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This non-promotional educational meeting has been developed as part of a collaboration between Pfizer and United Patients Online. The activity and research presented has been funded by Pfizer.

# Bridging barriers between patients and physicians to improve the management of RA



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## The Challenge

How do we **help foster more effective communication** that could lead to both **increased patient satisfaction** and **improved treatment outcomes**?





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CHANGING THE

nar**RA**tive

The RA NarRAtive was created by Pfizer to determine what aspects of the RA disease management experience could be creating barriers to optimal treatment



## Exploring Patient and Physician Insights

The RA NarRAtive initiative's first action was to:

Further explore physician and patient perspectives through global surveys to **uncover why people living with RA remain inadequately treated and unsatisfied despite advancement in treatment**

These surveys were the **first-of-their-kind**





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# Creating Positive Change That Helps Optimize RA Management

Aimed at elevating the **important role of the patient voice in RA management**

It's purpose is to **create positive change within the RA community**



Comprised of a **global Advisory Panel** to guide real-world solutions development

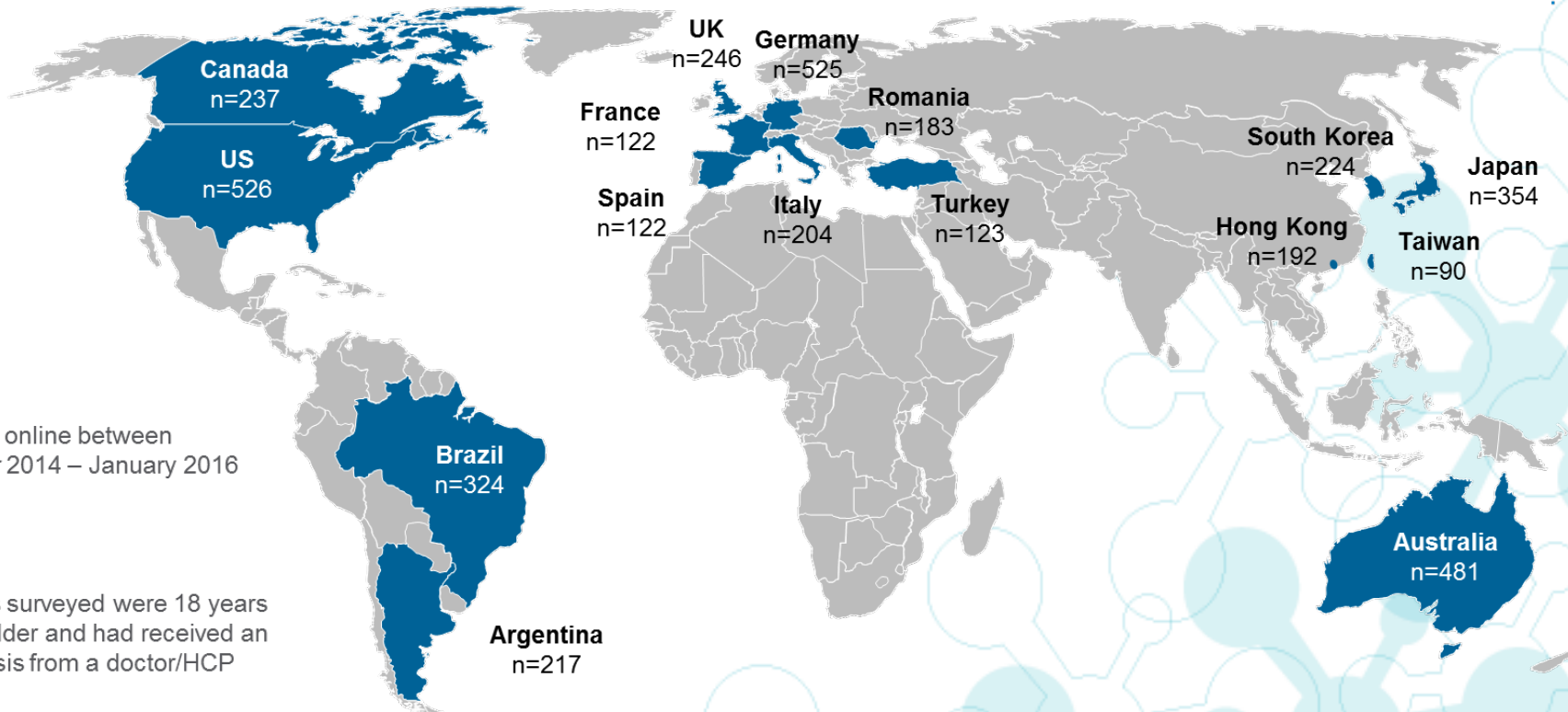


# Patient Survey Response



4,170 patients with RA

16 countries



Conducted online between  
September 2014 – January 2016



All patients surveyed were 18 years  
of age or older and had received an  
RA diagnosis from a doctor/HCP



