

DIGITAL HEALTH & COMMUNICATIONS SESSION HIGHLIGHTS

In an increasingly connected and digital society, the power of digital health and communications and the role they play in shaping patient journeys is undeniable. During the APPIS 2023 Summit, we convened a diverse group of experts to share their experience and knowledge about using digital to reach and connect with more people, to elevate the patient voice and to help in fundraising.

OUR SPEAKERS



ADAM CHEE

Chief, Smart Health
Leadership Centre, National
University Singapore



BAHIJA GOUIMI

Region Middle East &
Africa Representative,
Chronic Myeloid Leukemia
Advocates Network



**CORRINE
ELLSWORTH-BEAUMONT**

Founder and CEO,
Know Your Lemons®
Foundation



KRISTOFER ROGERS

Director, Eden Consultancy;
Board Member,
Feros Care; Advisor,
The Max Foundation



ROD PADUA

President, Touched By Max Inc.
Philippines; Chair,
Chronic Myeloid Leukemia
Advocates Network

KEY REFLECTIONS



Communicate with familiarity

Corrine Ellsworth-Beaumont from [#KnowYourLemons](#) in Utah, USA shared that the recipe for success includes communicating on a level people are comfortable with, rather than trying to change their comfort level and the importance of designing social media campaigns with curiosity and inclusivity to achieve impact.



Enable community building via digital channels

Kristofer Rogers from Feros Care in Australia shared lessons from his experience in digital fundraising. He explained that technology is a catalyst and enabler that will allow patient organizations to reach a wider audience. He also shared his perspective on how powerful storytelling should be at the heart of successful digital fundraising and how patient organizations should be thinking about identifying their hero story.

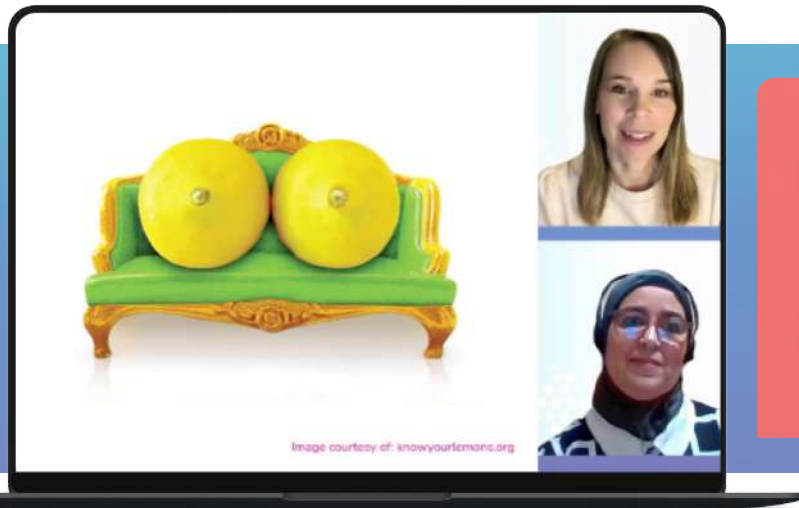


Leverage data to expand reach

Adam Chee from Smart Health Leadership Centre, National University Singapore emphasized the importance of data, and how data provides bargaining power to influence partners and stakeholders. He talked about the different ways patient organizations can find data, and how they should “dream big” when it comes to partnering with digital health innovators to drive the future of healthcare.

NEXT GENERATION PATIENT INFLUENCER

In this digital era, no patient organization can ignore the incredible power of digital channels including social media to connect with members, build awareness of their mission and drive fundraising efforts. A new generation of patients is now at the forefront of driving impact and elevating patient voices in healthcare decision making through digital channels and social media platforms. However, despite this, many patient organizations still struggle to tap into and take advantage of these powerful tools. Adam Chee brought to life the vision of how powerful digital communication can be across various activities from traditional campaigns to fundraising, saying the possibilities for new forms of advocacy are almost endless.



LET'S GO VIRAL

Bahija Goumi from Chronic Myeloid Leukemia Advocates Network and Corrine Ellsworth-Beaumont from Know Your Lemons Foundation partnered on a stand-out session that really brought to life what makes a disease awareness campaign impactful in the digital age.

For [Know Your Lemons](#), the key to success in encouraging early breast cancer detection was by using a simple but powerful visual that conveys information on a sensitive topic without words. By using a familiar household fruit as a visual analogy for breasts, the image was able to bypass stigma and associations in certain cultural contexts such as breasts associated with sex, or cancer associated with death.

Corrine underlined a point to remember when framing a message to the audience: share messages that normalize the action you want the audience to take, rather than normalizing the behavior you want them to change. For example, “Half of women are already screening for breast cancer” places the emphasis on a positive behavior in contrast to “Half of women don't screen for breast cancer”.

Beyond the digital campaign, Corrine notes that having a network of volunteer educators to reach women in their community was key to the campaign's success offline as well as online. Having the visual tools was critical for the #KnowYourLemons volunteers to talk about breast health and disseminate the message around early breast cancer diagnosis.



Corrine Ellsworth-Beaumont

Founder and CEO, Know Your Lemons® Foundation

Visuals are powerful in helping people remember the information you are sharing, and you have an emotional connection that is instant.

THE FUTURE OF FUNDRAISING

Kristofer Rogers shared how technology is a great enabler for fundraising and encouraged patient organizations to **embrace and overcome digital challenges** to reach a wider audience. Nevertheless, while utilizing digital platforms can enable a greater reach, Kristofer emphasized that at the **heart of successful fundraising is ultimately storytelling**.

Kristofer parallels the common narrative arc that we see in stories and movies, “The Hero’s Journey” made up of three stages of facing a challenge, seeking help, and overcoming adversity – to the patient organization journey. The mission of advocacy is about sharing stories, creating amplification, and creating heroes - mobilizing support through stories for awareness.

While digital platforms enable communities to come together, Kris reminded us that there are audiences that we can’t reach with digital and should not neglect those audiences. Understanding and identifying where the people you are trying to reach are will make outreach simpler. Patient organizations should ensure that the relevant audience has every possible option **to connect and to give** is available to them.



Kristofer Rogers

Director, Eden Consultancy; Board Member, Feros Care; Advisor, The Max Foundation

The future is not technology, but is defined by social change.

DREAM BIGGER IN A NEW DIGITAL ERA


Adam Chee rounded off the session by discussing the **power of health data**, he shared how patient organizations can leverage data to advocate for policies that promote better health outcomes for their cause. Adam stressed that patients today have access to more health information than ever and that they **have the unique advantage of having the personal and emotive story to be told**. While the potential of digital capabilities and data may be daunting, Adam suggests that APPIS resources could be a great and accessible starting point for this journey to data.




Adam Chee


Chief, Smart Health Leadership Centre, National University Singapore

Today the world is no longer confined to geographical boundaries. There are many opportunities for patient organizations and stakeholders to contribute insights, experience and data.

 We invite you to share our APPIS 2023 highlights with your network, to help prioritize action to accelerate patient access.

 Access all the APPIS Summit 2023 recorded sessions at: www.appisinitiative.com/appis-summit-2023

 **Download** the Digital Health & Communications guidance report: www.appisinitiative.com/resource-centre

 For more information, visit our website: www.appisinitiative.com

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