



**EUROPEAN FORUM FOR RESEARCH AND EDUCATION
IN ALLERGY AND AIRWAY DISEASES**



ARIA Master Class

Integrated Solutions to help AR patients reaching better outcomes

September 12, 2018
Brussels, Belgium

www.euforea.eu





AR effects a significant portion of the population

Time to accelerate change and smoothen the adoption of AIT



PREVALENCE EU
(20 - 25%)

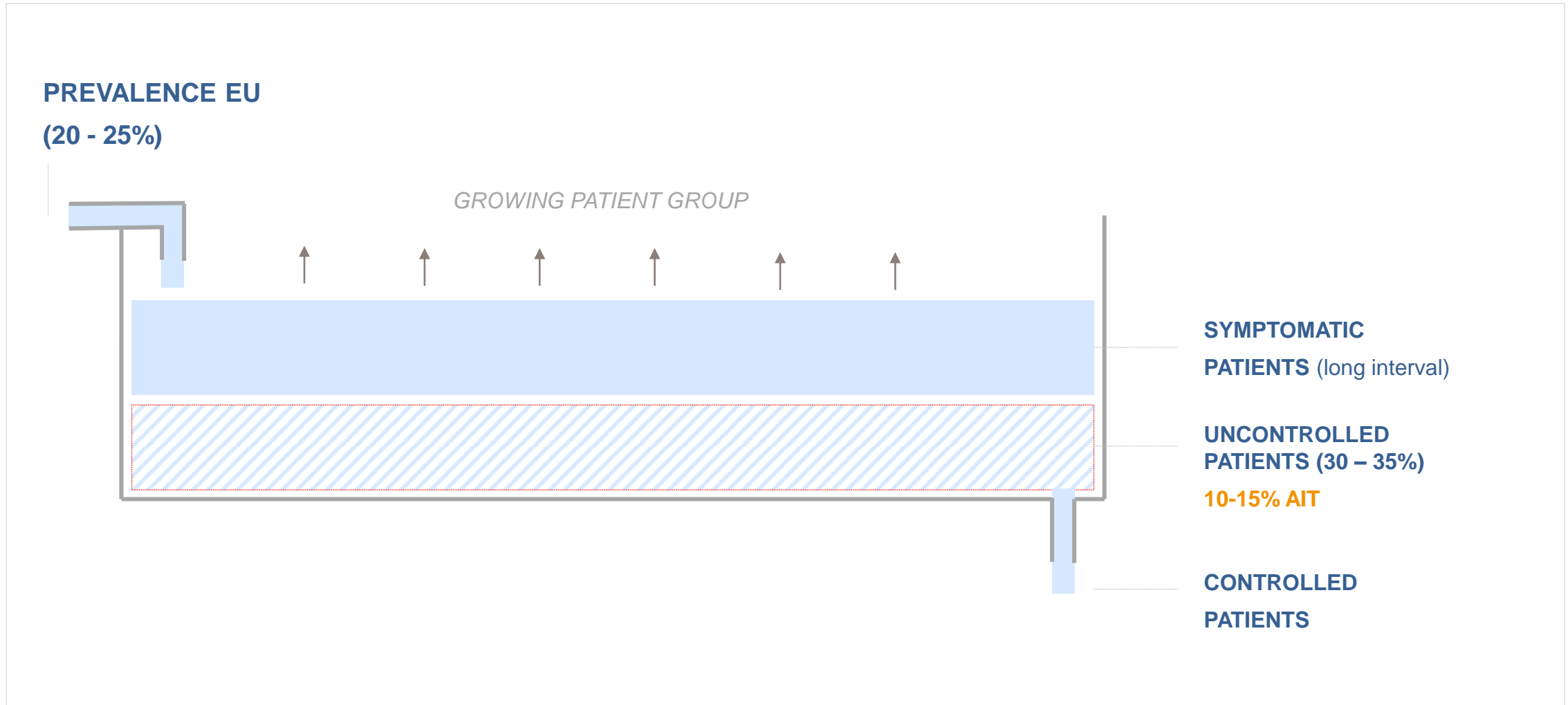
GROWING PATIENT GROUP

SYMPTOMATIC
PATIENTS (long interval)

UNCONTROLLED
PATIENTS (30 – 35%)

