

Janssen's view on patient empowerment – building for a better future

Important With Increased Patient Empowerment

European healthcare systems are rapidly changing. Key drivers are growing demand for health care and the need to curb costs. But above all is a need to improve outcomes and quality of care. It is really about the patient, of empowering patients to be involved, responsible and respected. The patient perspective has risen to the top of the agenda. Patients are now expected to take a more active role in their own care.

Increased patient involvement will improve outcomes and quality of care. It can also be an important driver for growth and innovation. This change of perspective and transition of influence, with the patient as a partner in the healthcare team, is a challenge to all stakeholders and will require new collaborations, consultations, and services.

Janssen Nordic has prepared this text as a reference for all who wants to develop patient empowerment. With broader involvement of all stakeholders for the benefit of patients, Janssen would like to contribute to an improved and more value based health care for the future.

To build a better future in the Nordic health care we will focus on making the patient's voice heard, increased patient involvement in care, and strengthening the patient's freedom of choice.

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Transforming The Health Care System

Patient empowerment is about patients taking a more active role in the decisions made about their own healthcare.

“Patient Empowerment puts the patient in the heart of services. It is about designing and delivering health and social care services in a way, which is inclusive and enables citizens to take control of their health care needs.”¹

Patient empowerment includes respecting patients' rights and voice in aspects of care such as communication with doctors and other providers, patient safety, evidence gathering, shared decision-making, and more. Other aspects of patient empowerment include health literacy, chronic disease self-management and the use of technology.

Several countries have established laws and run campaigns to raise awareness for patient empowerment. The Danish Ministry of Health has for example published a new health policy on patient involvement in care.² Sweden has a new patients' rights law since January 2015³ and since 2011 the Swedish Agency for Health and Care Analysis reviews health-care from a patient, service user and citizen perspective.⁴

Care that is person-centred empowers patients.⁵ It is important because it motivates people to participate more actively in their own care, and to take responsibility and engage in their own health. The use of person-centred care is about seeing the patient as an individual, with individual preferences, and a partner in care together with physicians and other caregivers, as well as acknowledging that good care goes beyond medical treatment. Healthcare is not limited to the patient's visit to a clinic.

Many studies show that increased patient involvement leads to better, safer and more cost-efficient care. Increased patient involvement has also showed improved adherence to ordinations, better outcomes and fewer complications and injuries from care.⁶

In the UK, NHS has since 2010 pushed reforms toward more person-centred care.⁷ The European Union has regularly reviewed patients' rights through various policies with the co-operation of the World Health Organization over the last decade. The WHO Regional Office for Europe has also embedded Patient Empowerment in a new European health policy, Health 2020.

The European network for patient empowerment initiatives, ENOPE, started in 2012. The goal of ENOPE is to promote patient empowerment in Europe through evidence-based programs, which focus on living with chronic disease. The network brings together organizations that implement or plan to implement such programs throughout Europe.⁸

Several factors drive an increased focus on patients' own capabilities. Patient advocacy groups strive for respect for patients' individual needs, preferences and values. Demographic changes result in a growing number of elderly people, who will live active lives. There is a need to curb increasing costs in the health care system. The financial foundation of the health care system is under pressure and there is a need for alternative solutions. At the same time, the digitalization of everyday life provides new opportunities to create and share knowledge. Overall there is an opportunity to create better outcomes in health care by an increased involvement of patients.

Giving Voice, Choice And Tools To Patients

Janssen has a clear view on patient empowerment which includes both patient and caregiver involvement in care:

Janssen believes that the patients' choice in health-care should be further strengthened. Beyond early equal access to treatment, we think that patients should be involved in overall decisions concerning treatment choice on national, regional, and individual level.

Janssen works together with patient advocacy groups and trade associations to ensure that the patients' voice is heard. Patients are thus empowered and able to participate in decision-making with their healthcare professionals, and able to make informed

choices about treatment. We believe in strong patient organizations that strive for a shared and clear vision for the best of patients and – if necessary – work towards an impact on relevant policy and decision makers.

Moreover, relevant authorities should work to strengthen the role of the patient, and the exchange of information between patients and healthcare providers. Patient and caregiver involvement is central to the transformation and development of healthcare towards a better future.

Patient empowerment is a primary dimension of quality in its own right. It shifts focus to the knowledge and capabilities of people, beyond the boundaries of patients in the health care system. Professionals should benefit from acting as guests, not hosts, in the life of patients and their families.⁹

To build a better future in health care, increased efforts are needed in the following areas where co-creation is a major theme:

- Provide and empower patients' relatives and families with knowledge, tools and resources in order to create better support environments.
- Involve patients in decisions. Patients and their representatives need to be involved and participate in all decision levels in the health care system.
- Strengthen the freedom and choice of patients in order for patients to play a more active role in their own treatments.
- Create incitements for better dialogue and co-creation between patients and physicians, throughout and in each step in the health care system.

Janssen is committed to better health outcomes and in this work we collaborate with governments, NGOs, universities and patient associations to assess and address real patient needs.

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