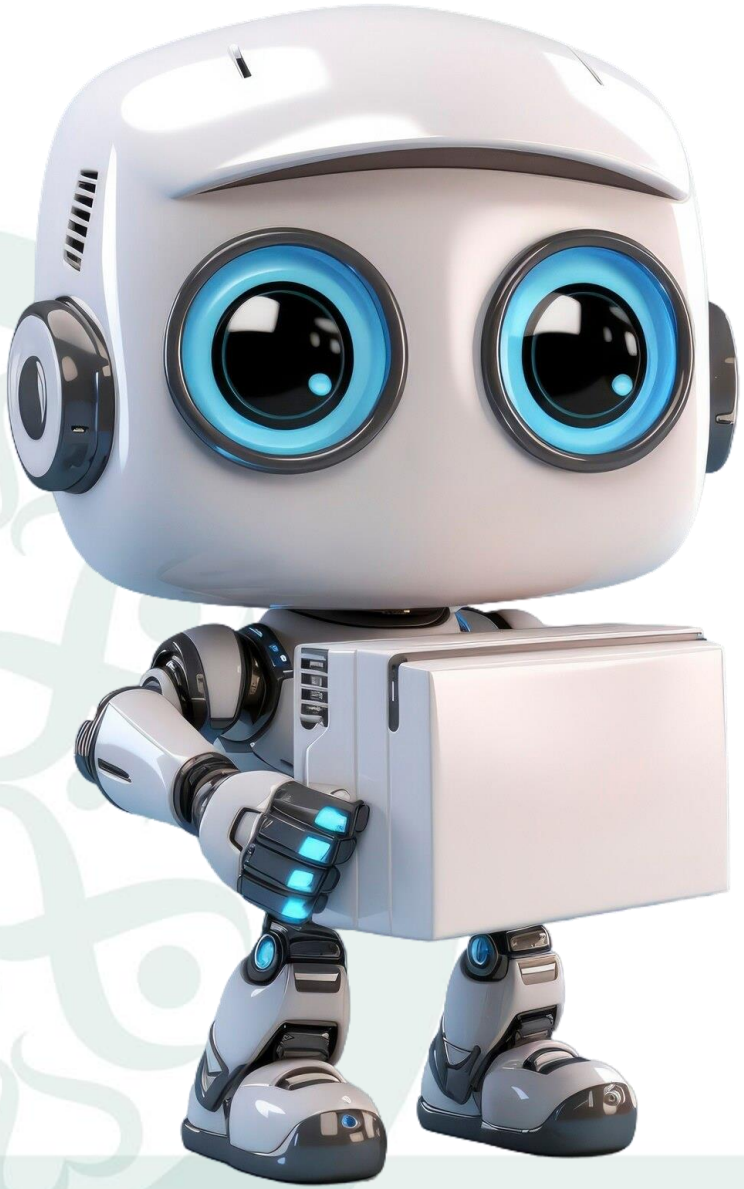
CML HORIZONS
HYBRID MEETING 2024

Vilnius, Lithuania
24–26 May 2024

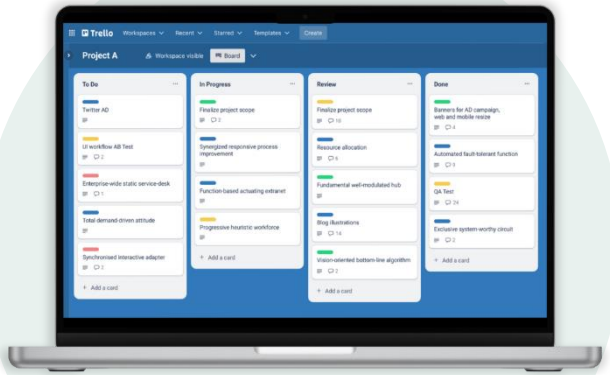


Generated with AI

DIGITAL TOOLS
for managing your
Patient Organisation

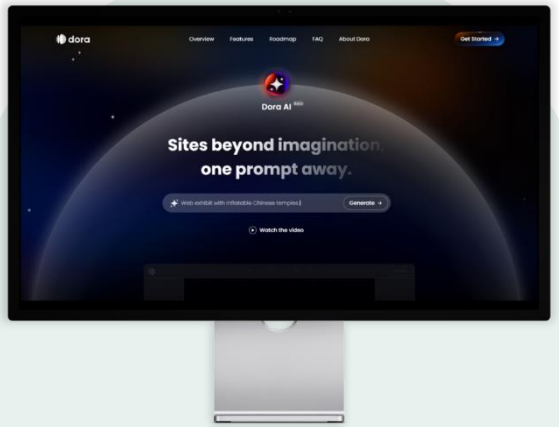
Paula Capparelli | European Patient Advocacy Institute

PRESENTATION OUTLINE



1

DIGITAL
TOOLS



2

AI POWERED
TOOLS

3

HANDS-ON
WORK

HOW TO CHOOSE
the **right** digital tools

Consider...

- The size and budget of your organization
- The needs of your members and staff
- Your technical skills
- Your integrations with other systems

DIGITAL TOOLS

TECH MARKETPLACE

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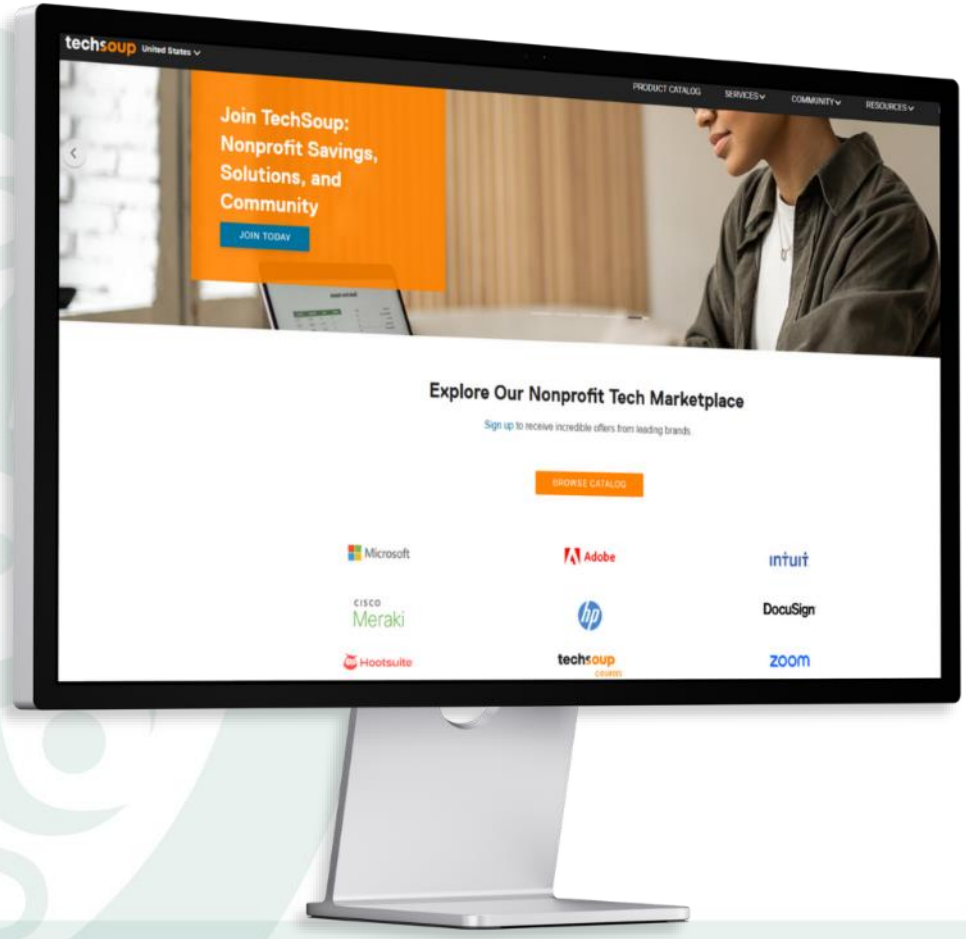


techsoup

- Affordable Access to Technology
- Simplified Procurement Process
- **Global** Reach