# Physician Survey Response



1,736 physicians



16 countries



Conducted online between August 2015 – October 2015



All rheumatologists surveyed have seen at least five patients in the past month whose RA was moderately-to-severely active



In Japan, orthopedists / orthopedic surgeons were surveyed



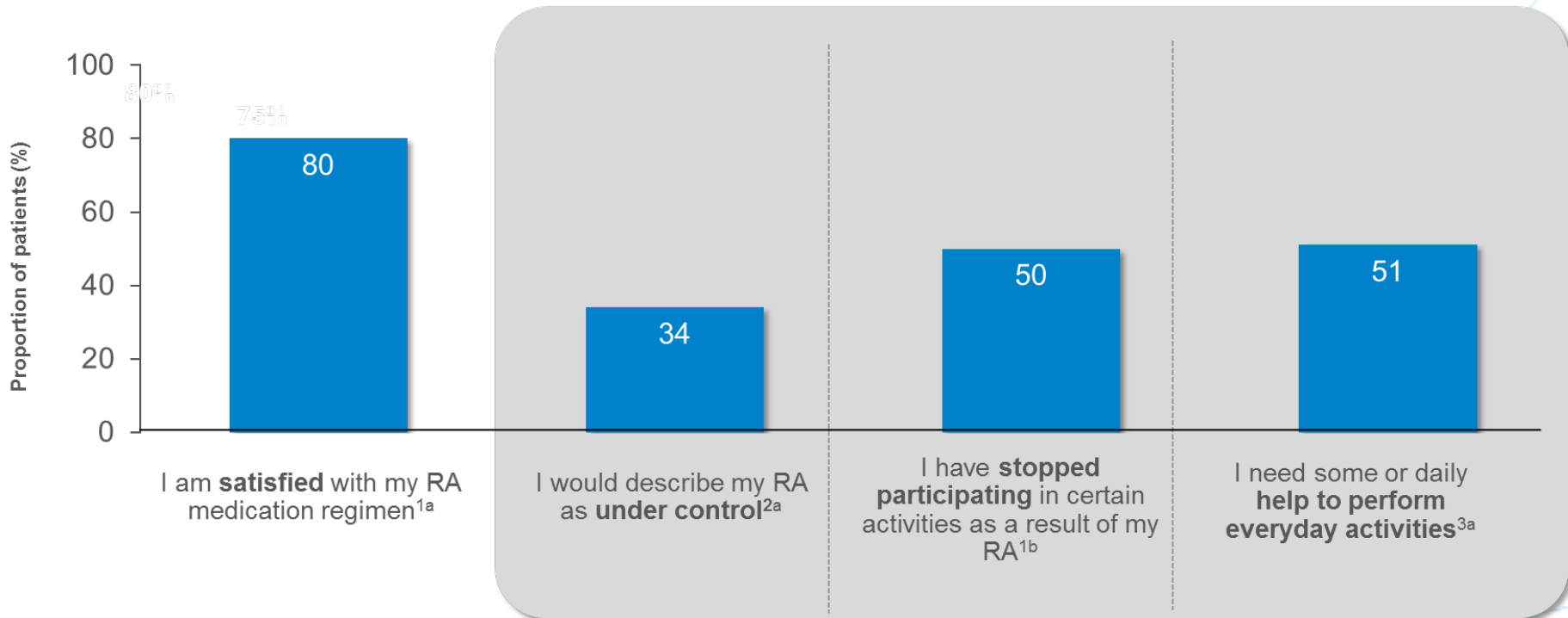
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# Barriers To Optimal Disease Management And What Can Be Done To Improve The Experience