10-15% AIT

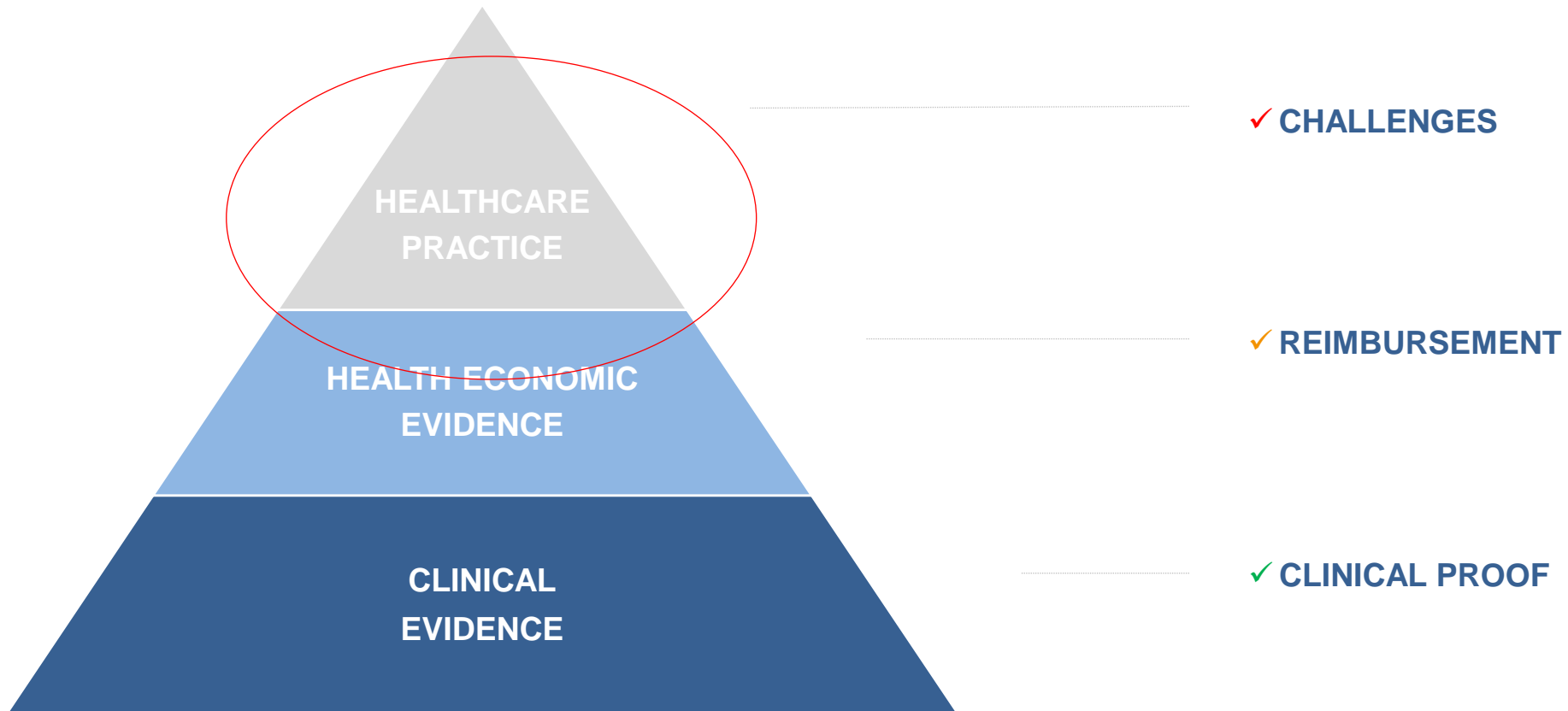
CONTROLLED
PATIENTS





The Therapy Adoption Pyramid

Manage 3 types of barriers or opportunities





4 Key Barriers / Solutions throughout the holistic care continuum

Need for a holistic approach throughout the care continuum



1

PREVENTION



2

DIAGNOSIS



3

TREATMENT



4

FOLLOW UP

IMPROVING
QUALITY OF LIFE in
AR AND ASTHMA

- ✓ Improve Outcomes of Patients with **AR**
- ✓ Prevent and Control **Asthma**
- ✓ Create a **Socio-Economic** Impact



4 Key Opportunities / Solutions throughout the care continuum

Timely Access



A TIMELY ACCESS

- **EARLY DETECTION**
Symptom monitoring
- **ACCURATE DIAGNOSIS**
Awareness
- **AWARENESS PATIENTS**
Connecting Disciplines
- **AWARENESS FIRST LINE**
Patients and Physicians



PATIENT EDUCATION
THE BURDEN OF AR &
ASTHMA AND THE NEED FOR
ADEQUATE AND UNBIASED
INFORMATION

IMPROVING QUALITY OF LIFE in AR AND ASTHMA

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4 Key Opportunities / Solutions throughout the care continuum

Effective Treatment



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B EFFECTIVE TREATMENT

- **SIMPLIFICATION GUIDELINES**
- Barriers to AIT Treatment
- **IMPLEMENTATION GUIDELINES**
Tracking treatment decisions
- **ADHERENCE TO MEDICAL TREATMENT**
Tracking medication use
- **EDUCATE PATIENTS ON ADHERENCE**

PHYSICIAN EDUCATION
IN DAILY PRACTICE OF HEALTHCARE
DELIVERY

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4 Key Barriers / Solutions throughout the holistic care continuum

Ability to monitor and follow up remotely



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B EFFECTIVE TREATMENT

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- Barriers to AIT Treatment
- **IMPLEMENTATION GUIDELINES**
Tracking treatment decisions
- **ADHERENCE TO MEDICAL TREATMENT**
Tracking medication use
- **PROACTIVE PATIENT SELECTION**

PHYSICIAN EDUCATION
IN DAILY PRACTICE OF HEALTHCARE
DELIVERY

C MONITOR

- **CLINICAL EVIDENCE**
Novel treatments and
impact co-morbidities
- **HEALTH ECONOMIC
EVIDENCE**
Cost-effectiveness
analysis
- **AWARENESS POLITICAL
BODIES PATIENT VOICE**

OUTCOME RESEARCH
PATIENT OUTCOME AND
HEALTH ECONOMIC
EVIDENCE

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4 Key Barriers / Solutions throughout the holistic care continuum

Efficiency and Multidisciplinary Collaboration



1 | PREVENTION ➤ 2 | DIAGNOSIS ➤ 3 | TREATMENT ➤ 4 | FOLLOW UP

A TIMELY ACCESS

- **EARLY DETECTION**
Symptom monitoring
- **ACCURATE DIAGNOSIS**
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OUTCOME RESEARCH
PATIENT OUTCOME AND
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EVIDENCE

D EFFICIENCY + COLLABORATION

- **FACILITATION NECESSARY
VISITS**
Patient behaviour
- **SMOOTH SEQUENCE of CARE
DELIVERY STEPS**
Tracking Care Pathway

**INTEGRATED CARE PATHWAY
SOLUTIONS**
INCREASING AWARENESS AND
ADHERENCE

IMPROVING QUALITY OF LIFE in AR AND ASTHMA

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The implementation of AR solutions supported by Digital

Increase efficiency and effectiveness



A
TIMELY ACCESS

B
EFFECTIVE TREATMENT

C
MONITOR

D
EFFICIENCY +
COLLABORATION

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OUTCOME RESEARCH
PATIENT OUTCOME AND
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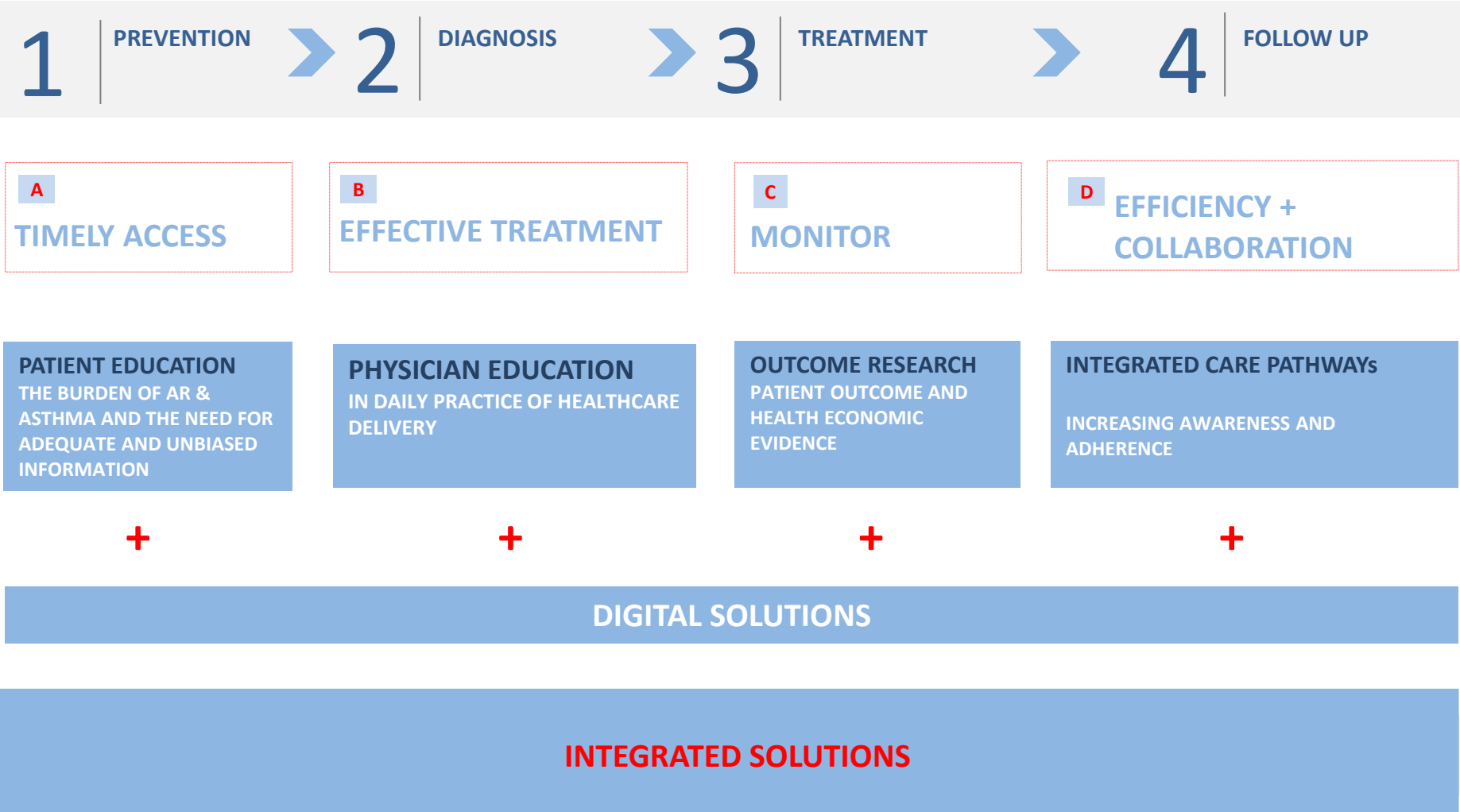
**INTEGRATED CARE PATHWAY
SOLUTIONS**
INCREASING AWARENESS AND
ADHERENCE

