



PATIENT ENGAGEMENT OPPORTUNITIES WITH THE EUROPEAN SOCIETY FOR ORGAN TRANSPLANTATION.

ESOT is driving change within the transplantation landscape across Europe and the inclusion of patients is at the heart of this agenda.

ESOT launched its 'Patient Inclusion' initiative in 2019 and has built a pan-European 'hub' for patient organisations to help shape and influence healthcare professional education, healthcare policy and service delivery at the national and EU level.

ESOT invites its industry partners to work in collaboration to help further our 'change agenda', encourage greater sharing of best practice, address inequalities in organ transplantation and improve patient experience and outcomes.

The benefits to industry partners include:

- Recognition amongst the transplantation community as a pro-active supporter of development and change
- In-depth insight into every aspect of the patient journey
- Direct engagement with multi-country patient organisations
- Access to unique data to assist with planning and development
- Involvement in patient and HCP education
- Driving the development of new patient tools and resources

ENGAGEMENT OPPORTUNITIES:

- **Patient Information Resources**

By working with the ESOT patient organisation hub, our partners can access insight and opinion directly from patients to help understand barriers and hurdles in relation to the patient journey. This insight is invaluable in the development of patient information and education resources to help improve the patient (and healthcare professional) experience and outcomes.

The ESOT Team can collaborate with its partners to develop patient resources (physical or digital) and work with national patient organisations to ensure resources can be adapted for local use. ESOT can also access its patient organisation, National Societies and transplantation community networks to disseminate resources.

Budget: From €20,000

- **Patient Think Tank**

Through the ESOT 'Patient Inclusion Initiative', we can work with our partners to organise a physical or virtual Think Tank to discuss and explore specific issues in transplantation. Participation in an ESOT Think Tank is totally flexible and can be made up of all patient representatives or a mix of patients and transplantation specialists according to requirements. Participants may also be from specific regions in Europe.

The ESOT Team will co-ordinate all activity and participation and provide a summary 'consensus report', which may be used for further meetings, presentations, policy briefs, webinars, symposia, stakeholder engagement, etc.

Budget: From €30,000

- **Patient Insight Surveys**

The ESOT expert and patient community, together with its wider network, provides a unique opportunity to gain insight and data, specific to your requirements.

ESOT experts will work with you to develop the survey, promote participation and analyse the results. In addition, ESOT provides multiple opportunities to disseminate your insights data, including:

- Publication in Transplant International (or other scientific journal)
- Expert forums and reports
- Webinars and social out-reach
- Education courses
- Clinical apps and tools

Budget: From €90,000

- **Symposia and Webinar Meetings**

ESOT has run a number of educational activities in conjunction with patients and patient organisations, including its Transplant Learning Journey platform and the biennial ESOT Congress. By working with patients at these meetings, ESOT and our partners have been able to facilitate the journey towards comprehensive and regular patient involvement in the education of healthcare professionals.

ESOT can work with its partners to develop and deliver a patient-inclusive learning platform or to share existing educational resources with the vital input and reaction of patients and highly experienced members of our transplant community. Such learning experiences and activities may be hosted either by ESOT or on an educational platform hosted by a partner.

Budget: From €30,000

- **Round-Table and 1-1 Patient Organisation Meetings**

For those partners who need to gain specific insight or feedback on initiatives in a very short time-frame, ESOT can engage with its patient community and rapidly arrange smaller meetings and informal discussions.

Budget: From €7,000

- **Transplantation ‘State of the Union/Nation’ Reports**

International or national data, supported by commentary from patient organisations and other key stakeholders, is a highly impactful means of communicating the key issues facing policy makers and healthcare providers and the required changes in service and treatment provision for the future.

Through its patient and medical communities, ESOT can access the required data and commentary at the national and EU level and develop reports and materials to address specific issues and needs. Such reports can be supported by patient case studies to add a powerful and emotive ‘story’ to emphasise the key issues impacting on patients’ physical and psychological wellbeing and quality of life.

ESOT’s partners can also benefit from supporting communications and dissemination of report findings via a wide range of ESOT channels, media out-reach and stakeholder networks.

Budget: From €15,000

- **Manifestos & Call To Action Campaigns**

For those partners wishing to influence policy change at the national and EU level, ESOT and its patient community can assist in drawing up policy initiatives, briefing papers and campaigns to help cut-through to key decision makers.

The patient voice is critical to the success of any call for change or in the support of new developments in therapies, devices and technology. By working with the ESOT patient community, our partners can galvanise that voice and help to shape strong arguments and calls to action, targeting a range of stakeholder audiences.

Additionally, the Public Affairs Team at ESOT can support our industry partners in delivering key messages to critical audiences and the engagement of key influencers and stakeholders at the national and EU level.

Budget: From €15,000

To discuss your requirements and how ESOT can help to engage and interact with patients and patient organisations, please contact Devi Mey: devi.mey@esot.org