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

- Clinical Proof
- Healthcare Practice
- Health Economic Evidence
- Clinical Evidence
- Reimbursement
- Challenges

- Clinical Proof
- Reimbursement
- Challenges
### 4 Key Barriers / Solutions throughout the holistic care continuum

**Need for a holistic approach throughout the care continuum**

<table>
<thead>
<tr>
<th>Step</th>
<th>Section</th>
<th>Key Outcomes</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Prevention</td>
<td>- Improve Outcomes of Patients with AR</td>
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<tr>
<td>2</td>
<td>Diagnosis</td>
<td>- Prevent and Control Asthma</td>
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<tr>
<td>3</td>
<td>Treatment</td>
<td>- Create a Socio-Economic Impact</td>
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<tr>
<td>4</td>
<td>Follow Up</td>
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</table>

**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

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

2. **DIAGNOSIS**

3. **TREATMENT**

4. **FOLLOW UP**

IMPROVING QUALITY OF LIFE in AR AND ASTHMA

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4 Key Opportunities / Solutions throughout the care continuum

Effective Treatment

1. PREVENTION
   - TIMELY ACCESS
     - EARLY DETECTION
       - Symptom monitoring
     - ACCURATE DIAGNOSIS
       - Awareness
     - AWARENESS PATIENTS
       - Connecting Disciplines
     - AWARENESS FIRST LINE
       - Patients and Physicians

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

3. TREATMENT
   - PATIENT EDUCATION
     - THE BURDEN OF AR & ASTHMA AND THE NEED FOR ADEQUATE AND UNBIASED INFORMATION
   - PHYSICIAN EDUCATION
     - IN DAILY PRACTICE OF HEALTHCARE DELIVERY

4. FOLLOW UP

IMPROVING QUALITY OF LIFE in AR AND ASTHMA

- Improve Outcomes of Patients with AR
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### 4 Key Barriers / Solutions throughout the holistic care continuum

**Ability to monitori and follow up remotely**

<table>
<thead>
<tr>
<th>Category</th>
<th>Step 1: Prevention</th>
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<tr>
<td>A</td>
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<tr>
<td>C</td>
<td>MONITOR</td>
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</table>

#### 1. Prevention
- **Early Detection**
  - Symptom monitoring
- **Accurate Diagnosis**
  - Awareness
- **Awareness Patients**
  - Connecting Disciplines
- **Awareness First Line**
  - Patients and Physicians

#### 2. Diagnosis
- **Simplification Guidelines**
  - Barriers to AIT Treatment
- **Implementation Guidelines**
  - Tracking treatment decisions
- **Adherence to Medical Treatment**
  - Tracking medication use
- **Proactive Patient Selection**

#### 3. Treatment
- **Clinical Evidence**
  - Novel treatments and impact co-morbidities
- **Health Economic Evidence**
  - Cost-effectiveness analysis
- **Awareness Political Bodies Patient Voice**

#### 4. Follow Up
- **Patient Education**
  - The burden of AR & Asthma and the need for adequate and unbiased information
- **Physician Education**
  - In daily practice of healthcare delivery
- **Outcome Research**
  - Patient outcome and health economic evidence

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**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 Barriers / Solutions throughout the holistic care continuum

Efficiency and Multidisciplinary Collaboration

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   - TIMELY ACCESS
     - EARLY DETECTION
       - Symptom monitoring
     - ACCURATE DIAGNOSIS
       - Awareness
     - AWARENESS PATIENTS
       - Connecting Disciplines
     - AWARENESS FIRST LINE
       - Patients and Physicians
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   - PHYSICIAN EDUCATION
     - IN DAILY PRACTICE OF HEALTHCARE DELIVERY

2. DIAGNOSIS
   - EFFECTIVE TREATMENT
     - SIMPLIFICATION GUIDELINES
       - Barriers to AIT Treatment
     - IMPLEMENTATION GUIDELINES
       - Tracking treatment decisions
     - ADHERENCE TO MEDICAL TREATMENT
       - Tracking medication use
     - PROACTIVE PATIENT SELECTION
   - 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
   - INTEGRATED CARE PATHWAY SOLUTIONS
     - INCREASING AWARENESS AND ADHERENCE

3. TREATMENT
   - MONITOR
     - FACILITATION NECESSARY VISITS
       - Patient behaviour
     - SMOOTH SEQUENCE of CARE DELIVERY STEPS
       - Tracking Care Pathway
   - IMPROVING QUALITY OF LIFE in AR AND ASTHMA
     - Improve Outcomes of Patients with AR
     - Prevent and Control Asthma
     - Create a Socio-Economic Impact
The implementation of AR solutions supported by Digital
Increase efficiency and effectiveness

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**IMPROVING QUALITY OF LIFE in AR AND ASTHMA**