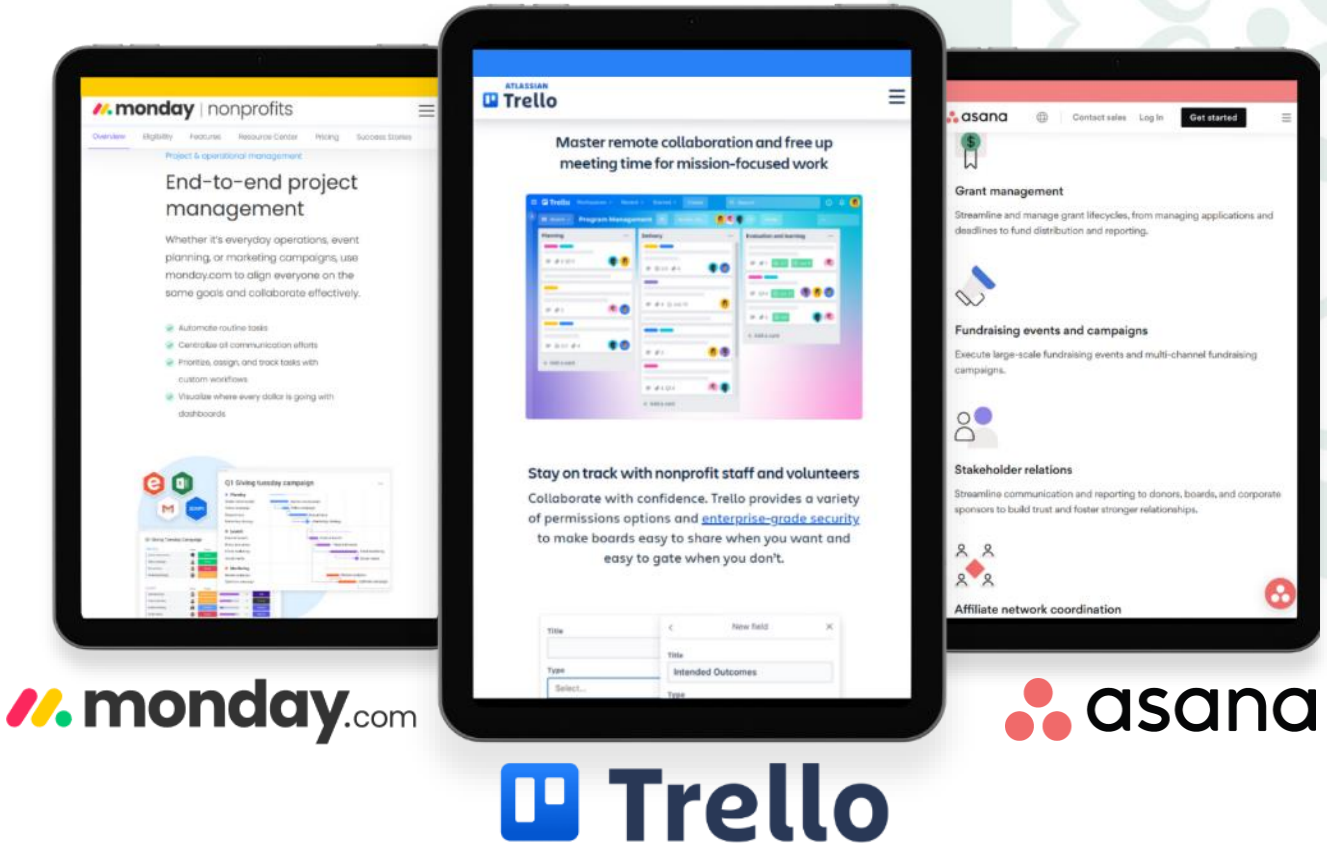
Join at menti.com | use code 6677 1910

Do you use a Management S your patient organisation?

DIGITAL TOOLS

PROJECT MANAGEMENT

- Collaboration
- Timeline, table or calendar view
- Integrations
  (Teams, Slack, Gmail, Drive...)
- Predesigned templates
  - Fundraising CRM
  - Grants management
  - Volunteer management
  - Marketing campaign

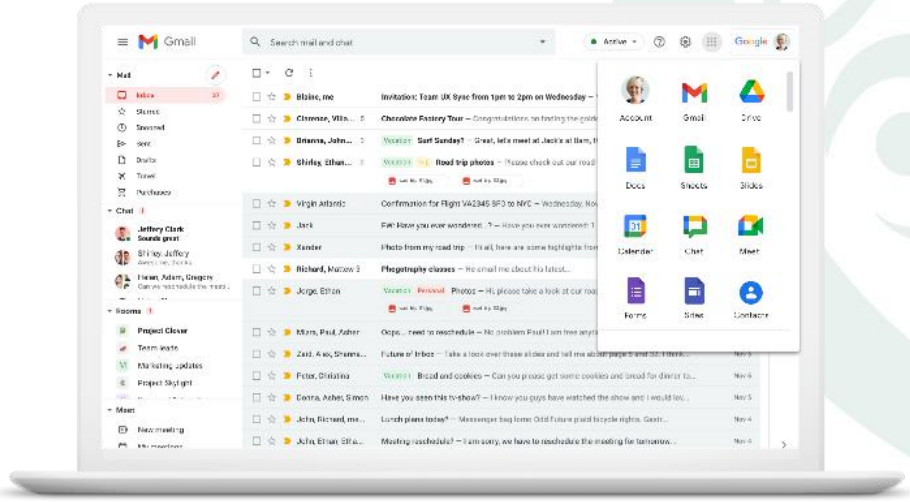


DIGITAL TOOLS

COLLABORATION

Microsoft 365

VS.



