



## **Non economic value in HCP Continuing Professional Development**

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## Introduction-

- Patient Advocate since 1998, following death of parents
- Co-Founded, Board Member and CEO of the Colon Cancer Alliance
- Immediate Past Chair, Digestive Disease National Coalition
- Co-Founder and Steering Committee Member of the Alliance for Safe Biologic Medicines
- Executive Director of the Global Colon Cancer Assn.
- Board Member and Chair, Fundraising Committee, International Alliance of Patient Organizations (IAPO)



# The Premise:

- **Patients need their HCPs to know the latest info about their disease or illness.**
- **We already heard about the great potential economic benefit high quality CPD can have for a health system, but what about other benefits?**
- **For healthcare to be truly patient centered, policy makers, regulators and even continuing education providers must remember, we are talking about real people and illness and disease can have a great impact on patients and those around them.**
- **There is little debate that CPD can improve the HCP's knowledge base and skill level, can change behaviors and attitudes, and can improve clinical outcomes. All of this can (should) benefit the patient.**

# **Value Outcomes Outside the Business Case**

- CPD should increase patient knowledge about their disease and treatment options**
- CPD should promote patient comfort**
- CPD should ensure HCPs are a reliable source of information**
- CPD should consider patient preferences. Sometimes what a patient prefers is inconsistent with other stakeholder's goals. (e.g. payors)**

# **Value Outcomes Outside the Business Case**

- CPD should recognize the informed patient and encourage dialogue**
- CPD should teach the value of the patient's time**
- CPD should encourage clinical trials where appropriate**
- CPD should recognize the Illness impacts more than the patient**

# **Value Outcomes Outside the Business Case**

- CPD should consider the impact of treatment on non medical issues (e.g. ability to work)**
- CPD should consider the caretaker**
- CPD can encourage recognition that a patient is an unique individual and a “one size fits all” approach may not be best**
- CPD should remind that patients come before economics. Find a way to pay!**

## Guiding Principle

**“The patient must always be the central focus of the HCP’s Professional Development”**



# Why should CPD be patient focused?

**Because at some point,  
we will all be patients!**







# Global Colon Cancer Association



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