

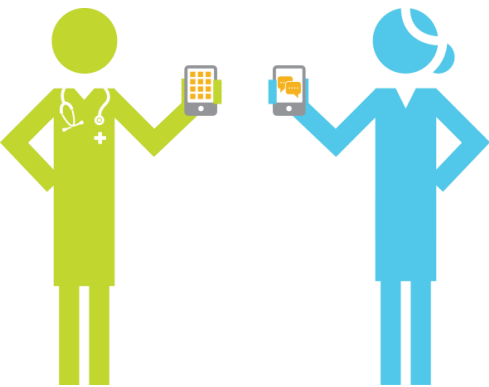
## Personalized medicine: How to ensure awareness and empowerment for all citizens?

### Working Group I

**Chair:** Dr Sabrina Montante (National Institute of Health of Italy/ ISS, Italy)  
**Vice-chair:** Dr Marta Puyol Escolar (AECC-FC, Spain)  
**Rapporteur:** Dr Terje Peetso (North Estonia Medical Centre/ NEMC, Estonia)  
**Vice-rapporteur:** Pepa López (ISCIII, Spain)



## Personalized medicine: How to ensure awareness and empowerment for all citizens?



**Leading Question 1.** Role of (digital) health literacy in patient empowerment

**Leading Question 2.** Transformation of the role of the patient towards the disease through data management

**Leading Question 3.** Patient and public engagement with their health services

- Map the existing tools and experiences
- Map the needs
- Improve understanding in Personalised Medicine in all the groups of healthcare professionals:
  - Nurses
  - Pharmacists
  - Physiotherapists
  - Physicians
- Using
  - different channels
  - case studies
  - good experience across regions/countries



**CHALLENGE:** Engage at the national and local level. Involve communication experts.

To increase literacy:

- Trustworthy sources of information
- Online courses from trustworthy sources
- Involving patient advocacy groups
- Role of the physicians (specially GPs) having tools recognising trustable information
- Modernised patient information leaflets

**CHALLENGE: Difficult to work at different levels with different messages**

## Importance of accessing data and generating data.

- Access to data
- Empowering policy makers on the relevance of digital determinants of health
- Digital health programs shouldn't be vertical, but integrated with the national health plans
- Establish and introduce PROMs and PREMs for personalised medicine
- Inform patients involved in clinical trials about the results

**CHALLENGE: implementation of the EU recommendations (incl. Interoperability) at national/regional/municipality level. Use the existing policy initiatives such as health data space.**

## **Patient and public engagement with their health services (building trust)**

- Communication among patients (building social networking)
- Patient advocacy groups as peer groups
- IC PerMed examples/projects → help building trust and better communicate scientific results
- Personalised medicine – public health

**CHALLENGES: Training of the patient advocacy groups; language barriers; choose the benefits to be communicated**