



Innovative Medicines Initiative

MAKING DIABETES RESEARCH PATIENT-CENTRIC

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IDF Europe

About IDF Europe



Innovative Medicines Initiative

- umbrella organisation representing **66 diabetes associations in 47 countries across Europe**
- represent people living with diabetes and healthcare professionals.
- provide **essential expertise** and **up-to-date evidence on diabetes**
- support diabetes **awareness campaigns**
- **advocate** European and international organisations for **proper public policies** for diabetes.



Diabetes




- **Diabetes mellitus** - chronic disease that occurs when the pancreas is no longer able to make insulin, or when the body cannot make good use of the insulin it produces.

WORLD

- 382 millions
- 46 % undiagnosed
- 10% health expenditures
- due to diabetes

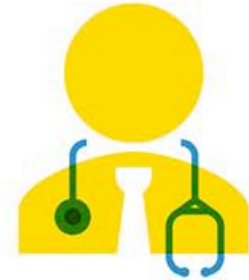
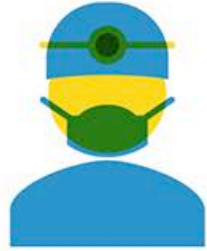
EUROPE AT A GLANCE



	2013	2035
Adult population (20-79 years, millions)	659	669
Diabetes (20+79 years)		
Regional prevalence (%)	8.5	10.3
Comparative prevalence (%)	6.8	7.1
Number of people with diabetes (millions)	56.3	68.9

Hi! My name is Sandra and I have diabetes!





Patient-Centricity

*one of the biggest buzzwords of 2013
2014 – is it happening?*



Patient-centred care



- ✓ providing care that is respectful of and responsive to individual patient preferences, needs, and values, and ensuring that patient values guide all clinical decisions.
- ✓ supports active involvement of patients and their families in the design of new care models and in decision-making about individual options for treatment.

http://ods-security.com/wp-content/uploads/2012/04/pfcc_logo.jpg

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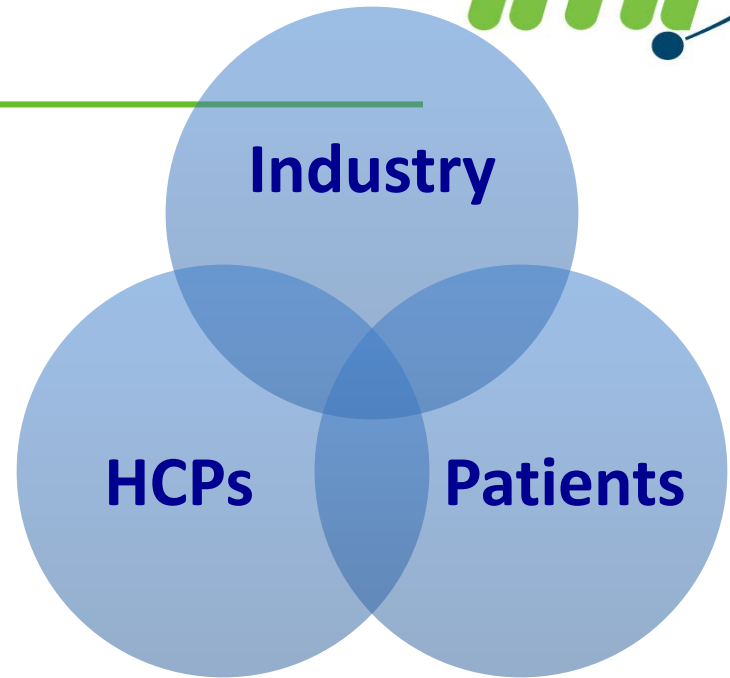
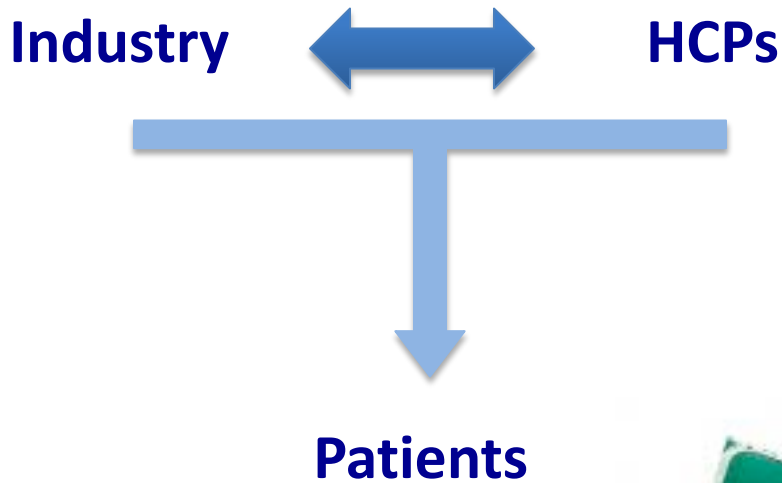


Patient inclusion in discussion groups



<http://www.timewiseit.com/patient-experience-conferences-are-not-patient-centric>





CHALLENGE



- ✧ **Mindset & Cultural Change**
- ✧ **Lack of convergence between patient-centricity and business**
- ✧ **50 years of traditional HCP-centric practice**
- ✧ **Fear that relationships built up over years with physicians would be damaged if they felt “bypassed” by going directly to patients**
- ✧ **Product-centric culture of the industry**
- ✧ **Regulatory barriers to patient-centric practices**
- ✧ **Insufficient priority given to patient-centricity topics and projects**

QUESTION?



What researchers could or should do to insure that diabetes research is more patient centric and that it adequately addresses the patient's needs?

Research that is truly patient-centered cannot be achieved without active patient engagement at every level of research – from initiative to implementation.



Thank you!