IMPROVING QUALITY OF LIFE in AR AND ASTHMA

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The implementation of AR solutions supported by Digital increase efficiency and effectiveness



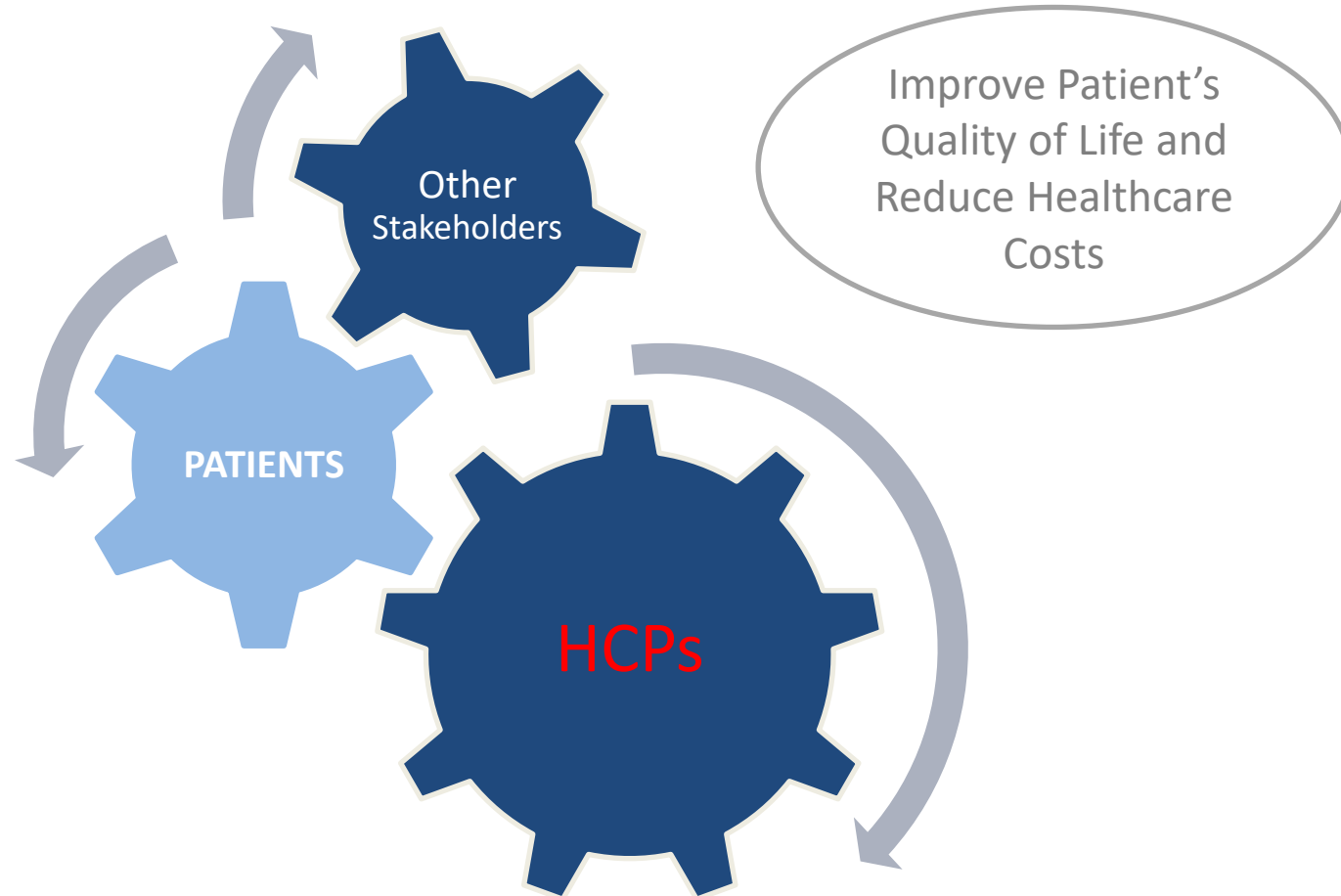
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Joining efforts is required to drive impact
and accelerate change in daily practice