Google Workspace

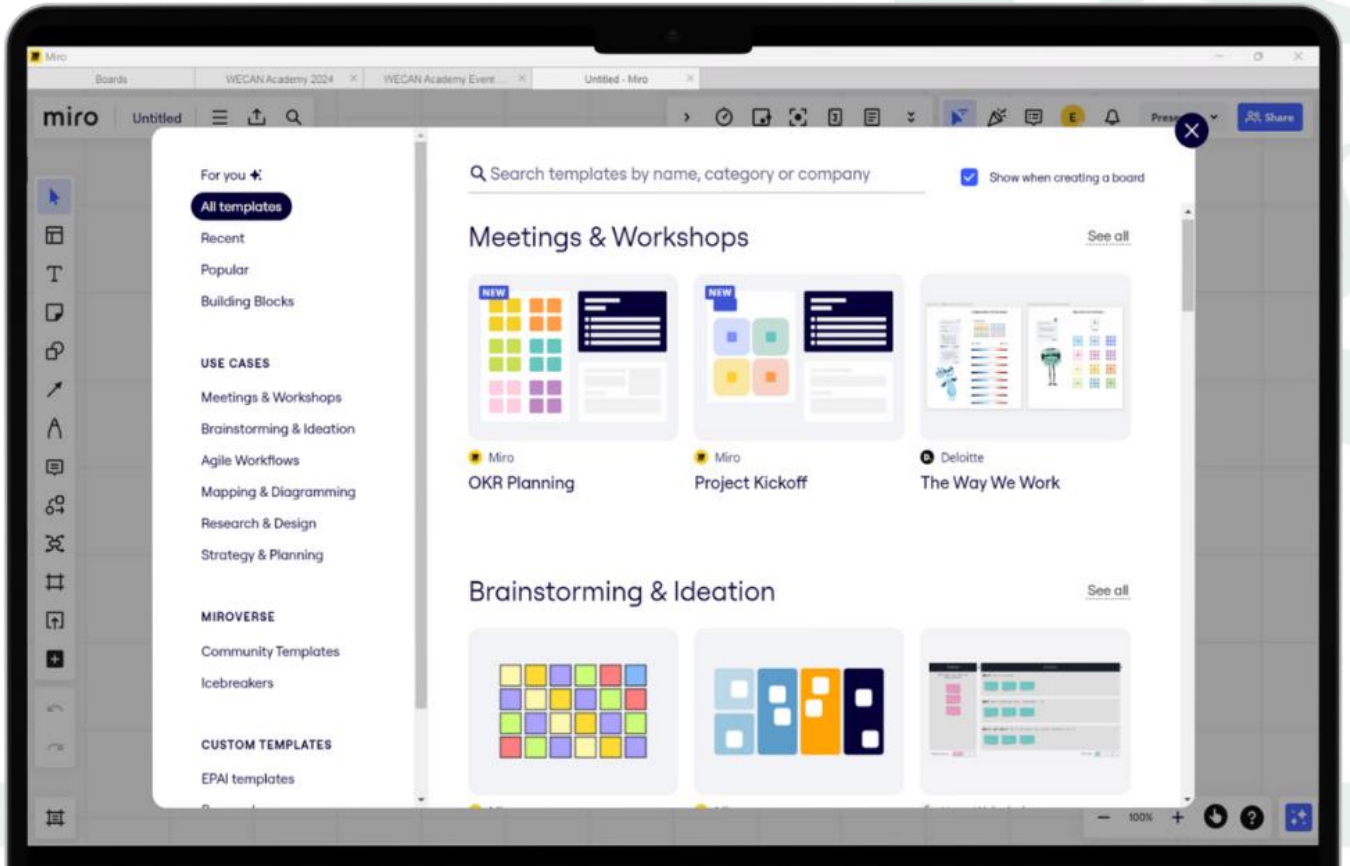
Ad Grants: $10,000/month

DIGITAL TOOLS

COLLABORATION

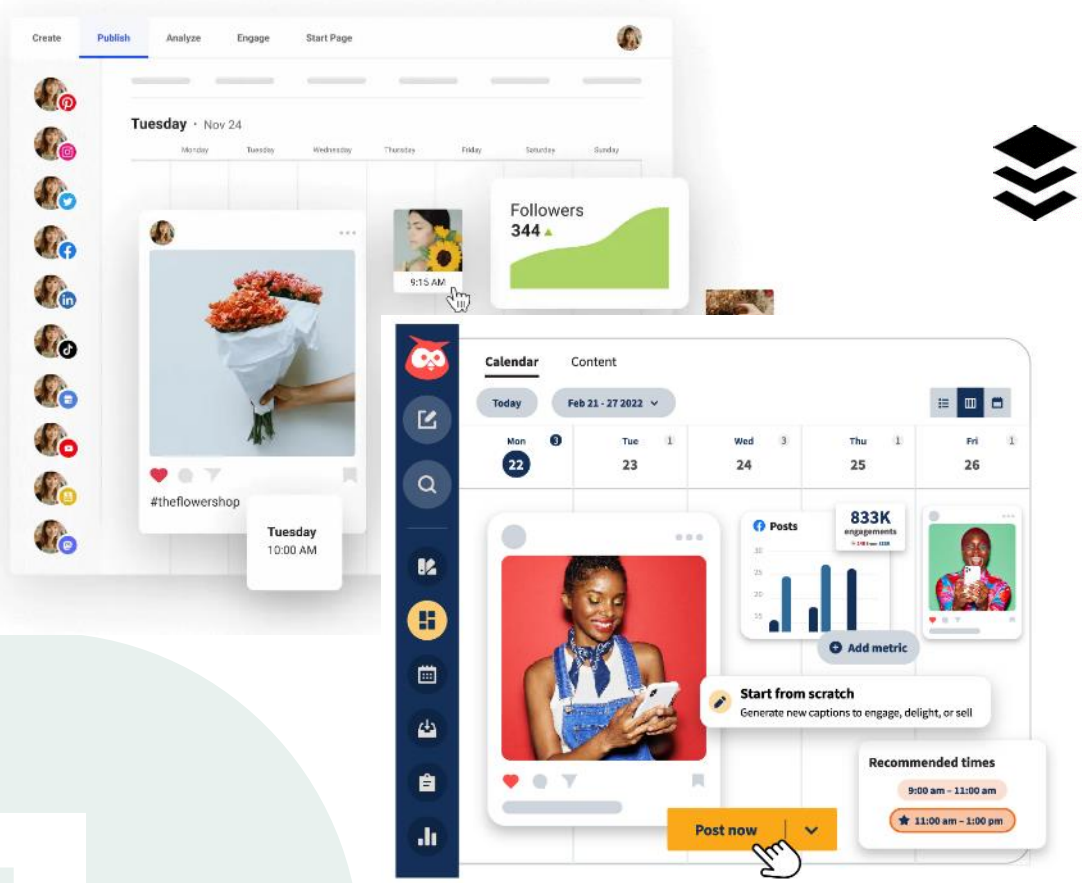
miro

- Visualize ideas
- Centralize Project info
- Pre-made templates



DIGITAL TOOLS

MarComms + RRSS | Social Media



Buffer

Hootsuite

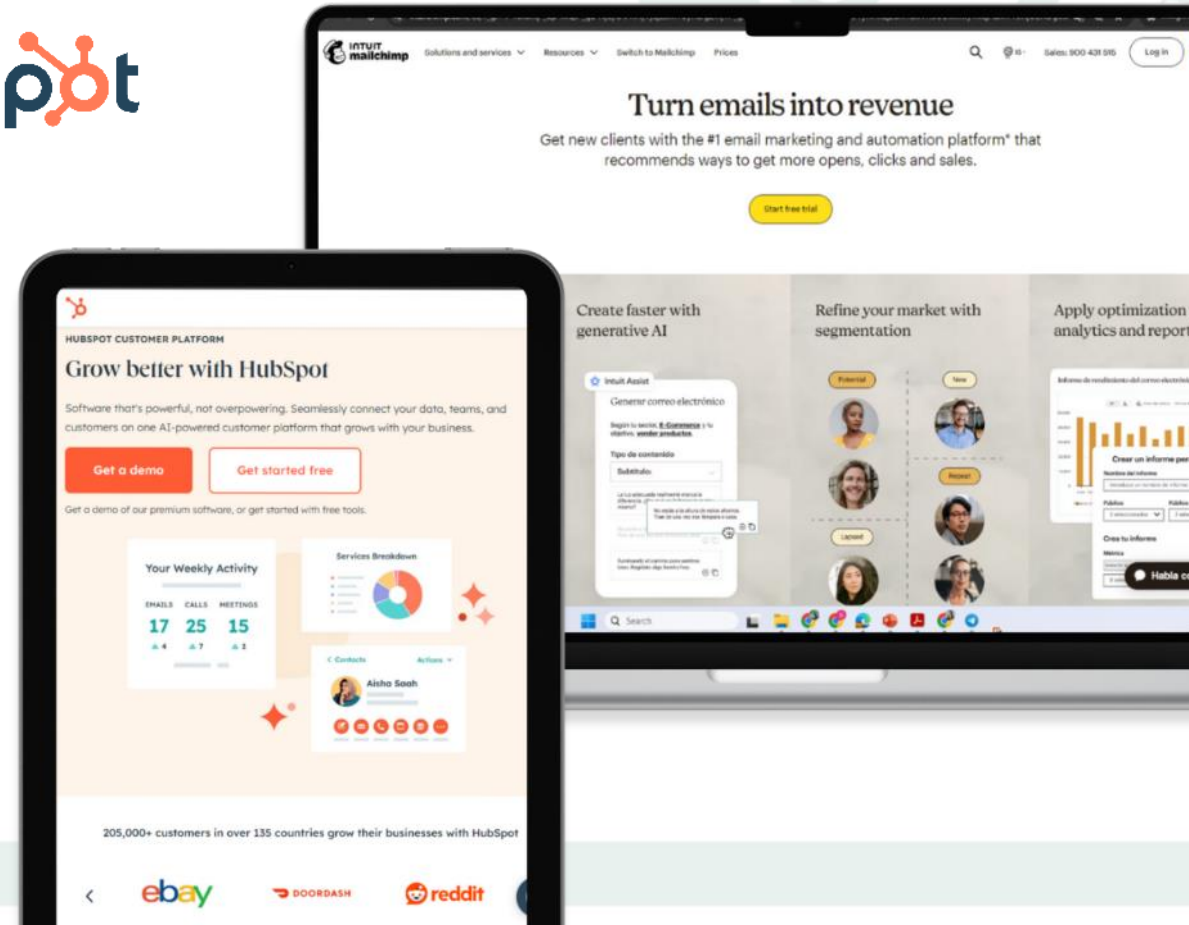
- Post and schedule to all your channels at once
- Create content faster with an AI writing tool
- Monitor results with Analytics