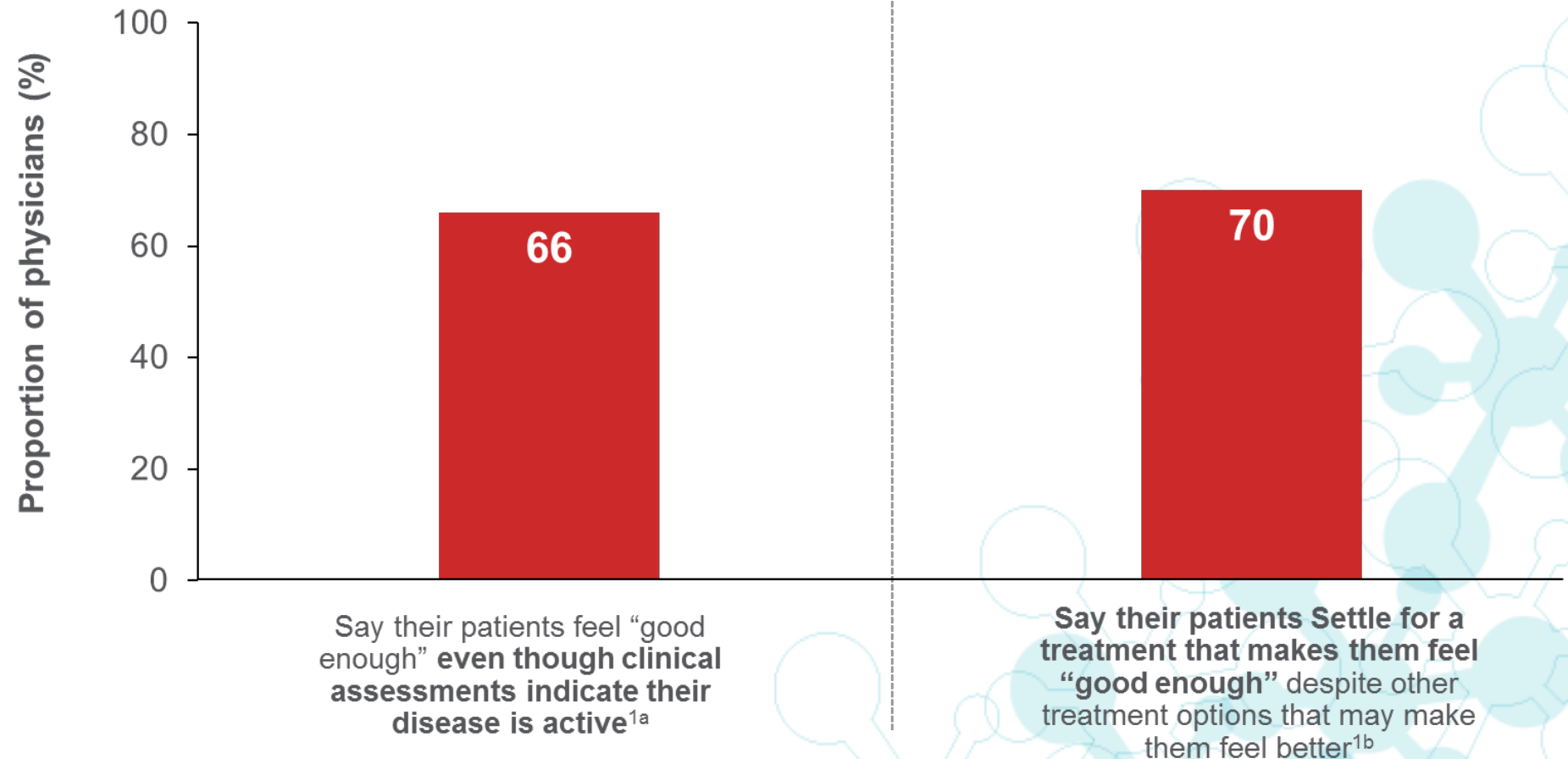


## Despite Indicating Satisfaction With Treatment Many Patients Still Have High Disease Activity





## Physicians Believe Patients Settle For “Good Enough”





# Recommended Actions To Dig Deeper In Conversation To Avoid Settling Behavior



Don't take "satisfied" or "I'm fine" at face value and encourage patients to explain **how they are truly feeling**



**Dig deeper** to encourage patients to be open and specific



Simply ask: Are you really fine?