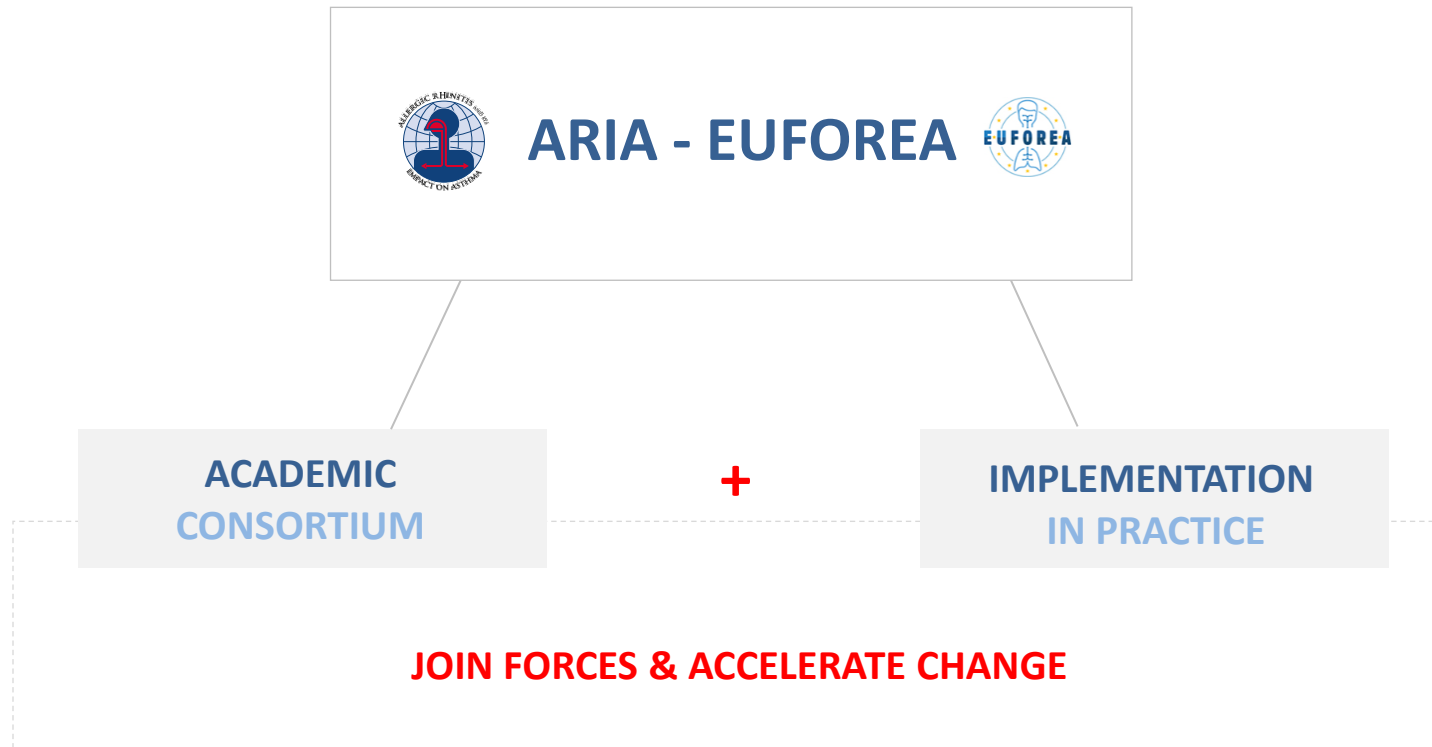
ACCELERATE
CHANGE
MANAGEMENT





The Role of ARIA - EUFOREA

Bringing innovative solutions in Airway diseases in daily practice to accelerate change and better control AR & Asthma Patients





Helping to improve Outcomes in AR by reducing barriers to Timely Access, Effective Treatments and Integration of Care



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OUTCOME RESEARCH
PATIENT OUTCOME AND
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EVIDENCE



**INTEGRATED CARE PATHWAY
SOLUTIONS**
INCREASING AWARENESS AND
ADHERENCE



AR INTEGRATED SOLUTIONS WITH DIGITAL LEVERAGE

1

**ONLINE PATIENT
EDUCATION**
Raise Awareness

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1 Patient E - Learning Platform

Addressing the need for unbiased and adequate information



Patient awareness

Select disease

Chronic Sinusitis

Chronic Sinusitis is a condition in which the sinuses become inflamed and swollen

ENTER

Allergic Rhinitis

Allergic Rhinitis is an inflammation in the nose which occurs when the immune system overreacts to allergens in the air

Asthma

Asthma is an inflammatory condition of the lungs causing variable obstruction and resulting in breath difficulty, episodic wheezing, and cough

Could it be Chronic sinusitis?
[Take the test to find out](#)

1 Patient E - Learning Platform

Addressing the need for unbiased and adequate information

[BACK](#)

Chronic Sinusitis - Disease

[1. Disease](#)[2. Symptoms & diagnosis](#)[3. Medical treatments](#)[4. Surgery](#)[5. Follow up](#)

Diseases of the sinuses

What are the sinuses?

Sinuses are air-filled cavities covered by a mucosal layer and located within the bones of your face and skull. There are different sinuses and include two large maxillary sinuses, two frontal and sphenoid sinuses and multiple ethmoid sinuses.

The nose and sinuses are important for filtering, heating and moistening the air you breathe through your nose, which is an important function that protects your lungs. Sinus cavities may also contribute to voice resonance and can absorb energy to protect the brain from trauma.





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INCREASING AWARENESS AND
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AR INTEGRATED SOLUTIONS WITH DIGITAL LEVERAGE

1

**ONLINE PATIENT
EDUCATION**
Raise Awareness

2



ONLINE PHYSICIAN EDUCATION
Access to Learning Materials
CME for Physicians

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2 Physician Online Learning Platform

Providing continuous medical education to HCP's with Certification



CONTEXT

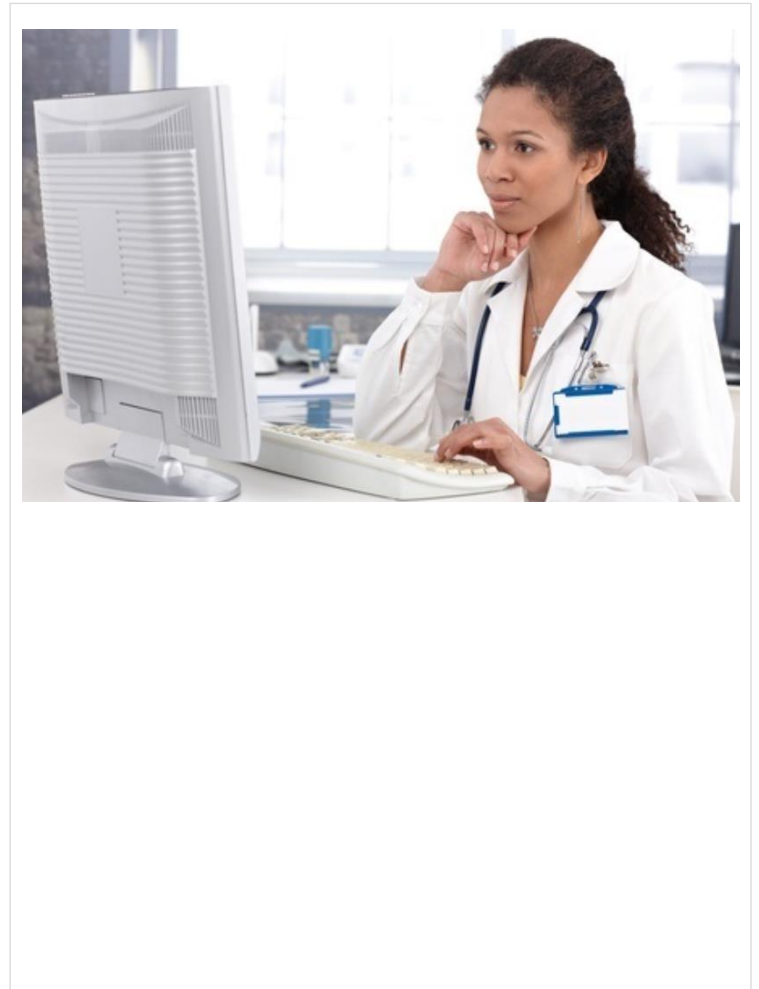
- Basic education required prior to Courses
- Need for continuous education and insights in trends and novel treatments

