



Training Patients to Improve Disease Management

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care | connect | support

The Problem

The patient should follow the doctor's guidance regarding medication, physical exercise, diet and medical tests. Nevertheless, according to literature, there are usually many misunderstandings or disruptions towards this guidance.

Changing priorities in the daily routine and enhancing communication is not an easy task. Behavioral change is a long road that the patient shouldn't walk alone.

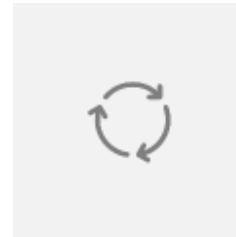




Training

More like athlete's training or coaching

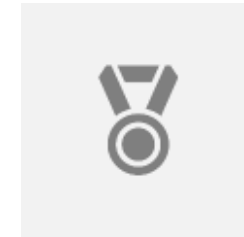
Patient's training as it should be



Continuous

Disease and treatment management

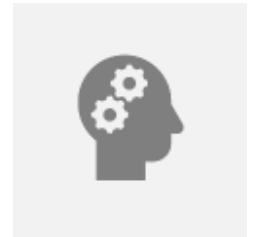
Encouragement, prompt for doctor-patient improved communication



Personalized

Feasible goals setting, motivation

Positive thinking, problem solving and guidance



Enriched

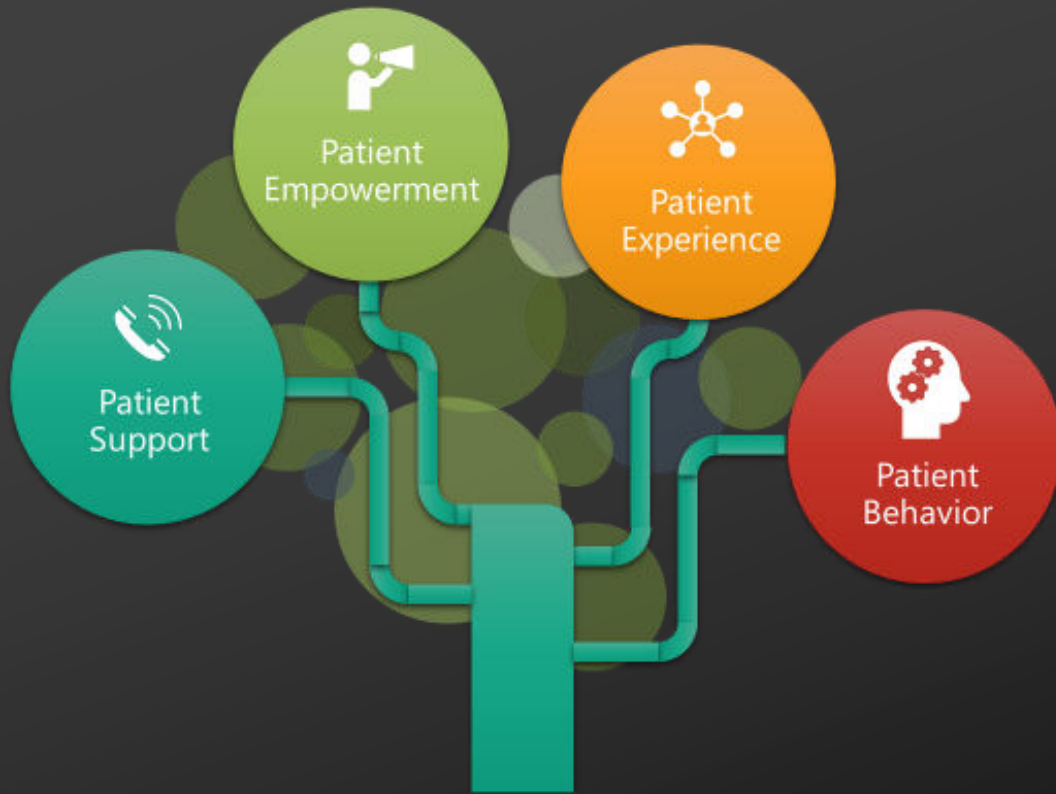
Behavioral change

Preparation

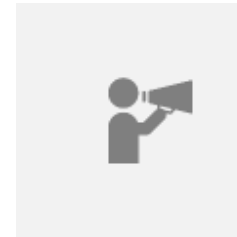
Prediction

Solution

Holistic, patient centric approach



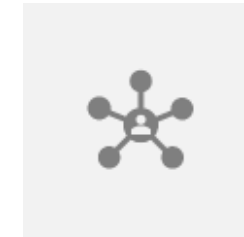
Technology applied along with the human interaction



Health Coaching

Positive thinking,
guidance to healthy
habits

Support on the
Patient Journey



eCommunities

Biomarkers &
Biometrics

PaaS
Socialization



AI Efficiencies

Drop-off periods
Motivation
Behavioral patterns

Patient's mobile app

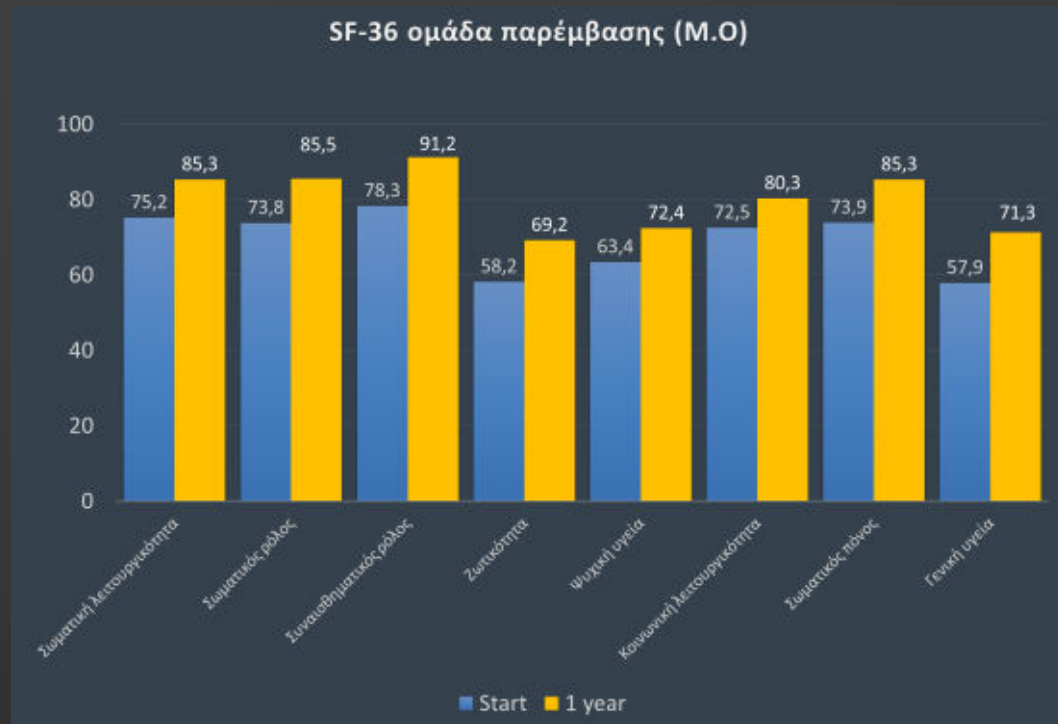
Joining Health & Life

Benefits

- ▶ Validated training material and newsfeed updates
- ▶ Connected wearables and digital biomarkers
- ▶ Scheduled and ad hoc surveys and PROs
- ▶ Levels of medication adherence measurements (Multi-Rx, Cross-Disease)
- ▶ Multi-channel direct communication with the doctor



