

DIABET reality Contest

adherence innovation

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BACKGROUND

- World Health Organization indicated that only about **50%** of patients with chronic diseases living in developed countries **follow treatment recommendations with particularly low rates of adherence to therapies** for asthma, diabetes, and hypertension.
- ITALY
 - Incidence of DIABETES growth from **2,9%** in 1980 to **5,6%** in 2016
 - **20.119** patients dead per year
 - About **1/3** of diabetic patients do not know they are
 - The expenditure for the Health Care system related to 1 person with diabetes per year is **€ 2.589** on average
 - About **3 milioni** people in Italy are affected by diabetes
 - **64%** does not do physical activity
 - **26%** are obese

OBJECTIVES

- Increase **adherence to therapy**
- **Awareness citizen** about chronic diseases
- Increase **culture** about **chronich diseases** and **adherence to therapy**
- Patients **Empowerment**

MATERIALS and METHODS

- Discover new way to **capture the attention** of citizen
- Follow the **social media innovation**
- **Reality Contest** dedicated to chronich disease
 - **Includes** patients, caregiver, doctors, health experts
 - Dedicated TV channel
 - Collaborations with **companies**
 - Dissemination of **good practices** for **adherence to therapies** and **correct lifestyle**



MATERIAL and MTEHODS (3)

- The project was developed through the **Innohack initiative**, born from the collaboration between Boehringer Ingelheim and SDA Bocconi, aimed at selecting and implementing new and brilliant ideas for the management of chronic diseases, thanks to the involvement of various stakeholders
 - Doctors
 - Engineers
 - Patient associations
 - Economists
 - Innovators
- **42 participants, divided into 7 groups**
- A journey of 3 months to plan and study
- The 7 projects, **selected by the Scientific Committee**, will compete for a panel of professionals composed of three experts from the sector coming from PHARMA INDUSTRIES, a SDA Bocconi professor and a consultant from DELOITTE



MATERIALS and METHODS (2)

Conducted an informative check among Diabetes patients as possible participants and audience with the aim to verify

- Would patients participate?
- Patients would be interested in the topic and if so, which TV mode would have greater appeal?

Results:

- 55 questionnaires collected
- 82% - would undoubtedly follow the program
- they would like to deal with strategies to improve their quality of life
- 50% would participate in the first person

The preferred type of commitment is a "masterchef" type day course as a care path without winners.

Possible spectators have shown little interest in involving famous people.

The summary of the response received from patients is that a program focused on the problems that surround the days of patients suffering from chronic diseases that has the goal of "teaching" strategies to improve their lifestyle would be of enormous interest.

EXPECTED RESULTS

- PAZIENTE
 - **CENTRAL ROLE** in the care path
 - THERAPEUTIC **ADHERENCE**
 - MORE **INFORMED**, MORE **AWARE**
 - Break down the sense of **SOLITUDE**
 - **QUALITY** of **LIFE**
- HEALTH CARE SYSTEM
 - EDUCATION SUPPORT and patient **ENGAGEMENT**
 - THERAPEUTIC ADHERENCE
 - **COST COMPLICATIONS REDUCTIONS**
 - **EARLY DIAGNOSIS**
 - IMPROVEMENT OF MEDICAL REPORT - PZ

CONCLUSIONS

- The **incidence** of chronic diseases will continue to grow
- **Patient costs** increase
- The economic availabilities are **reduced**

- It is **urgent** to find **innovative solutions** for our patients and to make the national health system **sustainable** by including all stakeholders in the process of caring for our citizens



thanks for your attention

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