



TRAINING INITIATIVES FOR  
NEUROLOGY ADVOCATES

# Understanding and Influencing Healthcare Decision-Making

## Focus on: Health Technology Assessment

Workshop for Spanish Patient Organisations  
representing those affected by brain disorders

“Campus Diversia”, Yátova, Valencia, Spain

October 26<sup>th</sup> and 27<sup>th</sup> 2017

This workshop has been organized by the European Federation of Neurological Associations (EFNA), with the local support of Elena Ruiz de la Torre – the national coordinator.

EFNA launched its Training Initiatives for Neurology Advocates [TINA] in 2016 – building on its long track-record of providing capacity building workshops to European patient advocates. This Spanish event is the latest attempt to better inform national patient organisations – representing those affected by neurological disorders – on the process of policy and decision-making in their country and throughout Europe. This workshop will focus on Health Technology Assessment, in the wider context of the pricing, access and reimbursement of treatments for Spanish patients.

Additionally, in the second part of the day, we will learn how to communicate more effectively in order to influence policy and decision-making, whilst building new networks for partnership and collaboration.

The event is open to patient advocates/representatives of patient organisations in the field of neurology (brain disorders). There is no cost to attend and participants will be offered:

- One night Hotel + Breakfast.
- Welcome dinner on October 26th.
- The bus to the “Campus Diversia” (Round trip). Departure at 9:00h & return to Valencia at 18:30h
- The full cost of the Workshop.
- Catering during the day.
- A bursary of € 130 per assistant for travel expenses to Valencia \*\*.

The full timetable, agenda and registrations details can be found below. Read on to find out more...

*\*\* At the end of the Workshop, it will be necessary to complete an expenses sheet and send it with proof of payment before the 6th of November.*



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### TIMETABLE

#### Day 1 – Thursday, October 26<sup>th</sup> 2017

Arrival and Overnight in Valencia

Welcome Networking Dinner from 8pm

- Meet the Spanish Brain Council (TBC)
- Informal Discussions on Working Together

#### Day 2 – Friday, October 27<sup>th</sup> 2017

##### Workshop

09.00 h	Transportation to the “Campus Diversia” (Bus)
09.45 h	Arrival to the Campus and Visit to the Manor area.
10.00 h – 18.30 h	Workshop (proposed Agenda below)
19.00 h	Back to Valencia.

1. Morning Agenda: Understanding and Engaging in Health Technology Assessment
2. Afternoon Agenda: Influencing Decision-Makers through Powerful Communication



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### AGENDA

#### Morning session: Understanding HTA

10.00 – 10.10	Welcome
10.10 – 11.00	What is HTA? An introduction to pricing, access and reimbursement <b>Mr. Iñaki Imaz (Agencia de Evaluación de Tecnologías Sanitarias)</b>
11.00 – 11.30	The importance of patient involvement in HTA A Patient Advocate Perspective <b>Mrs. Conxita Tarruella (Presidenta de Esclerosis Múltiple España y Neuroalianza)</b>
11.30 – 11.50	Coffee break
11.50 – 12.30	How medicines are approved in the EU The role of Patient's Organizations Keynote address from the European Medicines Agency <b>Mrs. Ivana Silva (EMA)</b>
12.30 – 13.00	Working Together: Best Practice Multi-Stakeholder Collaboration in influencing regulator and payor decision-making <b>Mr. Daniel Gil (Farmaindustria)</b>
13.00 – 13.30	Panel Discussion (incl. all morning speakers) with audience Q & A
13.30 – 14.30	Relaxing walk along the Riverside.
14.30 – 15.30	Lunch



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### Afternoon session: Optimising Social Media to Influence Decision-Makers

Facilitated by Communications Specialist: Mr. Denis Costello

15.30 – 18.00	In the afternoon session, participants will learn how to use social media to raise awareness and reach existing and new audiences. They will then explore how social media can be used to generate and disseminate evidence, which can be used to influence decision-making – alongside the more traditional advocacy methods.
18.00	Conclusion and end of the day
18.30 – 19.00	Bus back to Valencia

#### REGISTRATION

Places limited to 30 attendees, which will be allocated in order of registration.

Please confirm your place before October 14<sup>th</sup> by completing the online registration form at this link:

[https://docs.google.com/forms/d/e/1FAIpQLScErDvi5NOL2MnZuzVNZgheMeoLRzvx7Cl4fH\\_WS8UK-POMsg/viewform?usp=sf\\_link#response=ACYDBNg13HNOtzsyHi2QySb8xDjA\\_bDWqo55Ju7abwn1pzabv9N45ur3YUaAK8](https://docs.google.com/forms/d/e/1FAIpQLScErDvi5NOL2MnZuzVNZgheMeoLRzvx7Cl4fH_WS8UK-POMsg/viewform?usp=sf_link#response=ACYDBNg13HNOtzsyHi2QySb8xDjA_bDWqo55Ju7abwn1pzabv9N45ur3YUaAK8)

If you need more information or if you have any questions write to:

[elena@dolordecabeza.es](mailto:elena@dolordecabeza.es)

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THE TRAINING INITIATIVES FOR NEUROLOGY ADVOCATES [TINA] HAVE BEEN MADE POSSIBLE IN 2017 THANKS TO OUR SPONSORS AND SUPPORTERS:

