

# Athens Digital Health Week 2024



- ▶ Strategy & Research Group, **Diabetes UK**
- ▶ Co-Founder, **Patient Information Forum**
- ▶ Patient Leader, **HIMSS**
- ▶ Board Member, **Digital Therapeutics Alliance**
- ▶ Mentor, **EIT Health**
- ▶ Non Executive Director, **Quiddity Health**
- ▶ Mentor, **NHS England Clinical Entrepreneur Scheme**

[www.linkedin.com/in/mduman](https://www.linkedin.com/in/mduman)

# “We see things as we are, not as they are”

Talmud Berachot 55b



**'X'**



**TREATMENT**



**CONDITION**



**PATIENT**



**PERSON**

PROFESSIONAL/SYSTEM

PERSON/SOCIETY

**'HARD/ MEDICAL'**

**'SOFT/ SOCIAL'**

*“I’m (much) more than a broken pancreas...”*

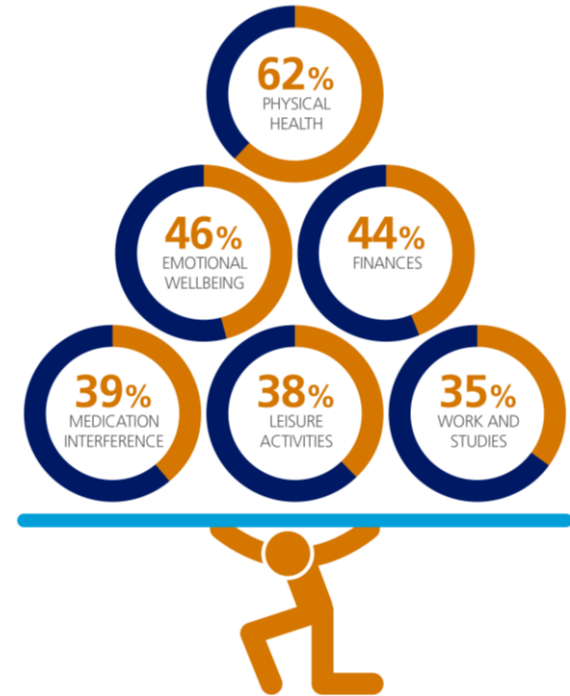
## Why the DAWN2™ study?

Despite the progress made since the original DAWN™ study in 2001, the impact of the psychosocial burden of diabetes is still not fully recognised. Many people with diabetes still face significant challenges in areas including self-management, adherence, access to support and involvement in care. Healthcare systems are struggling to accommodate person-centred models of care and to encourage people with diabetes to self-manage their condition. All this is happening while the internet and social media – is opening up unprecedented opportunities for social support and empowerment.

Therefore, collaborative action across countries to improve self-management and psychosocial support is required. Also required is a deeper understanding of the psychosocial issues and unmet needs experienced by people with diabetes, as well as the barriers and facilitators to person-centred chronic care from the point of view of the different stakeholders.

[www.dawnstudy.com/dawn2/about-dawn2.html](http://www.dawnstudy.com/dawn2/about-dawn2.html)

PEOPLE WITH DIABETES REPORT MANY ASPECTS OF DAILY LIFE ARE **NEGATIVELY IMPACTED** BY THEIR CONDITION:



REDUCING THE BURDEN OF DIABETES CAN GREATLY IMPROVE **DAY-TO-DAY QUALITY OF LIFE** FOR PEOPLE WITH DIABETES. WE CAN ALL ACT TO INCREASE SUPPORT BEYOND MEDICATION ALONE