SOLUTION

E-LEARNING PLATFORM WITH IMMEDIATE ACCESS

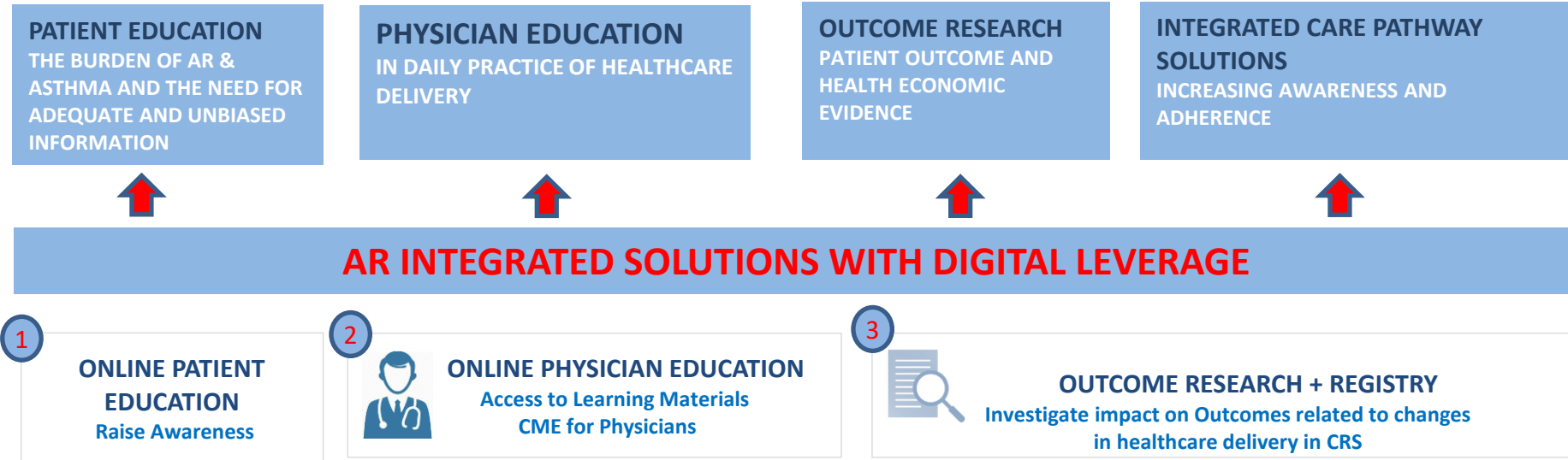
- Learning Materials (Videos -)
- Interviews of KOLs
- Challenges/Opportunities in treatment of allergic airway diseases
- Latest Trends in Respiratory Diseases

CME – Continuing Medical Education





Helping to improve Outcomes in AR by reducing barriers to Timely Access, Effective Treatments and Integration of Care





3 Outcome Registry Real life evidence to show the Clinical and Health Economic burden of AR & Asthma



OUTCOMES

WHY

- Precision Medicine
- Improve Healthcare Quality
- Informed Decision Making
- Reduce Healthcare Costs

STANDARD SET OF OUTCOMES

- **PROM** – Patient Reported Outcome
- **PREM** – Patient Report Experience
- **Patient** Profiling
- **Health Economic** parameters

RESEARCH

WHICH

- Burden of AR and need for AIT
- Impact of Timely Access
- Impact of Medication Adherence
- Socio-Economic Burden

ADDITIONAL INPUTS TO THE APP SCHEDULED

- Track adherence to Guidelines / Treatment Algorithms
- Track Timely Access
- Track adherence to medication
- Personalized Care Pathway

Outcomes in Allergic Rhinitis, Asthma and AIT

PROM

- VAS (~QoL ~Disease Control)
- Work Status

MEDICATION

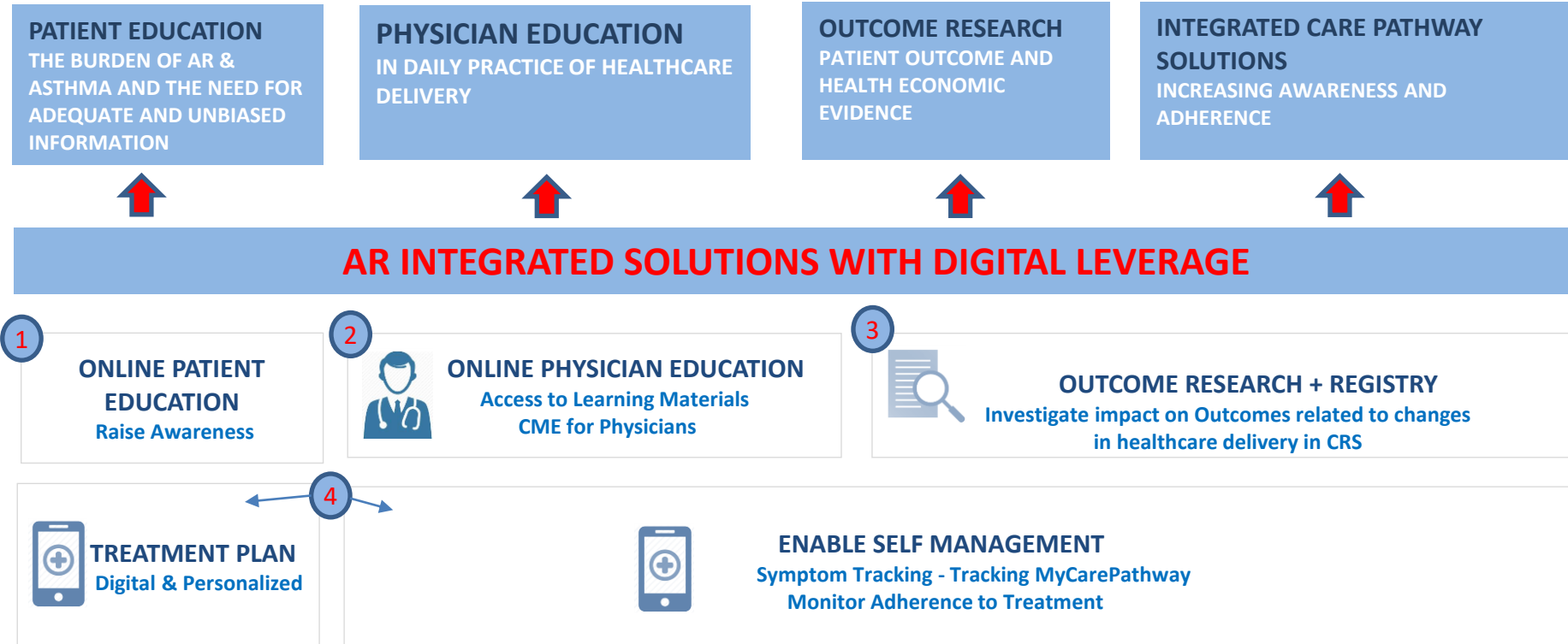
- Consumption

EFFICIENCY

- Length of Pathway
- Time to Access
- Number of HCP visits
- ...



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4 Integrated Care Pathway Solutions & Digital My Allergy Diary



BENEFITS

PATIENTS

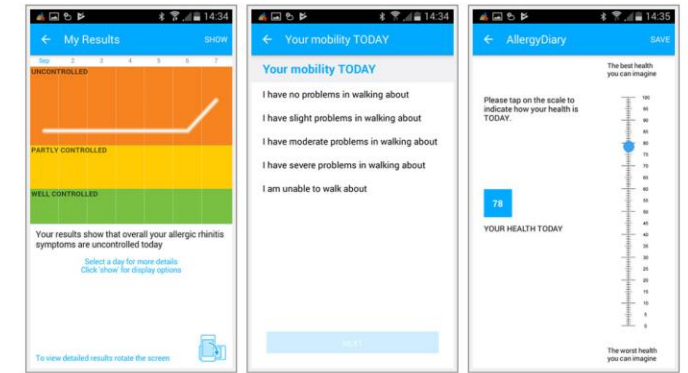
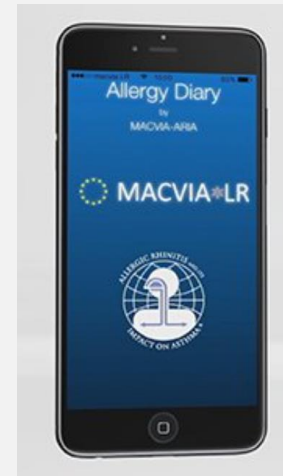
- Close monitoring of symptoms
- Feedback about symptom control
- Advice to contact MD
- Better knowledge on disease and treatment options