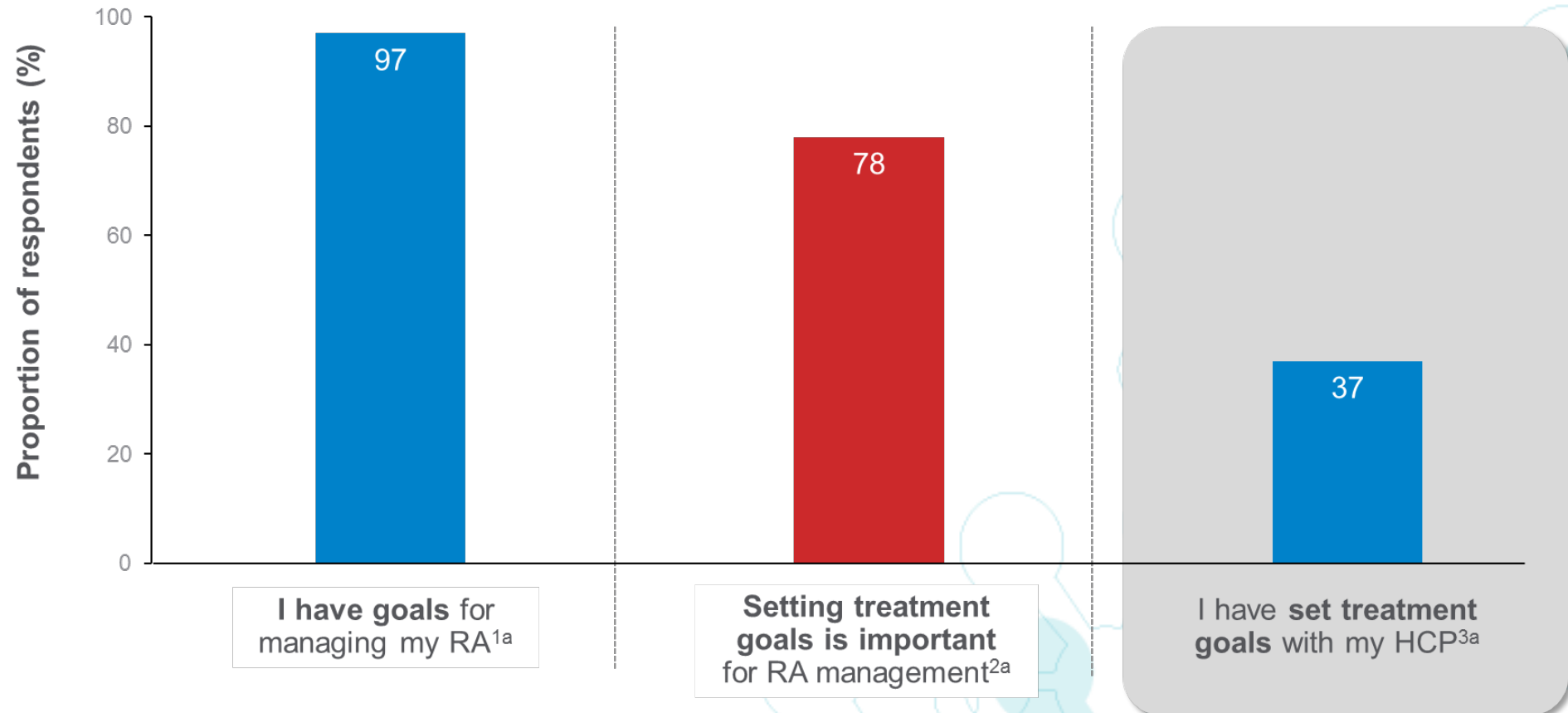
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# Establishing Treatment Goals Between Physicians And Patients Is Integral To Successful RA Disease Management



