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Engaging Patients in Decision-making

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Environment

- Fast pace of technological change
- New types of medicines and delivery methods
- Information explosion
- Changing models of care -> consumer centred
- Increasing focus on value and choice
- Consumerism: varied segments and behaviours



The One Constant

- Affordable, accessible and effective medicines
- Confidence in quality and safety
- To understand their medicines
- Research, development, innovation

Outmoded or Not?

- Last revised 1999
- The world is changing
- Policy has stood the test of time
- Implementation must keep pace



What More Needs to Change?

- Consumers: from passive recipients to active participants
- Consumers can be agents for change
 - Improved health literacy
 - Increase consumer input into PBAC processes
 - Leadership development for consumers

Health Literacy

- Low levels: need to improve
- Individual and system
- Consumer Medicines Information
- Getting the right information at the right time in the right way
- Better use of existing channels



Access to Medicines

- Two parts
 - Medicine to market- TGA
 - Subsidised access- PBAC
- Move to two consumers on PBAC
- Office of Health Technology Assessment
- Health Technology Assessment Consumer Consultative Committee



Leadership Development

- CHF's capacity building role
- Equipping consumer leaders
- *Collaborative Pairs* national project
- Consumer-clinician alliances



Take-outs

- Accessible and effective medicines are vital for consumers
- Policy enduring, implementation must keep pace
- Consumers are the 'one constant' but are not homogenous
- Activated consumers are agents of change
- We need to invest in consumer leaders in the same way we do clinical leaders

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Thank You

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