PHYSICIANS

- Standardized follow up of disease control and compliance to therapy
- Tool to facilitate patient-doctor interaction
- Early identification
- Follow up after therapy

RESEARCH | HEALTH POLICY

- Real life information on natural course of disease
- Real life information on socio-economic impact and interventions
- Impact on work productivity

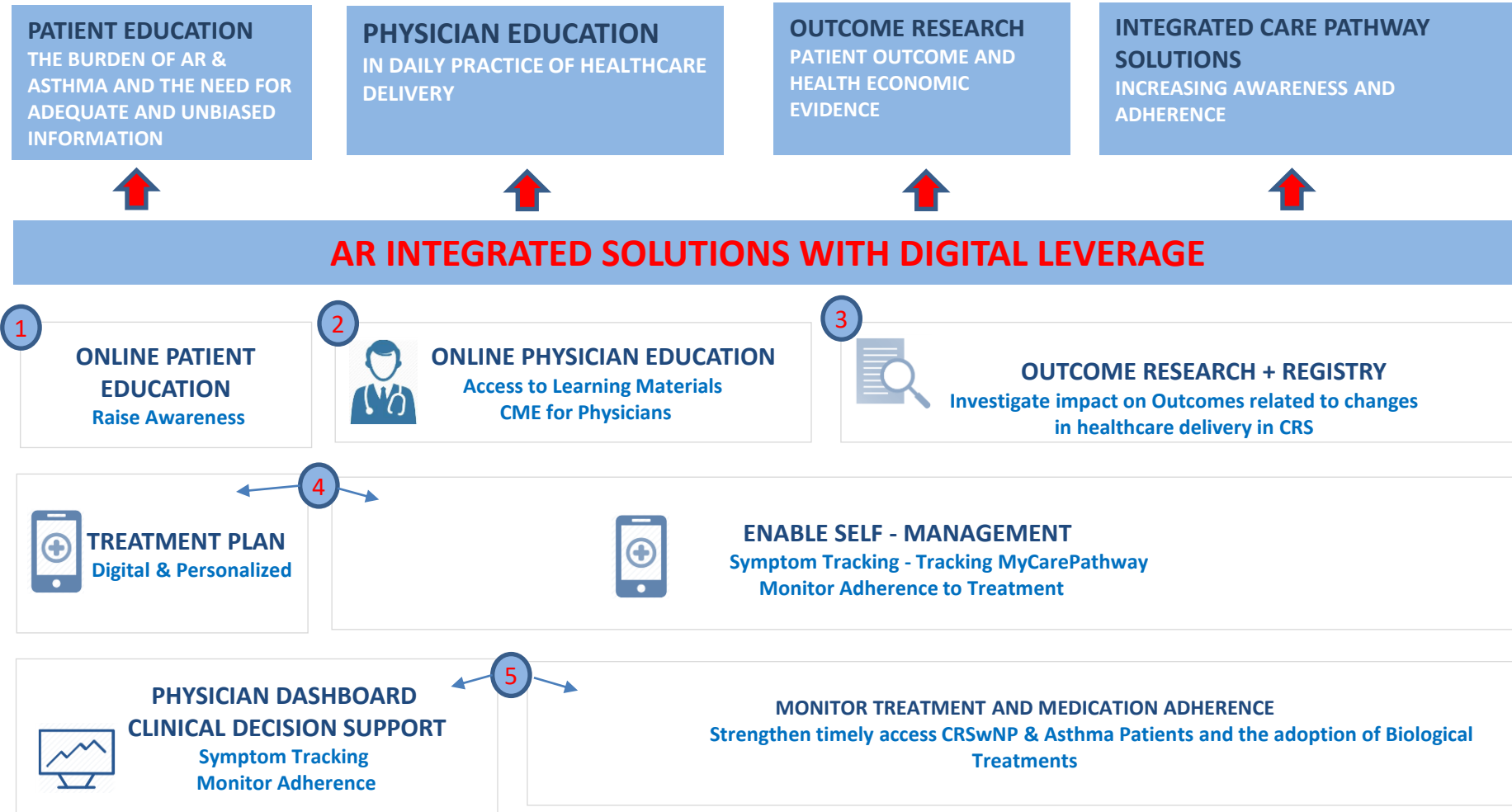


Monitoring Global and Specific Sinusitis Symptoms by use of VAS Scale

Evaluation Impact on Quality of Life Lower Airway | Sleep Quality | Daily Life



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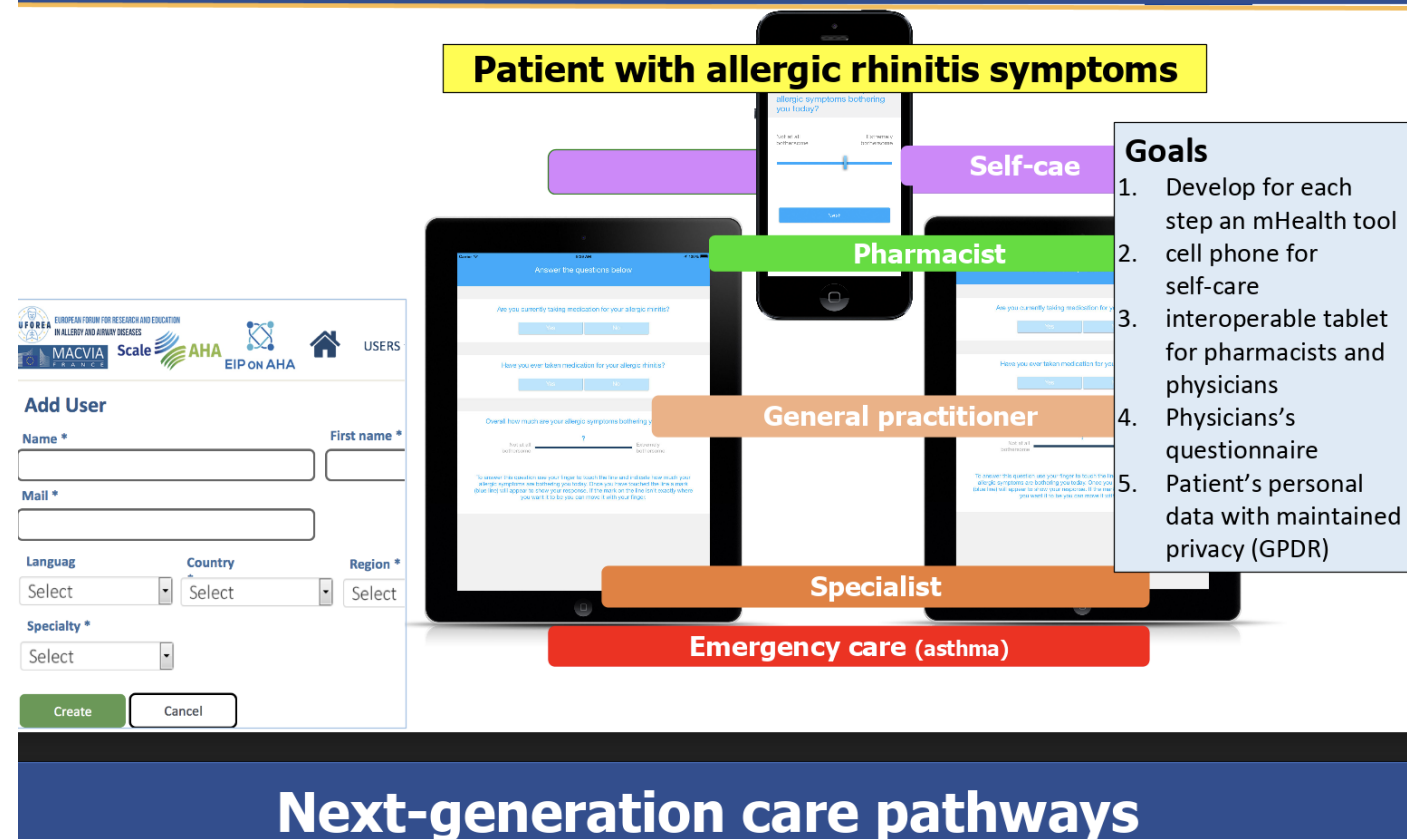