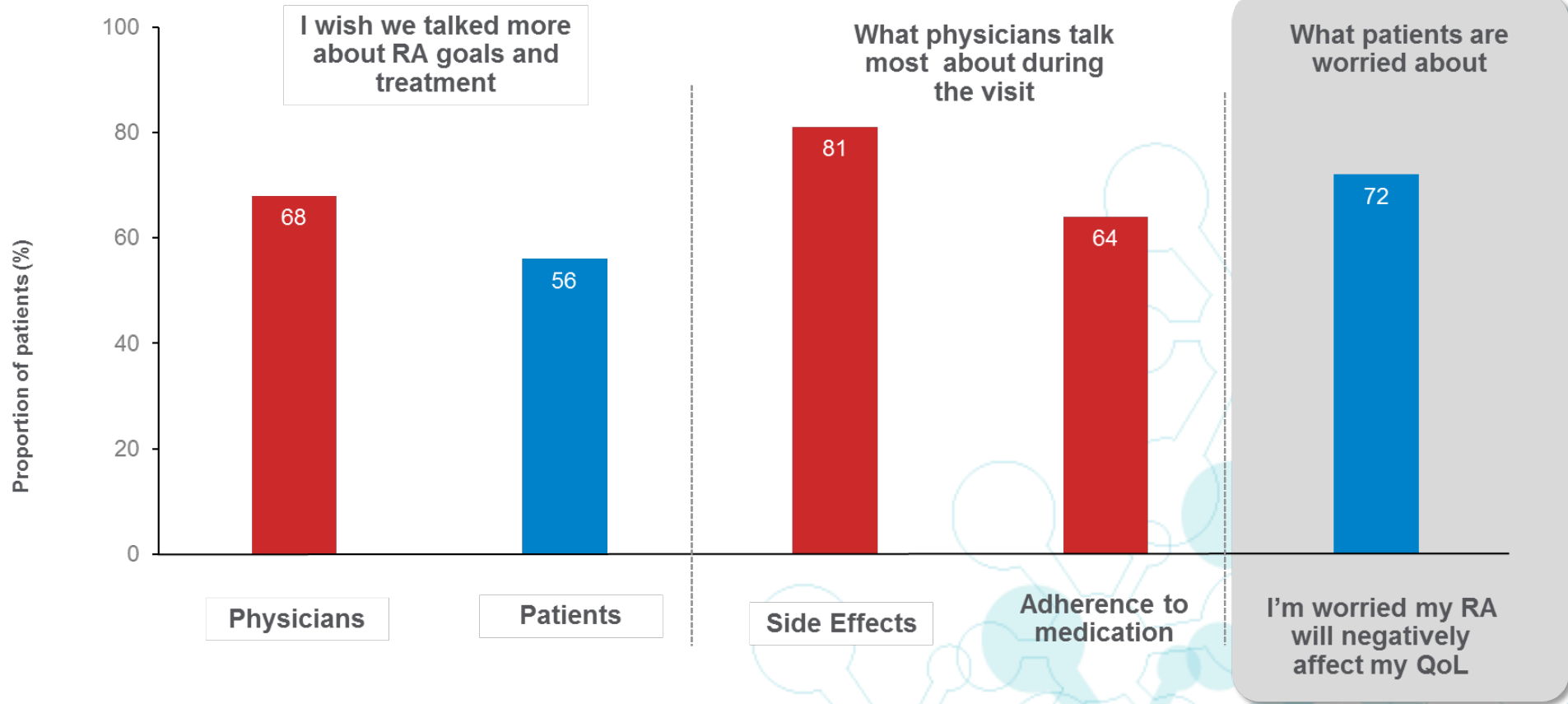


## Few Patients Actually Set Treatment Goals With Their Physician





## Patients And Physicians Have Different Focuses





## Lost in translation?

When setting goals, an HCP may say:



We need to lower your swollen joint count



When setting goals, a patient may say:



I want to be able to play with my grandchildren more



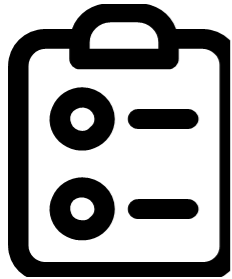
I want to go to work for a full week and not need to rest all weekend to recover from the fatigue

**What they are both saying:**  
We are both trying to accomplish the same goals:

**Lower disease activity or remission**



## Recommended Actions To Craft Goals Together



Work together to establish goals that will move in the direction of LDA. It can be beneficial for the HCP to proactively bring goals up in discussions



Help patients better understand their treatment goals and the measures that will be taken to help them reach their goals