DIGITAL TOOLS

MarComms + RRSS | Email + CRM

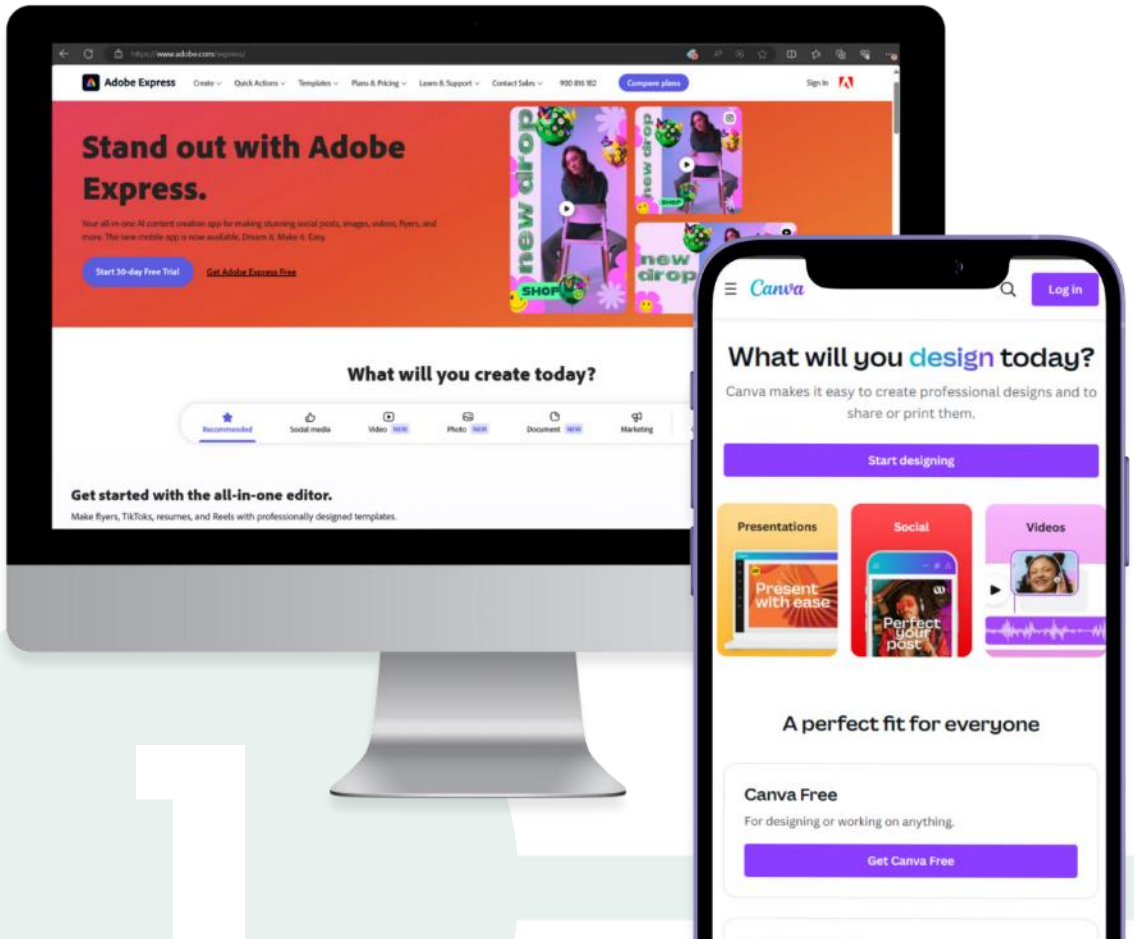
mailchimp mailerlite HubSpot

- Email mkt and automation
- Segmentation and Analytics
- Multiple integrations
  (WordPress, Canva, Analytics, FB...)
- Pre-designed templates



DIGITAL TOOLS

MarComms + RRSS | Graphic Design



Adobe Express

Canva

- Create professional designs
- Presentations, Reports, RRSS posts...
- Multiple AI features // **100% free**
- Drag-and-drop video creation