5 Integrated Care Pathway Solutions & Digital Physician Dashboard – Clinical Decision Support



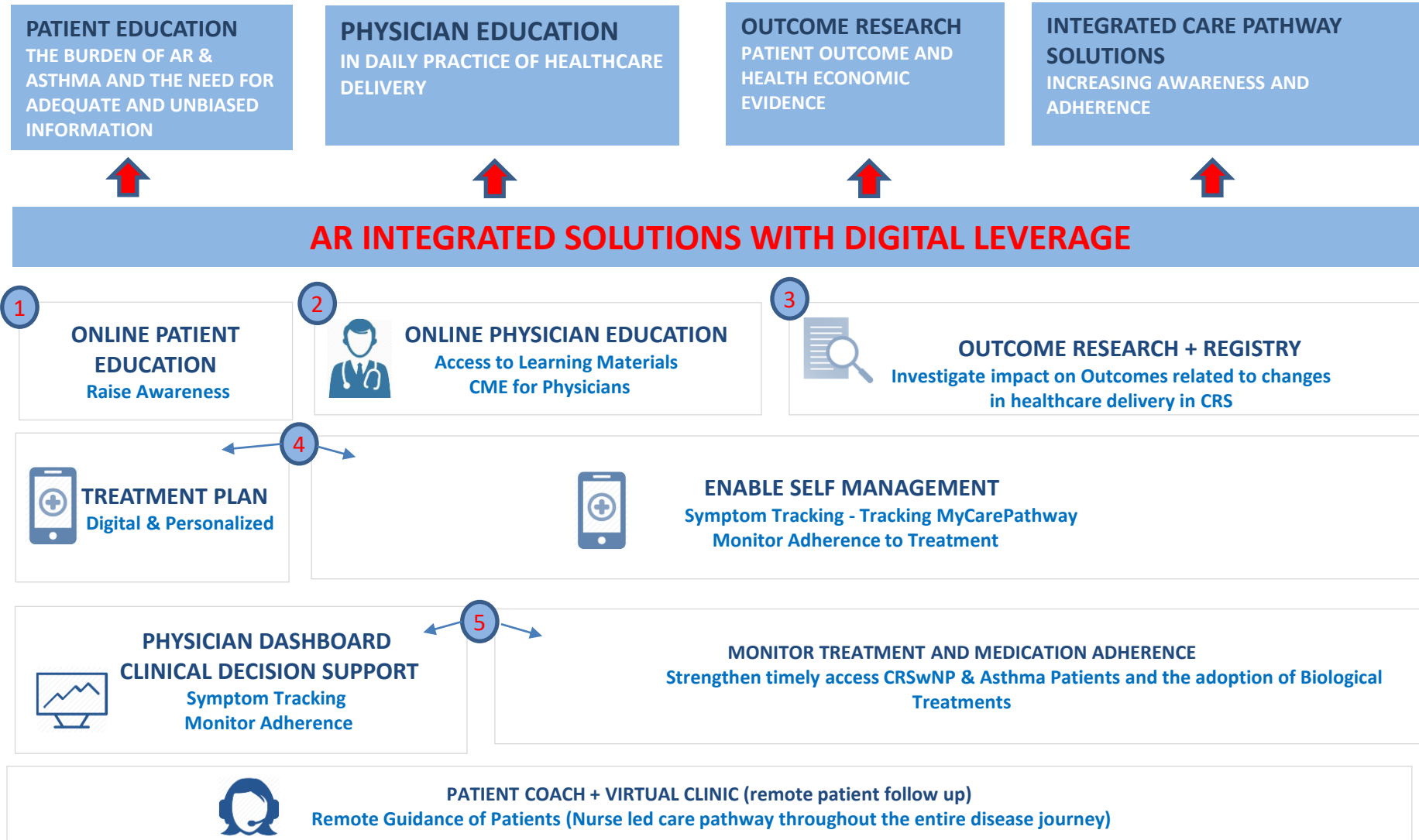
5 Integrated Care Pathway Solutions & Digital Clinical Decision Support

MASK mHealth approach for ICPS





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Bringing Solutions in Airway Diseases into practice of health care delivery



EUFORIA

- International Non-Profit Organization founded in 2015
- Multidisciplinary & Inter Academy Alliance
- European and Global Network of KOLs
- Close Collaboration with EU Commission and WHO

CHRONIC RHINOSINUSITIS

ALLERGIC RHINITIS

ASTHMA

VISION

Reducing the Prevalence and Burden of Chronic Respiratory Diseases

MISSION

Bringing Innovative Solutions into daily practice to accelerate change for better control of airway diseases

**PATIENT OUTCOME &
HEALTH ECONOMIC
RESEARCH**

**PRACTICAL
PHYSICIAN
EDUCATION**

**PATIENT
EDUCATION
& ADVOCACY**

**INTEGRATED CARE
PATHWAY &
DIGITAL SOLUTIONS**



Master Implementation Plan 2019-2021

3 Key Workstreams



STRATEGIC PLAN 3 WORK STREAMS

2019 REAL LIFE DATA FOR AR + AIT

2020 TOWARDS ADOPTION

2021 SCALE UP IMPLEMENTATION

IMPLEMENTATION & RESEARCH IN 10 EU CENTERS + GROW

OUTCOME REGISTRY
+
ICP
+
DIGITAL
+
SCIENTIFIC REPORTS

LAUNCH EDUCATION PROGRAM AR - AIT

E-LEARNING + CLASSES

LAUNCH PATIENT AWARENESS PROGRAM

E-LEARNING + DISSEMINATION

PATIENT OUTCOME AND HEALTH ECONOMIC RESEARCH WITH REAL LIFE EVIDENCE IN EUROPE

LAUNCH RESEARCH PROJECT 10 EU HOSPITALS

SCALE UP IMPLEMENTATION IN MULTIPLE EU HOSPITALS

RESEARCH REPORTS

IMPLEMENTATION INTEGRATED CARE PATHWAY AND DIGITAL SOLUTIONS IN DAILY PRACTICE OF HEALTHCARE DELIVERY

IMPLEMENT PATHWAY & GUIDELINES IN 10 EU HOSPITALS

SCALE UP IMPLEMENTATION IN MULTIPLE EU HOSPITALS

IMPLEMENT DIGITAL IN 10 EU HOSPITALS : 1/REMOTE SYMPTOM MONITORING 2/ PERSONALIZED TREATMENT PLAN PATIENT 3/ DATA COLLECTION REGISTRY- 4/GUIDELINE IMPLEMENTATION - 5/ MTREATMENT ADHERENCE

