS TRAIN PLATFORMS?

**A COMMON EUROPEAN DATA SPACE**

- DATA PRIVACY
- INTEROPERABILITY
- STRENGTHENING EUROPEAN INSTITUTIONS

- ↑ E-HEALTH READINESS
- ↑ TELEMEDICINE NETWORKS
- ↑ ADDRESSING DEPLOYMENT GAP

**APFELSCHULE**

PEER-TO-PEER DEVICE TRAINING FOR VISUALLY IMPAIRED PEOPLE

- + INDEPENDENCE
- + SOCIAL LIFE

**4 STEP PLAN: REVIEW, PLAN, ACT, ADJUST**

**EPIS RECOMMENDATIONS**

**QUESTIONS TO ASK YOURSELF**

**HOW TO USE THE digital engagement toolkit**

**NEXT STEPS**

- 💡 PATIENT-DRIVEN CAPACITY BUILDING
- 💡 EQUAL ACCESS FOR ALL
- 💡 GEEK-TO-GEEK CONVERSATIONS

The above sketchnote was captured during the EPIS 2020 Post-summit webinar that took place on the 25<sup>th</sup> February 2021. The sketchnote illustrates the discussions of patient community representatives on how to make the recommendations discussed during the EPIS 2020 Summit a reality. Please visit <https://www.episummit.net/> for further information and resources.