# *Pharmako* (φάρμακο)

*'Contranym'*  
**dust** room vs.  
**dust** field



Poison

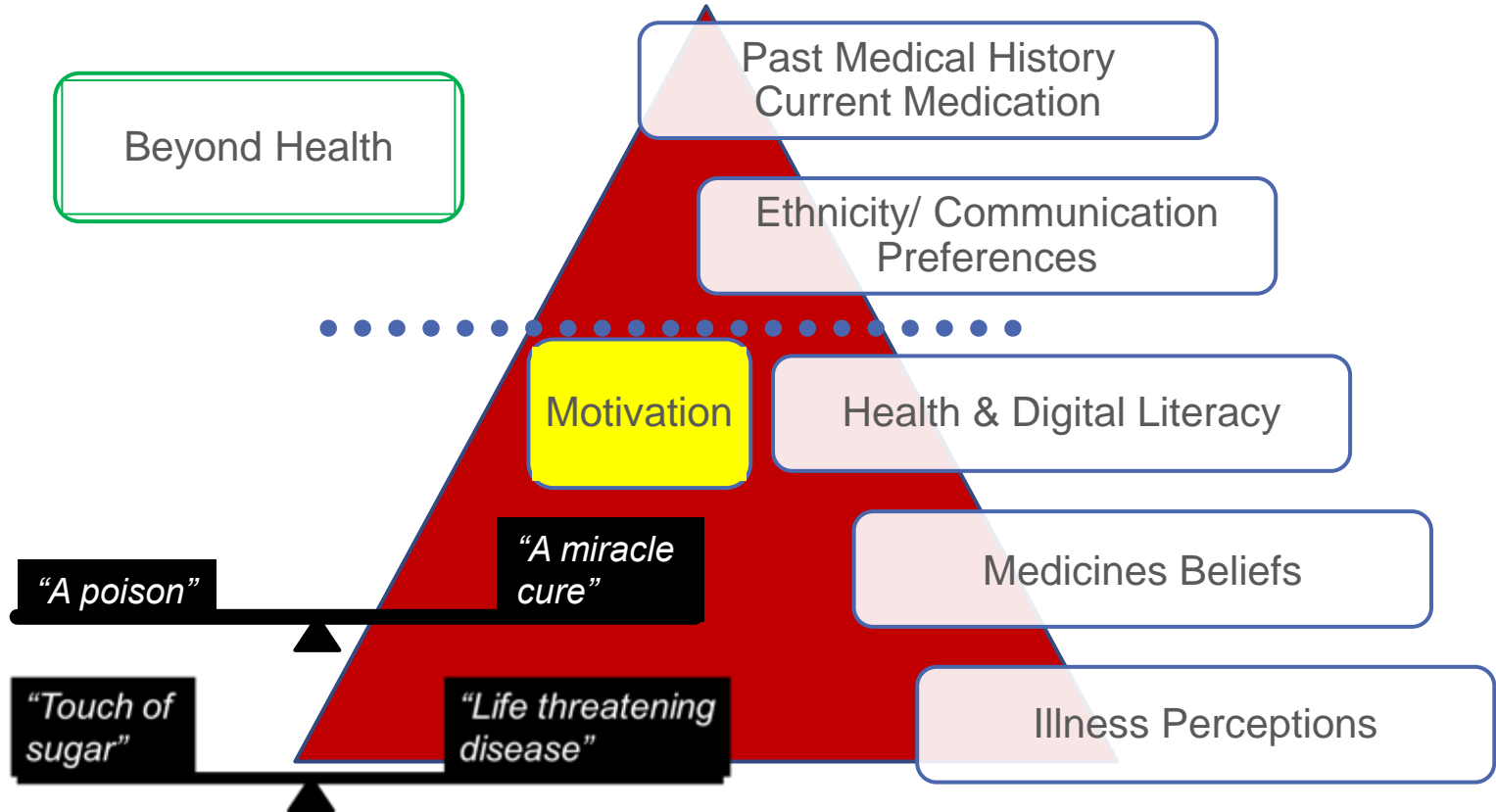


Information  
& Support



Medicine

# 'MY' Vital Signs...*truly Personalised Medicine*



# Health coaching - *moving beyond caring...*



# Take Home Reflections...

1. Where relevant, can you clearly articulate the **benefits** your work delivers **to patients**?
2. Would they **agree** with you, and **understand** what you do?
3. How does **patient insight** inform your work?
4. If patients are central to your work, do you have a **‘Chief Patient Officer’** or equivalent?

## Developments in Practice

---

### **Optimising medicines vs. supporting people**

**Mark Duman** MRPharmS,  
*Chief Patient Officer, MD Healthcare Consultants Ltd, UK.*  
Correspondence to: mark.duman@mdhealthcare.co.uk

[www.pmhealthcare.co.uk/uploads/media/centre/JOMO\\_December\\_2021\\_V4.pdf](http://www.pmhealthcare.co.uk/uploads/media/centre/JOMO_December_2021_V4.pdf)