PHYSICIAN EDUCATION IN DAILY PRACTICE OF HEALTHCARE DELIVERY

EU MASTER CLASS + LOCAL PRACTICAL WORKSHOPS

EDUCATIONAL MATERIAL + E-LEARNING PLATFORM

PATIENT EDUCATION AND ADVOCACY INCREASING AWARENESS AND ADHERENCE

PATIENT ADVOCACY : CONTINUOUS INVOLVEMENT OF THE ADVISORY BOARD CRS - RECORDING PATIENT TESTIMONIALS AND EXPERT OPINIONS

PATIENT AWARENESS PROGRAM + E-LEARNING PLATFORM

DEPLOYMENT PATIENT AWARENESS SOLUTIONS JOINTLY WITH HEALTHCARE PARTNERS



EUROPEAN FORUM FOR RESEARCH AND EDUCATION IN ALLERGY AND AIRWAY DISEASES



Appendix

September 12, 2018
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Euforea / ARIA Unique Values

Focus on Evidence, Patient Centricity and Implementation



1

**EVIDENCE BASED
UNBIASED**

2

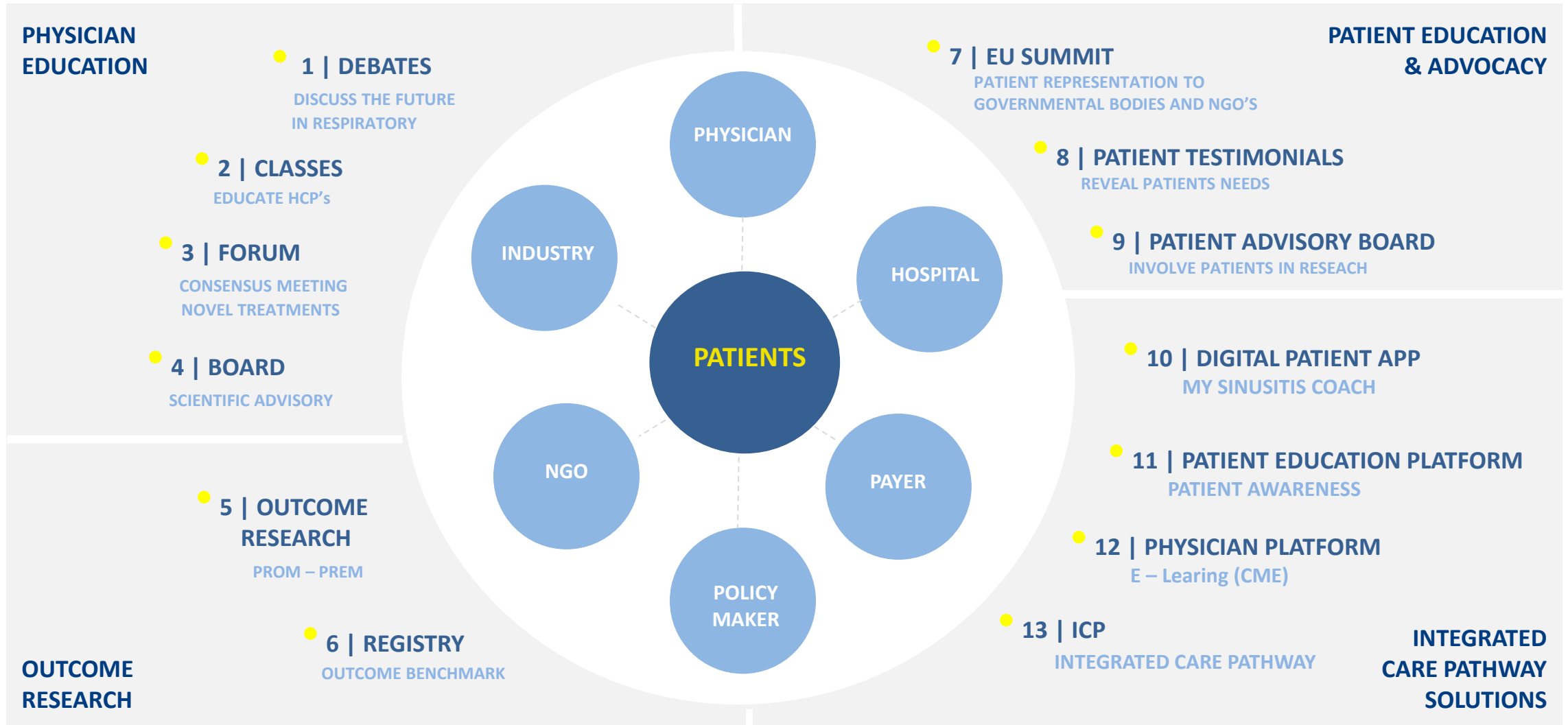
**PATIENT CENTERED
EMPOWERING**

3

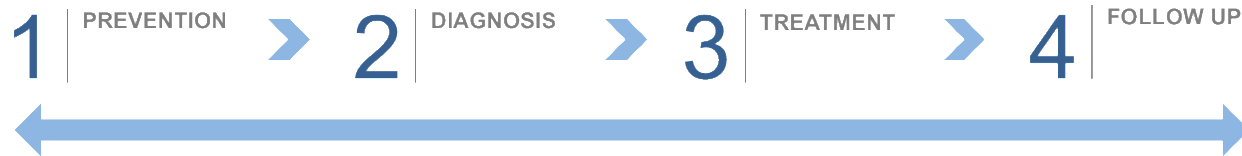
**IMPLEMENTATION
ORIENTED & PRACTICAL**



Leverage of a unique and comprehensive portfolio of Integrated Solutions in Chronic Respiratory Diseases



5 Enabling multi-disciplinary, transmural coordination of care to access of the right patient, to the right treatment at the right moment



IMPLEMENTATION OF GUIDELINES THROUGH DEPLOYMENT OF INTEGRATED CARE PATHWAYS

CONTEXT

- Integrated approach required in treatment of AR and Asthma involving throughout the holistic healthcare ecosystem
- Alignment required amongst ENT Specialists, Patients, Primary Care, Pharmacists,...

PURPOSE

- The aim of a care pathway is to enhance the quality of care across the continuum by improving risk-adjusted patient outcomes, promoting patient safety, increasing patient satisfaction, and optimizing the use of resources

ICP Essentials for Airway Diseases

- **Focus**
Quality & Coordination of Care
- **Definition**
Structured, Multidisciplinary plans of Care
- **Goals**
Improve Healthcare Delivery and Outcomes for AR patients
- **Outputs**
Detailed Guidance for each stage in the management of AR patients
- **Users**
Multidisciplinary Team
- **Components**
Timeline | Categories of Care | Outcome Criteria | Variance Record