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

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

**PHYSICIAN EDUCATION**
IN DAILY PRACTICE OF HEALTHCARE DELIVERY

**OUTCOME RESEARCH**
PATIENT OUTCOME AND HEALTH ECONOMIC EVIDENCE

**INTEGRATED CARE PATHWAY SOLUTIONS**
INCREASING AWARENESS AND ADHERENCE
The implementation of AR solutions supported by Digital increase efficiency and effectiveness

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**Patient Education**

- The Burden of AR & Asthma and the Need for Adequate and Unbiased Information

**Physician Education**

- In Daily Practice of Healthcare Delivery

**Outcome Research**

- Patient Outcome and Health Economic Evidence

**Integrated Care Pathways**

- Increasing Awareness and Adherence

**Digital Solutions**

**Integrated Solutions**

- Improve Outcomes of Patients with AR
- Prevent and Control Asthma
- Create a Socio-Economic Impact
Joining efforts is required to drive impact and accelerate change in daily practice.

ACCELERATE
CHANGE
MANAGEMENT

HCPs
Other Stakeholders
PATIENTS

Improve Patient’s Quality of Life and Reduce Healthcare Costs
The Role of ARIA - EUFOREA
Bringing innovative solutions in Airway diseases in daily practice
to accelerate change and better control AR & Asthma Patients

ARIA - EUFOREA

ACADEMIC CONSORTIUM + IMPLEMENTATION IN PRACTICE

JOIN FORCES & ACCELERATE CHANGE
Helping to improve Outcomes in AR by reducing barriers to Timely Access, Effective Treatments and Integration of Care

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

PHYSICIAN EDUCATION
IN DAILY PRACTICE OF HEALTHCARE DELIVERY

OUTCOME RESEARCH
PATIENT OUTCOME AND HEALTH ECONOMIC EVIDENCE

INTEGRATED CARE PATHWAY SOLUTIONS
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ONLINE PATIENT EDUCATION
Raise Awareness

AR INTEGRATED SOLUTIONS WITH DIGITAL LEVERAGE
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.

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

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INTEGRATED CARE PATHWAY SOLUTIONS
INCREASING AWARENESS AND ADHERENCE

AR INTEGRATED SOLUTIONS WITH DIGITAL LEVERAGE

1 ONLINE PATIENT EDUCATION
   Raise Awareness

2 ONLINE PHYSICIAN EDUCATION
   Access to Learning Materials
   CME for Physicians

IMPROVING QUALITY OF LIFE in AR AND ASTHMA

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

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ONLINE PATIENT EDUCATION
Raise Awareness

ONLINE PHYSICIAN EDUCATION
Access to Learning Materials
CME for Physicians

OUTCOME RESEARCH + REGISTRY
Investigate impact on Outcomes related to changes in healthcare delivery in CRS

IMPROVING QUALITY OF LIFE in AR AND ASTHMA

- Improve Outcomes of Patients with AR
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### 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
- …
Helping to improve Outcomes in AR by reducing barriers to Timely Access, Effective Treatments and Integration of Care

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   Investigate impact on Outcomes related to changes in healthcare delivery in CRS

4. TREATMENT PLAN
   Digital & Personalized

   ENABLE SELF MANAGEMENT
   Symptom Tracking - Tracking MyCarePathway
   Monitor Adherence to Treatment

IMPROVING QUALITY OF LIFE in AR AND ASTHMA

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

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   Access to Learning Materials
   CME for Physicians

3. OUTCOME RESEARCH + REGISTRY
   Investigate impact on Outcomes related to changes in healthcare delivery in CRS

4. TREATMENT PLAN
   Digital & Personalized

5. PHYSICIAN DASHBOARD
   CLINICAL DECISION SUPPORT
   Symptom Tracking
   Monitor Adherence

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ENABLE SELF - MANAGEMENT
Symptom Tracking - Tracking MyCarePathway
Monitor Adherence to Treatment

MONITOR TREATMENT AND MEDICATION ADHERENCE
Strengthen timely access CRSwNP & Asthma Patients and the adoption of Biological Treatments
Integrated Care Pathway Solutions & Digital
Physician Dashboard – Clinical Decision Suppport
Integrated Care Pathway Solutions & Digital Clinical Decision Support

MASK mHealth approach for ICPs

Patient with allergic rhinitis symptoms

Goals
1. Develop for each step an mHealth tool
2. cell phone for self-care
3. interoperable tablet for pharmacists and physicians
4. Physicians’s questionnaire
5. Patient’s personal data with maintained privacy (GDPR)

Next-generation care pathways
Helping to improve Outcomes in AR by reducing barriers to Timely Access, Effective Treatments and Integration of Care