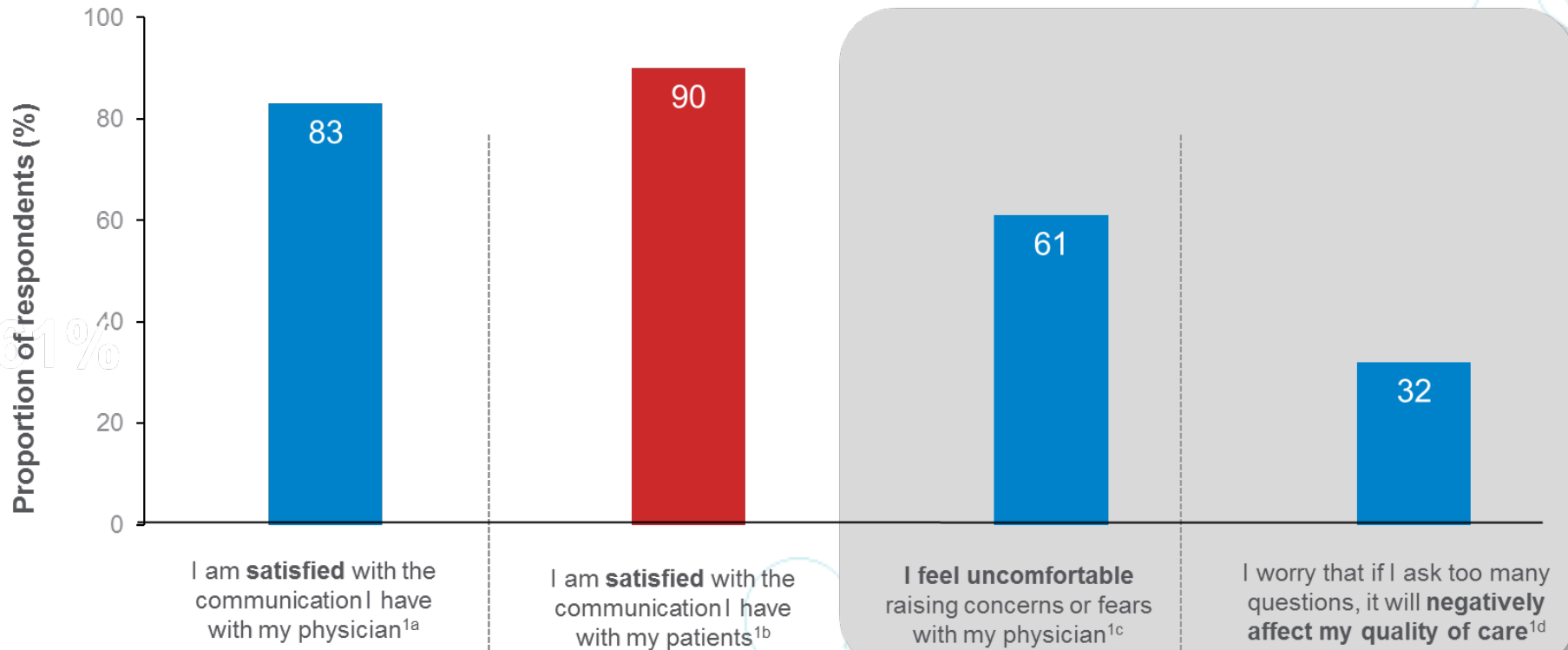
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# Start Scheduling Conversations, Versus Setting Appointments