Your new **VIRTUAL ASSISTANT**

Helps you perform tasks
up to 50% faster than before

ChatGPT

Copilot

Gemini

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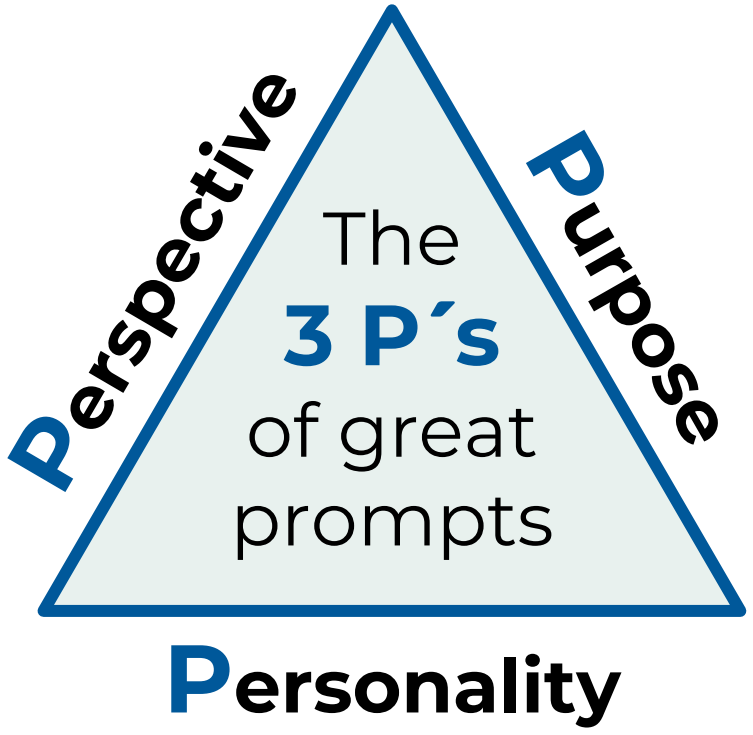
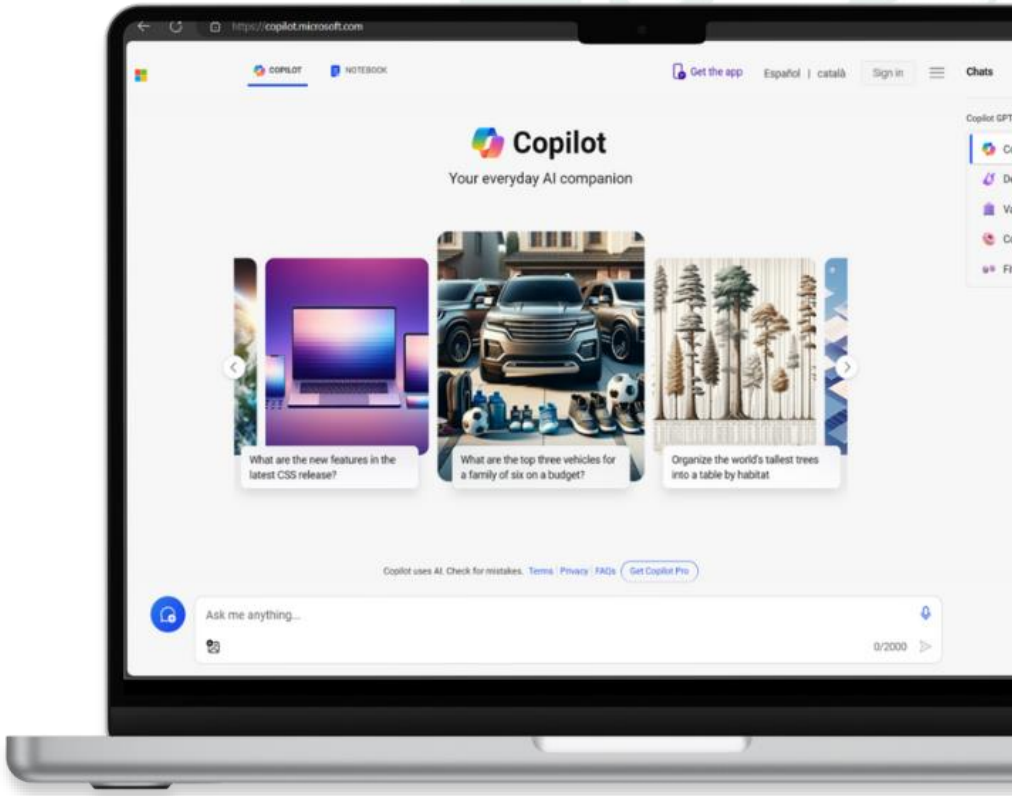
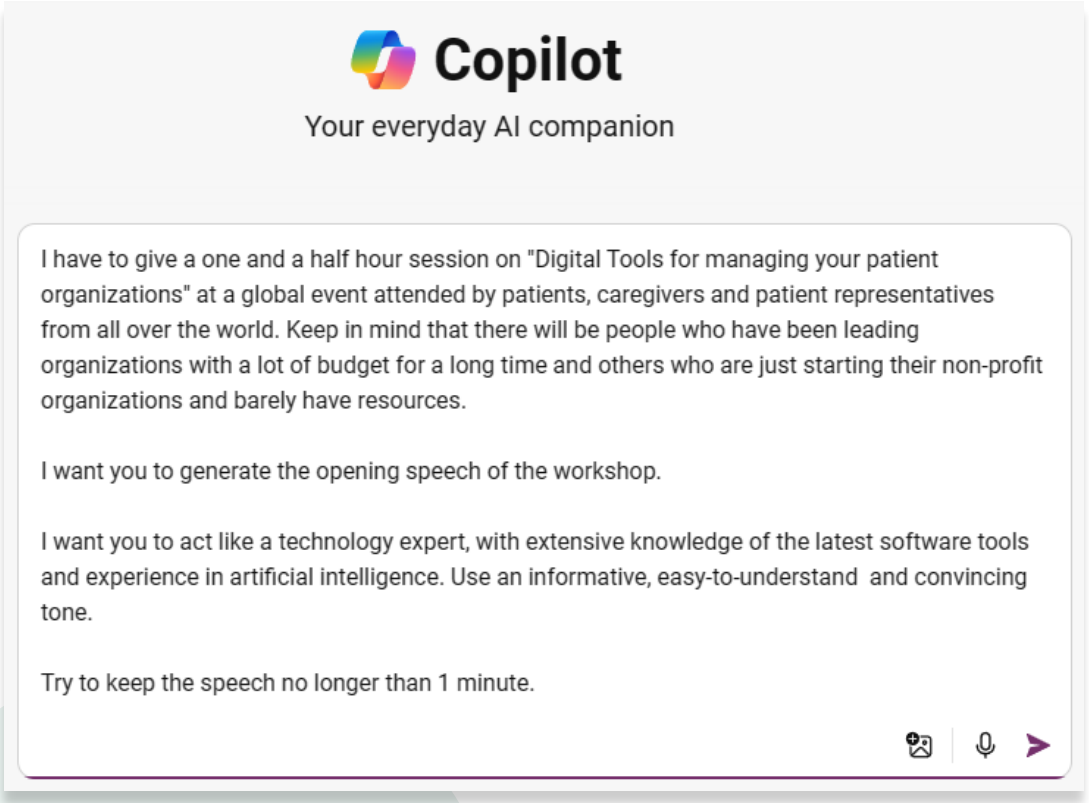
How often do you use AI as

