



**FRANKFURT
GERMANY
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The CML Network Support Hub

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Advocacy Session #4
Best practice in patient advocacy
#CMLHZ17



Challenges facing patients

- Patients die because of inadequate information
- Treatment changes means manufacturer changes
- Access to information/clinical data/resources
- Patients and caregivers “like me”
- Psycho-social support that fits
- Disconnect between patient experience and clinician perception = poor outcomes
- Help with optimum care



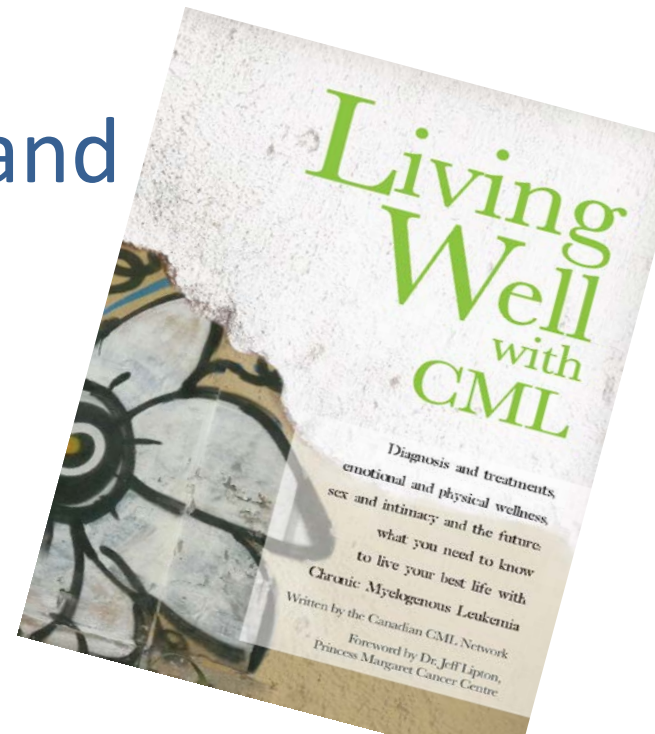
Challenges for the Network

- Where are the patients? “Old-school” reach slow
- Rely on clinicians
- Limited grant dollars



Medium-sized steps...

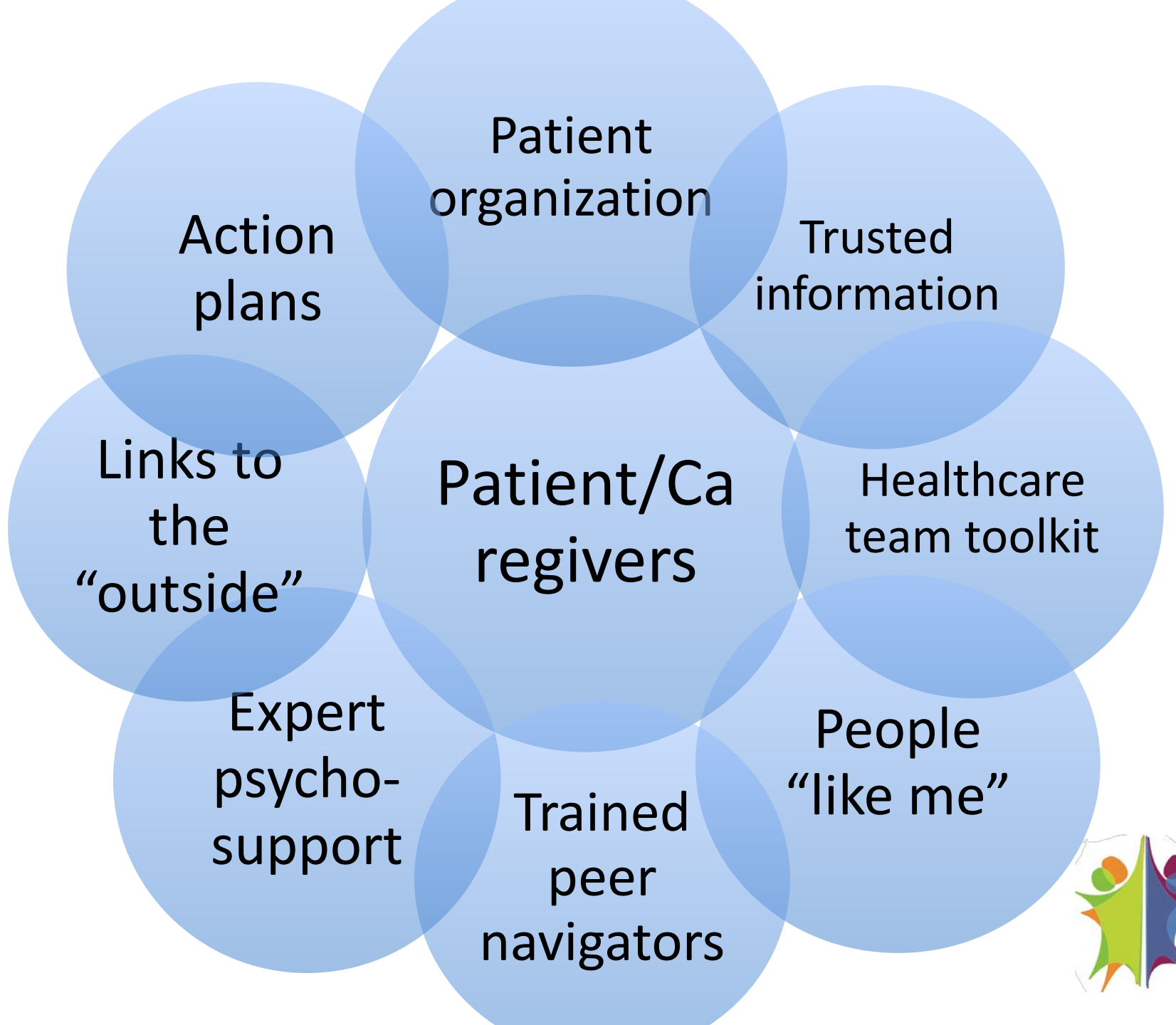
- Educational conferences
- Living Well with CML book
- Blog/regular column
- Work closely with industry and healthcare providers



Introducing...

The CML Network Support Hub





Now what?





Thank you!

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