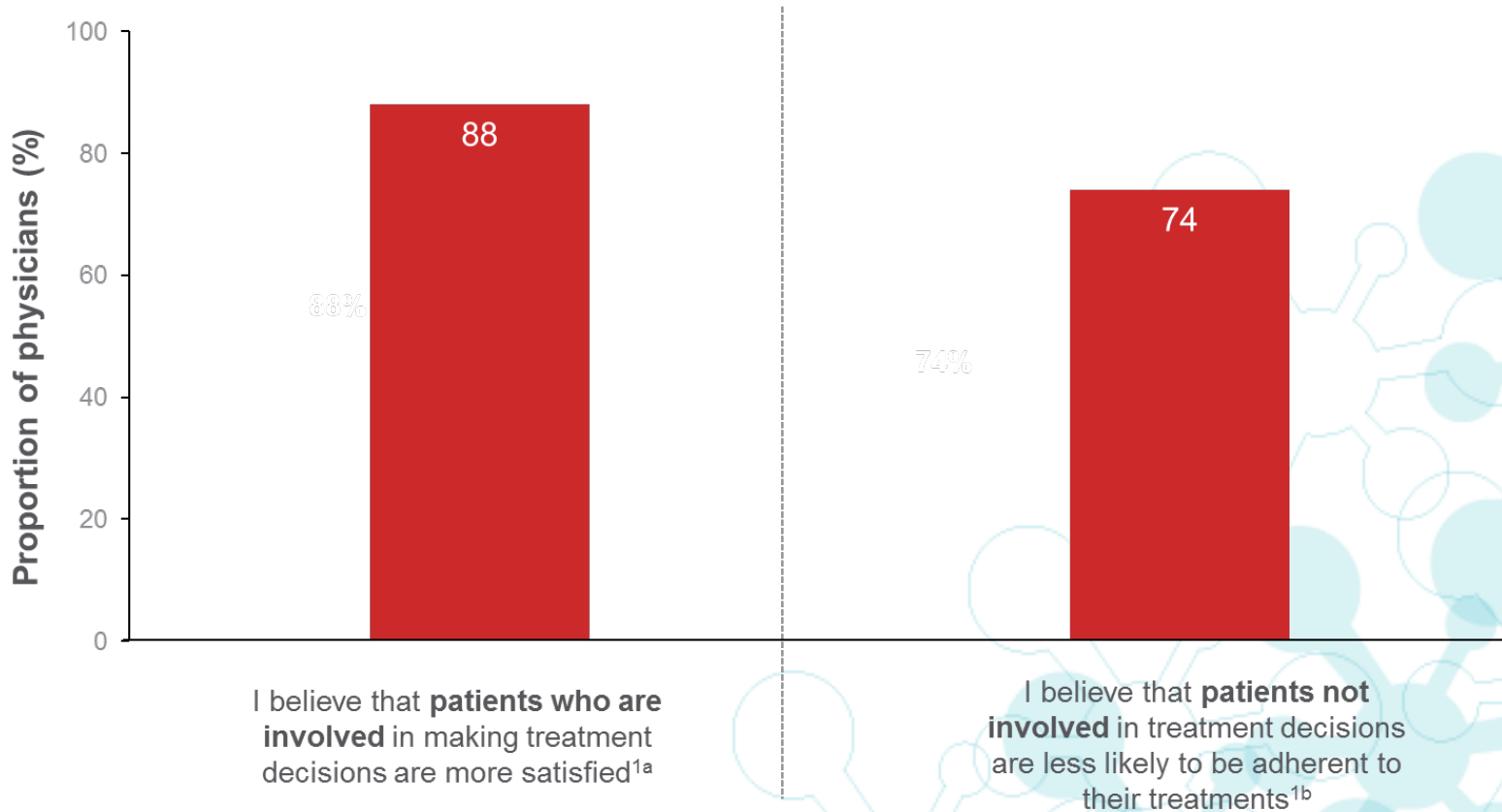


## Despite Satisfaction With Communication, Silence May Be A Barrier To Care



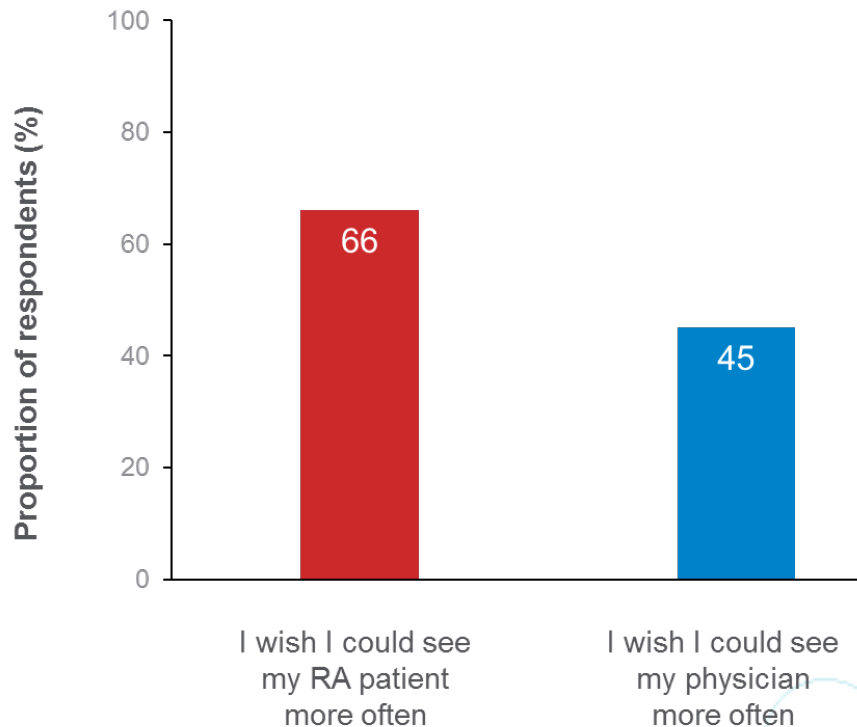


## Patient Involvement Makes A Difference





## Time Is A Barrier To Better Care



What can be done to bridge the inflexible barrier of time during visits with the physician?

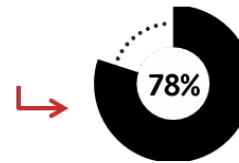


## Encourage A Strong Support Network

How to bridge time  
to the next visit

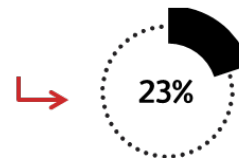


**Access to patient support networks must be encouraged**



of physicians believe patients who participate in support groups might be better able to live and manage their RA

**However, only**



of patients participate in a support or patient advocacy group

Learn more about local patient advocacy groups and what they offer to supplement patients' disease management with resources that are known and trusted.