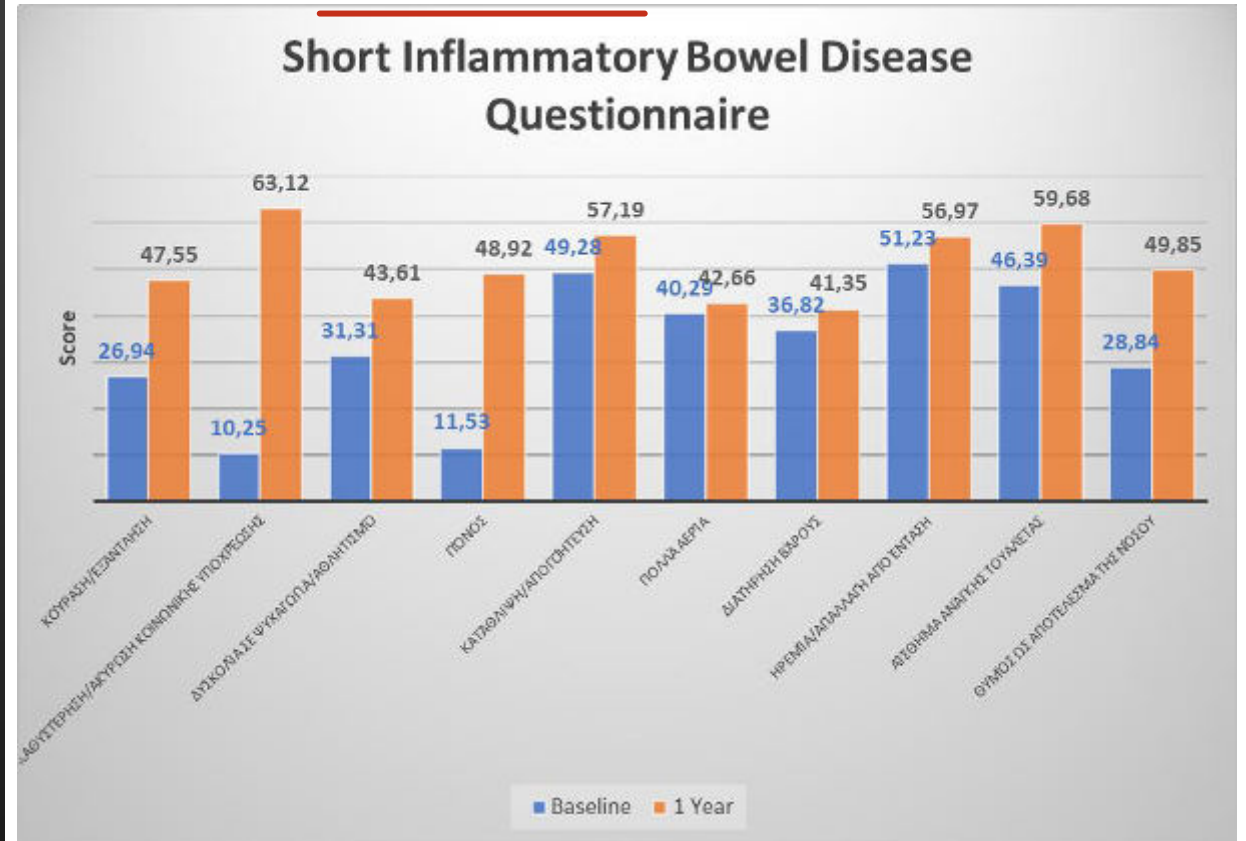
Hypertension



Results

Based on Quality of Life scientific surveys (SF36 and SIBDQ)

IBD



- ▶ The patient receives a holistic support that strongly engages him/her with the treatment and can be promptly advised to prevent relapses
- ▶ A robust and easy-to-use patient monitoring process in order to collect data
- ▶ Our system will target to assist patient's attending doctor to have a more accurate decision making on every step of the patient journey such as timely change of treatment, relapse prediction, response to therapy etc.



Patient's Benefits

Patient Journey Support

THANK YOU!



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