It´s all about creating **GOOD PROMPTS**





Example of a **GOOD PROMPT**

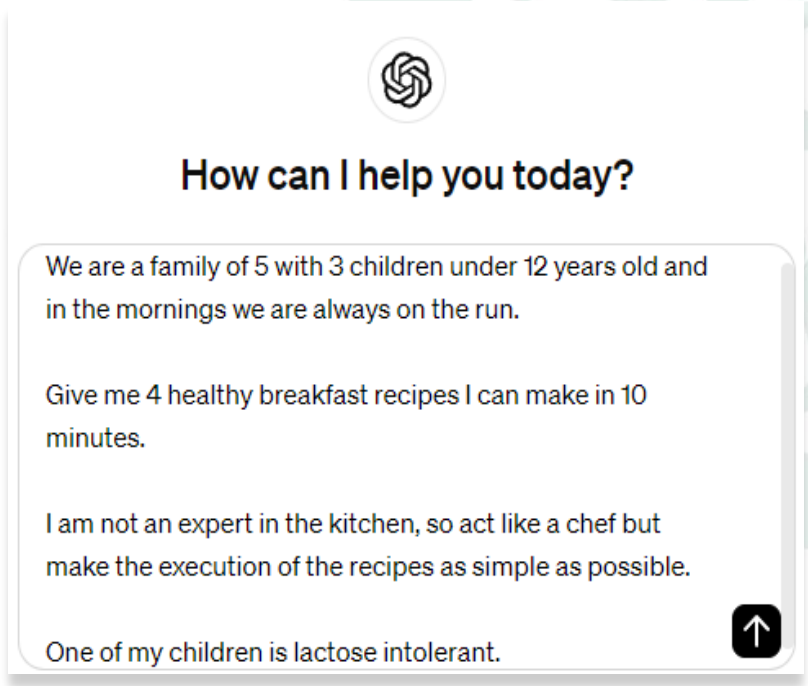


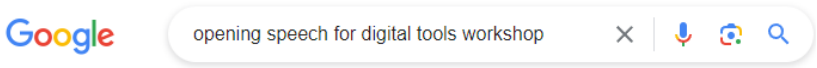
Perspective

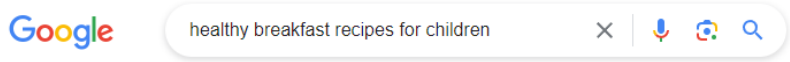
Purpose

Personality

Restrictions

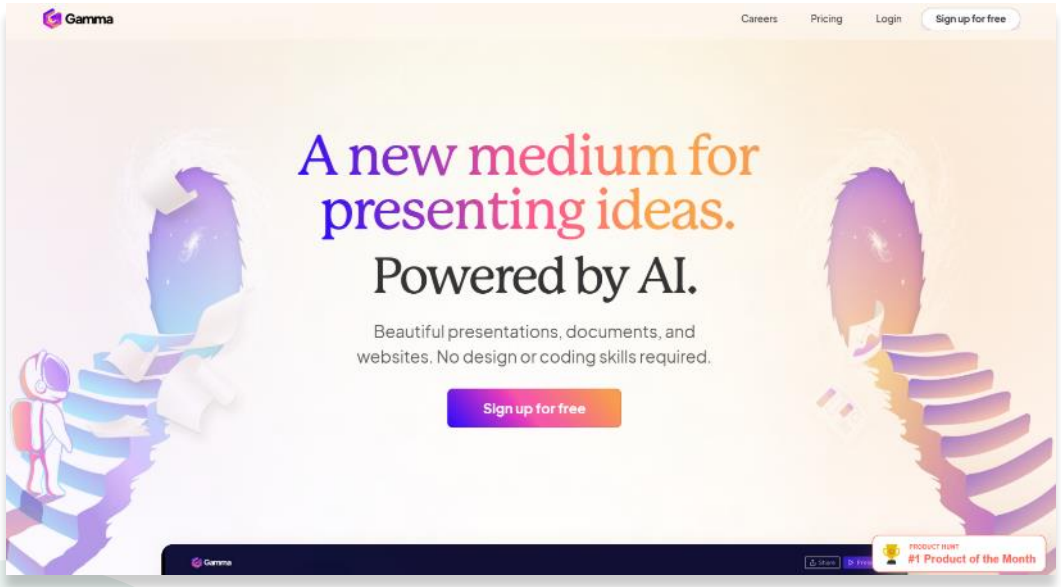




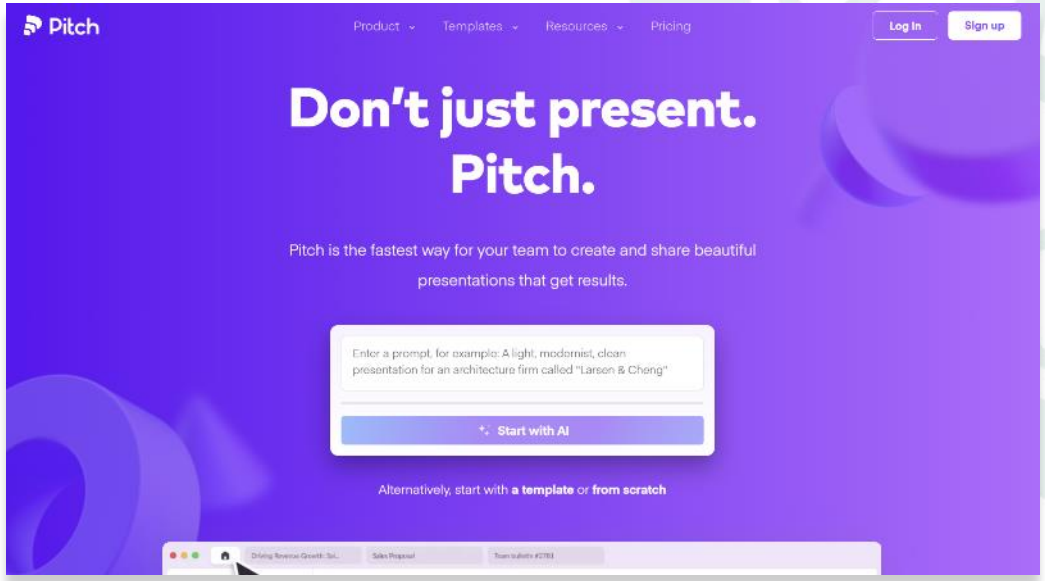


AI-POWERED TOOLS

For creating PRESENTATIONS