**PATIENT EDUCATION**

The burden of AR & Asthma and the need for adequate and unbiased information

**PHYSICIAN EDUCATION**

In daily practice of healthcare delivery

**OUTCOME RESEARCH**

Patient outcome and health economic evidence

**INTEGRATED CARE PATHWAY SOLUTIONS**

Increasing awareness and adherence

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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

3. **OUTCOME RESEARCH + REGISTRY**
   - Investigate impact on outcomes related to changes in healthcare delivery in CRS

4. **TREATMENT PLAN**
   - Digital & personalized

5. **ENABLE SELF MANAGEMENT**
   - Symptom tracking - Tracking MyCarePathway
   - Monitor adherence to treatment

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**PHYSICIAN DASHBOARD**

Clinical decision support
- Symptom tracking
- Monitor adherence

**MONITOR TREATMENT AND MEDICATION ADHERENCE**

Strengthen timely access CRSwNP & Asthma patients and the adoption of biological treatments

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**PATIENT COACH + VIRTUAL CLINIC (remote patient follow up)**

Remote guidance of patients (nurse led care pathway throughout the entire disease journey)

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**IMPROVING QUALITY OF LIFE in AR AND ASTHMA**

- Improve outcomes of patients with AR
- Prevent and control asthma
- Create a socio-economic impact
Bringing Solutions in Airway Diseases
into practice of health care delivery

EUFOREA

- 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

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<th>2019</th>
<th>2020</th>
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<tr>
<td><strong>Implementation &amp; Research</strong></td>
<td><strong>Patient Outcome and Health Economic Research</strong>&lt;br&gt;With Real Life Evidence in Europe&lt;br&gt;&lt;br&gt;Launch Research Project 10 EU Hospitals&lt;br&gt;&lt;br&gt;# Research Reports</td>
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<td><strong>Scale up Implementation</strong>&lt;br&gt;Scale up Implementation in Multiple EU Hospitals&lt;br&gt;Scale up Implementation in Multiple EU Hospitals&lt;br&gt;Scale up Implementation in Multiple EU Hospitals&lt;br&gt;Scale up Implementation in Multiple EU Hospitals&lt;br&gt;Scale up Implementation in Multiple EU Hospitals&lt;br&gt;Scale up Implementation in Multiple EU Hospitals</td>
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<td><strong>Implementation &amp; Research in 10 EU Centers + Grow</strong>&lt;br&gt;Outcome Registry + ICP + Digital + Scientific Reports</td>
<td><strong>Implementation Integrated Care Pathway and Digital Solutions</strong>&lt;br&gt;Implement Pathway &amp; Guidelines in 10 EU Hospitals&lt;br&gt;&lt;br&gt;Implement Digital in 10 EU Hospitals: 1/Remote Symptom Monitoring 2/Personalized Treatment Plan Patient 3/Data Collection Registry 4/Guideline Implementation 5/Treatment Adherence</td>
<td><strong>Physician Education</strong>&lt;br&gt;Physician Education&lt;br&gt;In Daily Practice of Healthcare Delivery&lt;br&gt;&lt;br&gt;EU Master Class + Local Practical Workshops&lt;br&gt;&lt;br&gt;Educational Material + E-Learning Platform</td>
<td><strong>Launched Education Program</strong>&lt;br&gt;Launch Education Program&lt;br&gt;AR - AIT&lt;br&gt;E-Learning + Classes&lt;br&gt;&lt;br&gt;Launch Patient Awareness Program&lt;br&gt;E-Learning + Dissemination</td>
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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

1 | DEBATES
   DISCUSS THE FUTURE IN RESPIRATORY

2 | CLASSES
   EDUCATE HCP’s

3 | FORUM
   CONSENSUS MEETING NOVEL TREATMENTS

4 | BOARD
   SCIENTIFIC ADVISORY

5 | OUTCOME RESEARCH
   PROM – PREM

6 | REGISTRY
   OUTCOME BENCHMARK

7 | EU SUMMIT
   PATIENT REPRESENTATION TO GOVERNMENTAL BODIES AND NGO’S

8 | PATIENT TESTIMONIALS
   REVEAL PATIENTS NEEDS

9 | PATIENT ADVISORY BOARD
   INVOLVE PATIENTS IN RESEARCH

10 | DIGITAL PATIENT APP
    MY SINUSITIS COACH

11 | PATIENT EDUCATION PLATFORM
    PATIENT AWARENESS

12 | PHYSICIAN PLATFORM
    E – Learning (CME)

13 | ICP
    INTEGRATED CARE PATHWAY

PHYSICIAN EDUCATION

OUTCOME RESEARCH

PATIENT EDUCATION & ADVOCACY

INTEGRATED CARE PATHWAY SOLUTIONS

PHYSICIAN

HOSPITAL

POLICY MAKER

PATIENTS

INDUSTRY

NGO

PAYER

PAYER
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