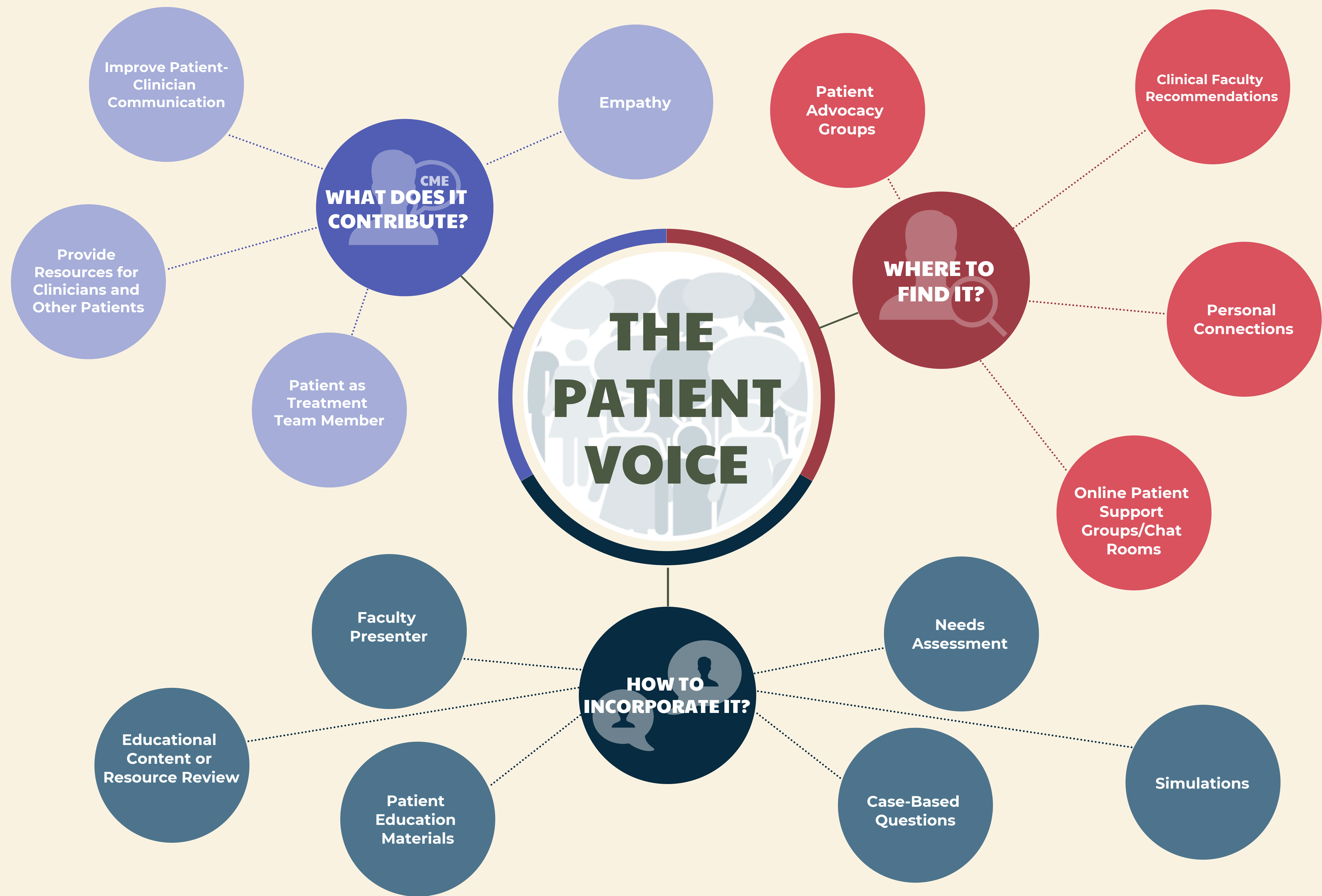


Telling Their Stories: Incorporating Patient Viewpoints in CME

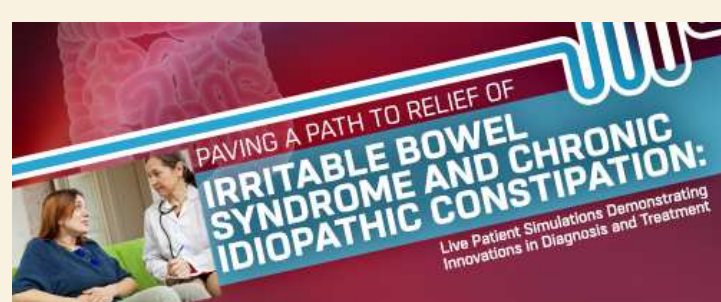
Presented at the 11th Annual European CME Forum
Audrie Tornow, CHCP | atornow@paradigmmc.com
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Paradigm Medical Communications, LLC



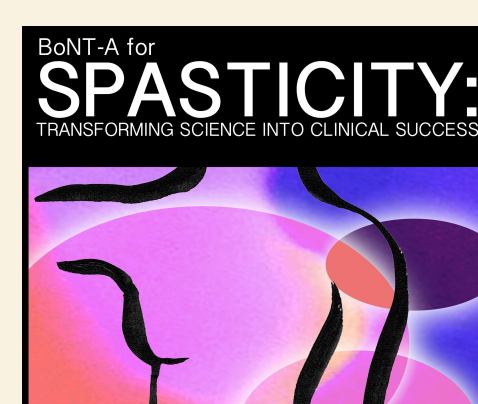
(Click on images to view activity)



- Patient interview for needs assessment
- Patient and patient advocate on faculty



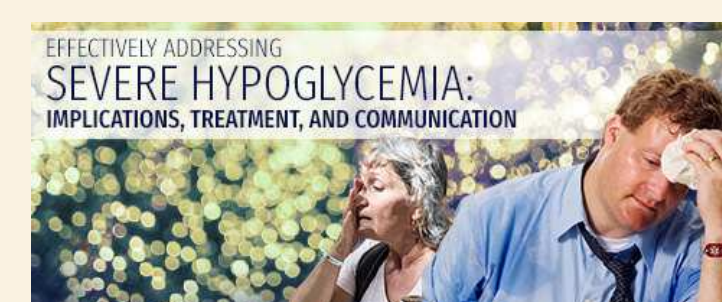
- Patient interviews and online support groups for needs assessment
- Patient input and review on simulation scripts
- Live 'patients' (actors) simulating clinical interactions



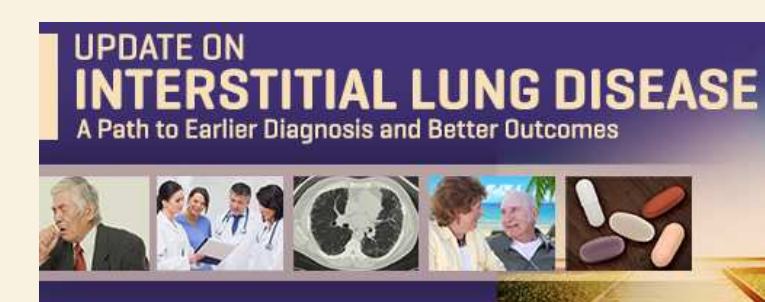
- Patient interview video as part of presentation



- Patient interview video as part of presentation
- Patient-to-patient video educational resource



- Patient and caregiver faculty presenters
- Patient-to-patient video educational resource
- Patient review of educational materials



- Patient video as part of presentation
- Patient review of educational materials