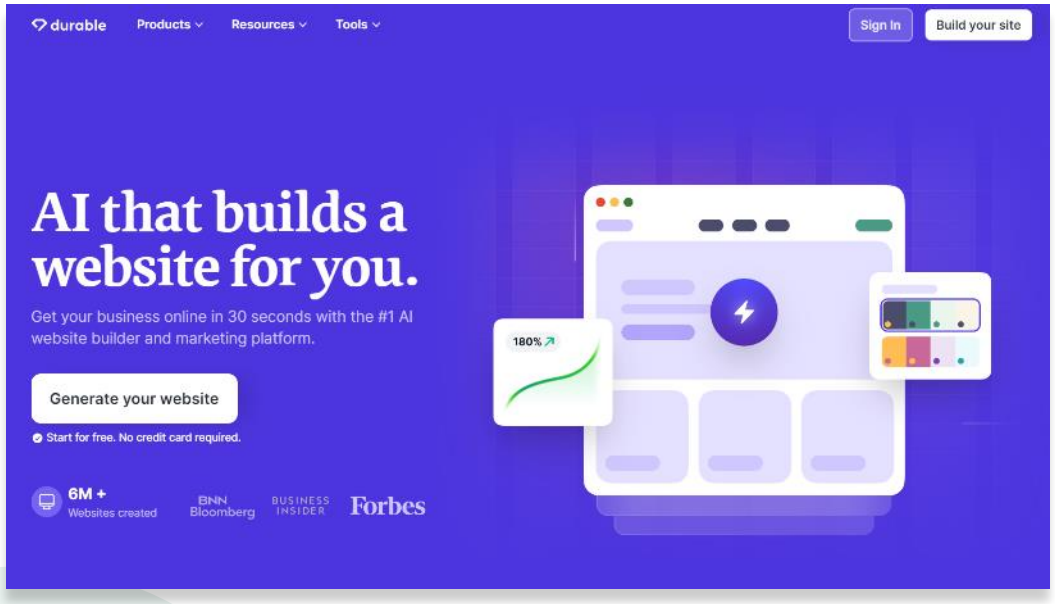
Gamma



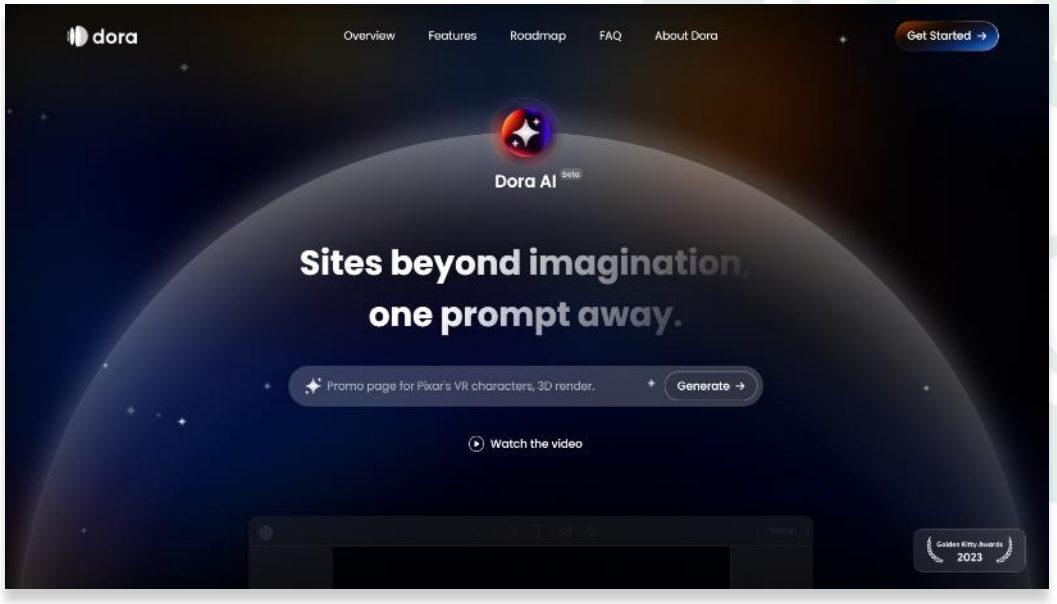
Pitch

AI-POWERED TOOLS

For creating WEBSITES



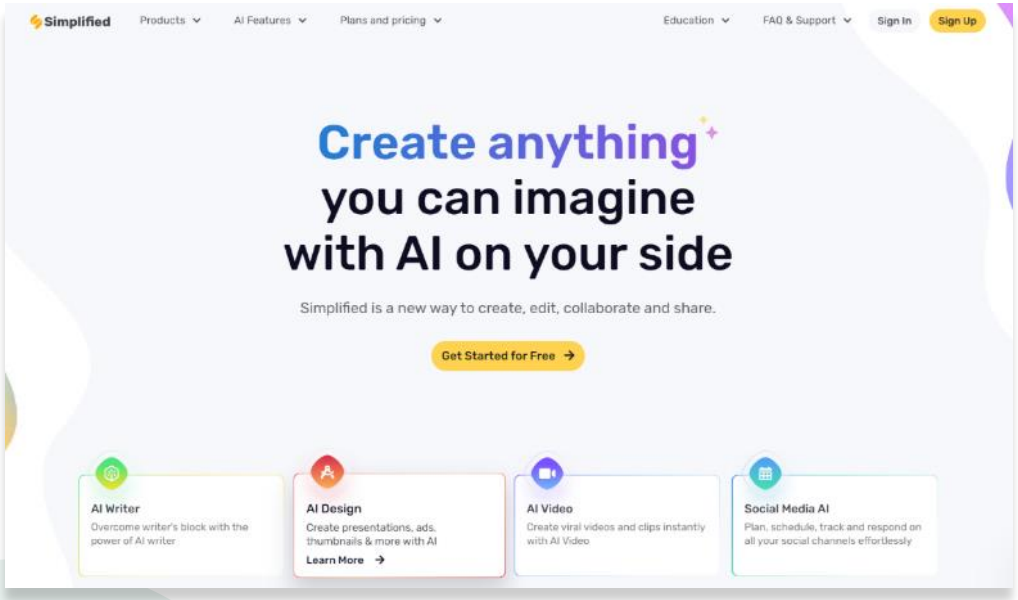
durable



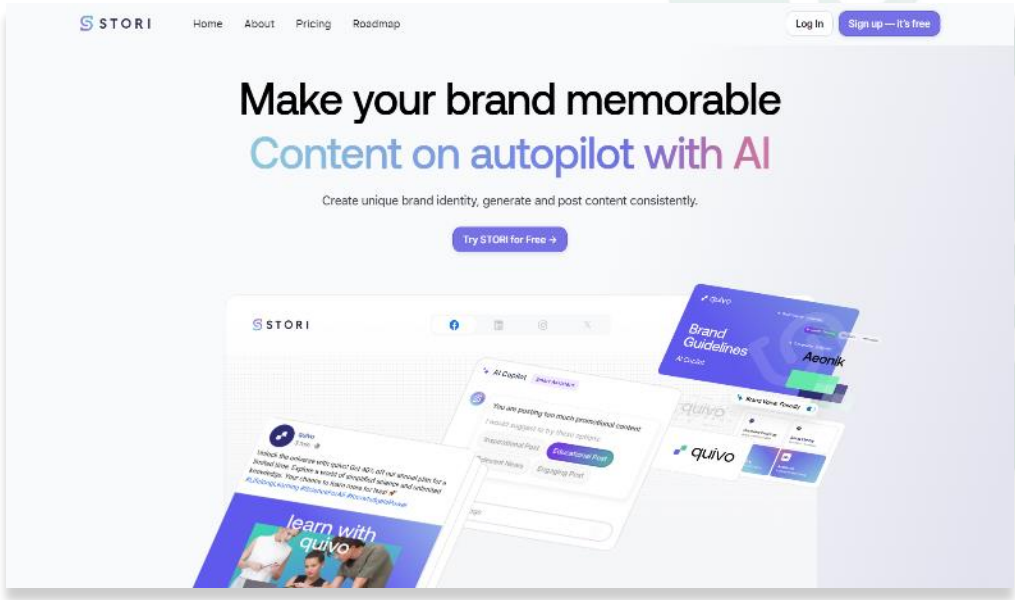
dora

AI-POWERED TOOLS

For creating VISUAL CONTENT



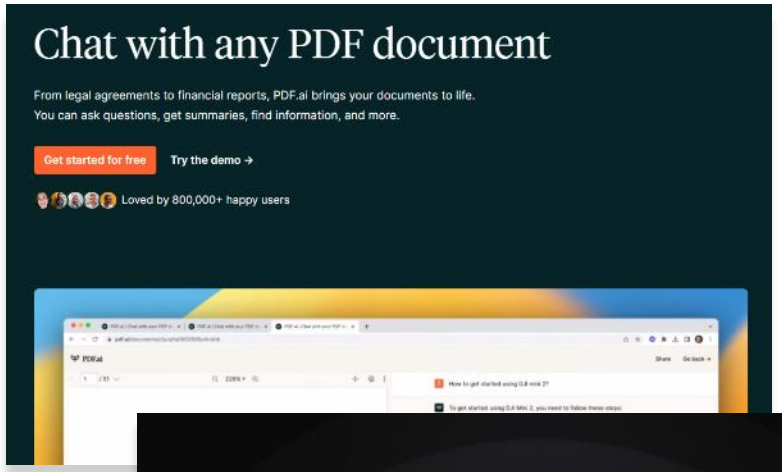
Simplified

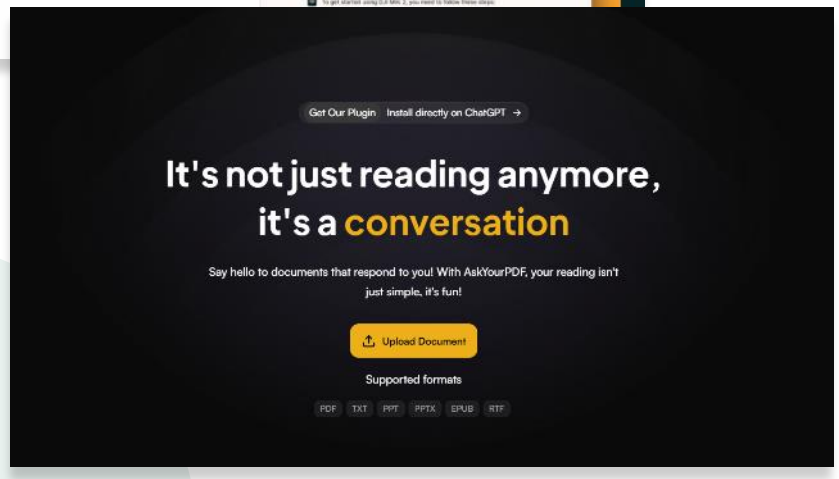


