

INCORPORATING PATIENT PARTNERS IN YOUR EVENT

Planning an event soon? Consider these recommendations to respect, recognize and incorporate patients as experts of their own living experiences. This is a change already happening in other areas of research. Patient engagement has the potential to be part of the positive shift in how the medical system evolves. It will take time but your event is an opportunity to further it on a smaller level and to demonstrate the momentum.



It has the potential to breath life into healthcare research and to give patients the opportunity to feel they are doing something concrete to take action.



Raise awareness and give everyone an opportunity including donors and sponsors to promote patient engagement



It takes a lot of people to run a conference. Patient partners can be an invaluable resource for planning and on day-of!



Walk the walk and put patient engagement principles into practice. Take this opportunity and **LIVE IT!**

WHY INCLUDE PATIENT PARTNERS?

Out-of-pocket expenses for patient partners often include conference fees, travel, and accommodations that are not reimbursed.



Did you know most conference registration fees start at \$250 CAD? For instance, the cost to attend the *Patient Experience Conference 2020* in Florida was \$1,250 USD.

PRIORITIZING PATIENT PARTNERS IN...



Inclusion / accessibility

Budgets

Logistics

Advertising / Sponsorship

BEFORE THE EVENT



1

Invite patient partners to your planning committee

2

Get creative about new locations to advertise so it encourages new people to be involved.

3

Promote inclusion at all levels. Consider having a diversity of backgrounds and perspectives on board

4

Create a way to highlight research projects or activities that have included patient partners.

5

Ensure that patients are seen as "a person first and foremost, before a disease". See "Hello, My Name" is campaign.

HELLO
my name is



DURING THE EVENT

1

Create a fun way of identifying attendees' background including patient partners



2

Be strategic about ensuring attendees of different backgrounds interact and work together.

3

"Walking in their shoes" - Encourage participants to find commonalities and relate to one another.



4

Be flexible - Set aside space for patient partners to give their feedback and adapt on the spot if appropriate or possible.

5

Host a patient partners mini-event like a dinner or dessert hour where they can be together to strength bonds.



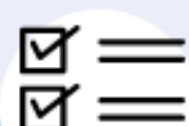
AFTER THE EVENT



Debrief the event with your staff and patient partners



Include patient partners in designing post-event evaluation



Assess if original goals for patient engagement were achieved.



Just like thanking your speakers, find meaningful ways to thank your patient partners!



Reference and Resource

<https://www.hellomynameis.org.uk/>
<https://patientsincluded.org/conferences/>



This infographic was created as part of the CanChild, Kids Brain Health Network and McMaster University Family Engagement in Research Certificate of Completion Program © Gillian Robinson and Vivian Wong, 2019

If you would like more suggestions or to get in touch.

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