

## **Brainstorming Ways to Partner with Patients for CME/CE Programming**

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### **Learning Objectives:**

- \*Brainstorm ways to incorporate patients into CME/CE programming development and implementation
- \*Review survey results on how global CME/CE colleagues include patients in programming
- \*Create a plan on how to implement patient involvement in programming

### **Session Description:**

As CPD professionals, we fancy ourselves as change-makers when it comes to improving patient outcomes, as that is what we believe we do with each healthcare professional (HCP) program we create or support. Yet, is that really the case? If we create programs that do not somehow include actual patients in its creation and/or execution, how do we know we are really representing the true patient voice, thoughts and insights, fears and barriers?? How can we educate HCPs to really understand their patient viewpoint on their own health issues, and improve communication and shared decision-making skills when we only know one side of the story? Well, the reality is, we can.

This session will have high audience participation and will begin with the moderator leading a discussion with audience members in brainstorming the many ways patients can be involved in educational HCP programming, both in the types of HCP activities as well as the types of patient roles...from informing content to being participants in the program itself. All ideas are welcome, and everyone will be encouraged to think out of the box to be innovative, creative and unique with their ideas.

We'll next examine survey results from a GAME Patient Engagement Special Interest Group survey where global colleagues shared how they had incorporated patient participation in programming, so we can discover even more ways patients can be involved...and see how many ways we thought of in comparison to our peers.

Lastly, in another moderator lead discussion, we'll outline an executable plan, defining the how tos of involving patients in programming, creating steps to make this plan easy to develop and implement, so it can come to life in your organization.