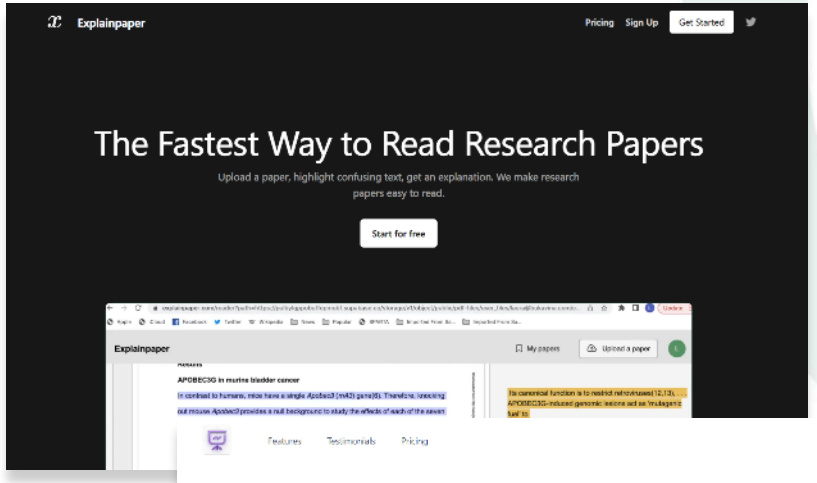
STORI AI

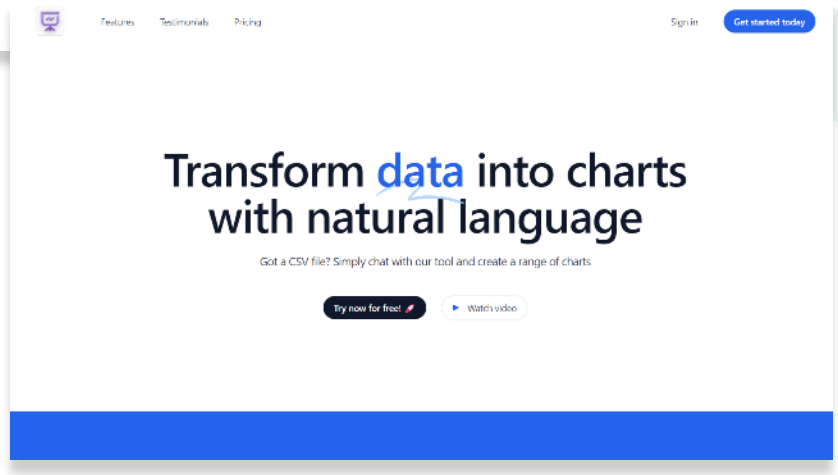
AI-POWERED TOOLS

For DATA ANALYSIS



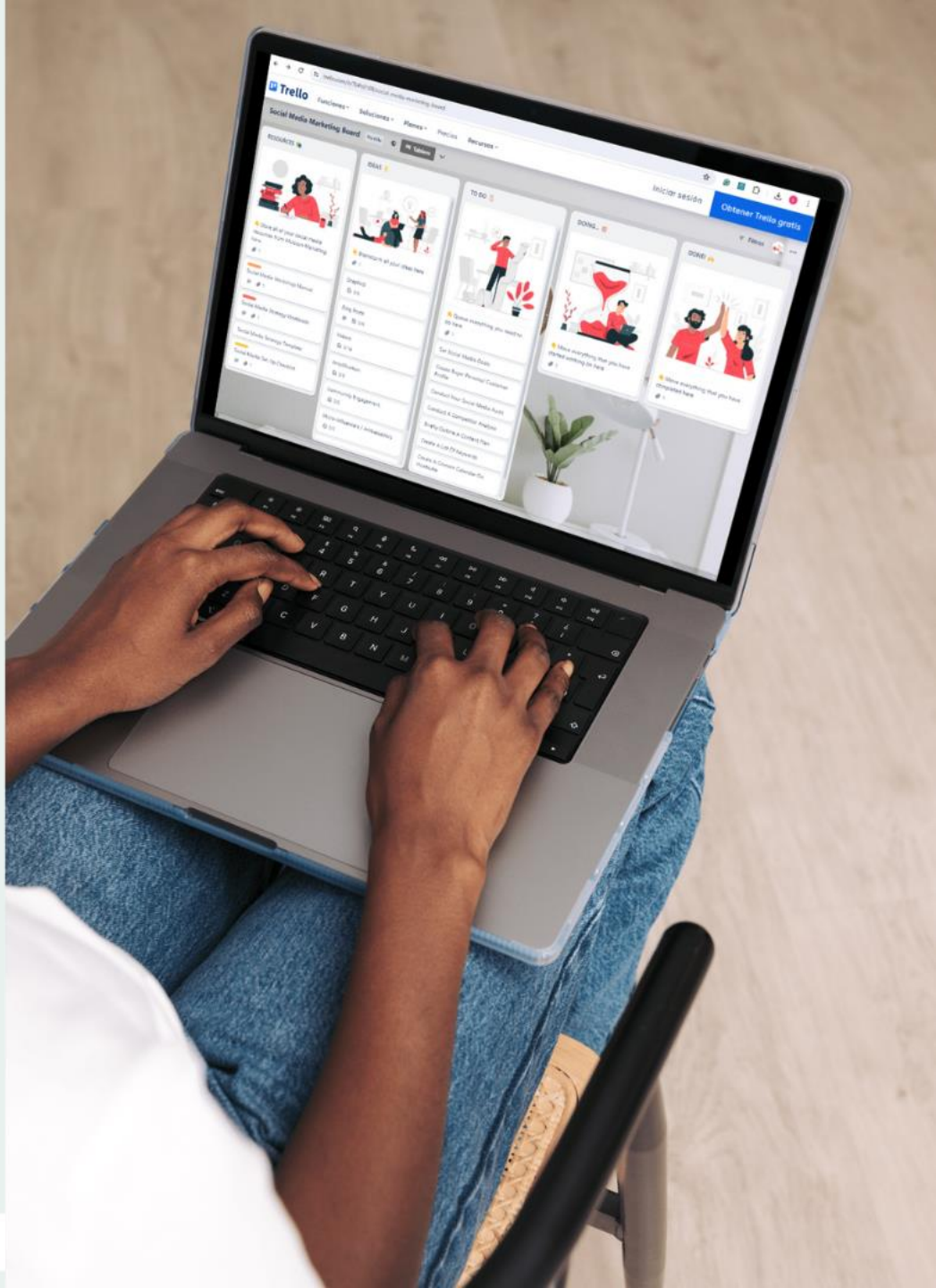






HANDS-ON WORK

Let’s try some of these tools...



Join the **DIGITAL REVOLUTION**.
Empower your **Patient Organisation**

THANK YOU!

Paula Capparelli | paula@patientadvocacy.eu

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