## Bridging The Barrier Of Time With Preparation: The “Power Your Inner RA Voice” Conversation Guide

### Power Your Inner RA Voice

A guide to making the most of your visit and not settling for “good enough”

Living with rheumatoid arthritis (RA) requires regular appointments with your healthcare provider (HCP), and this time that you have with your healthcare provider is extremely valuable. To help make the most of every interaction with your healthcare provider, read on to learn more about the five key steps the RA NarRAtive Advisory Panel<sup>1</sup> suggests to help you “Power Your Inner RA Voice” and use the conversation guide to prepare for future appointments.

**Schedule conversations, not appointments**

Think of your time with your healthcare provider as a conversation: two people, on equal ground, working together to help you manage your RA.

**Prepare in advance and prioritize questions**

Time with your healthcare provider is never as long as either of you would prefer. To maximize your time, always have updates and questions ready before the conversation, and try to prioritize your questions.

**You know yourself the best**

Your healthcare provider is an expert in understanding how to treat RA, but from head to toe, you know your body better than anyone. You know when you’re meeting your goals or not. Acknowledge the expert in you by trusting your instincts and being honest when speaking with your healthcare provider about how you’re really doing.

**Be specific and honest**

When your healthcare provider asks you: “How are you doing?” try to use more descriptive words about your RA symptoms than simply stating “fine,” “good” or “OK.” Ask yourself: “Am I really ‘fine’ or am I just trying to appear strong?”

**Set goals**

Setting goals in your life that can be measured during each conversation with your healthcare provider is one of the most important things you can do. Discuss progress toward goals at each visit to track the management of your RA.

<sup>1</sup>Changing the RA NarRAtive is the second phase of the RA NarRAtive, a global initiative including healthcare providers, adults living with RA and patient organization leaders from 17 countries. Based on the insights from the RA NarRAtive survey, we are developing tools and resources for Changing the RA NarRAtive between patients and healthcare providers. This guide was developed at the suggestion and with the guidance of the RA NarRAtive Advisory Panel. Power Your Inner RA Voice captures their vast experience in treating, living with and supporting people with RA, and aims to create a new dialogue between HCPs and people with RA, by recognizing the expertise you both bring to a medical conversation about your health. We hope you find this helpful in reaching your goals.

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### Power Your Inner RA Voice

As you prepare for the next conversation with your healthcare provider, use this conversation guide to write down specific updates that you want to share, including your wins, problems, goals, and questions.

Date

**My Wins**

No matter how big or small, “wins” are important to share and important to measuring your progress. Consider sharing:

- Which of your RA symptoms have improved, if any?
- A common daily task that you’re able to do since your last appointment.

*Example: Since our last conversation, I’ve been able to...*

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**My Problems**

Is your RA causing you issues? Consider sharing:

- Have your RA symptoms changed? Do you feel better, but not great?
- How are you feeling about the medication(s) you are taking?
- How are your symptoms affecting your ability to do certain tasks?

*Example: I’m still not able to...*

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**My Goals**

For your RA management, make sure your goals are specific and measurable.

- A goal can be “I want to brush my hair” or “I want to take a walk.”
- Ask yourself regularly, are you meeting these goals, and share your results with your healthcare provider.

*Example: I want to be able to...*

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**My Questions**

It’s essential to come prepared to your doctor’s visit with questions that are important to you. Consider these questions:

- What can I do to help myself feel better?
- How could RA affect my intimate relationships?

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**My Next Steps**

Fill this section out in partnership with your healthcare provider to identify how to work together towards the joint goals that you’ve set.

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**Remember, if all of your questions aren’t answered in one meeting, that’s ok!**

For further information or support, ask your physician about additional, trusted resources, such as a patient advocacy group.

Next appointment date

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## The Pillars Of Power Your Inner RA Voice



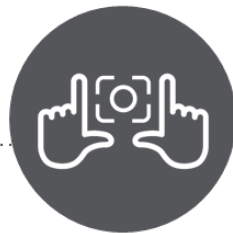
**Schedule  
conversations,  
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**Prepare in advance  
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**You know yourself  
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**Be specific  
and honest**



**Set goals**



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## Power Your Inner RA Voice Worksheet



### My Wins

No matter how big or small, "wins" are important to share and important to measuring your progress!



### My Problems

Is your RA causing you issues?



### My Goals

For your RA management, make sure your goals are *specific* and *measurable*

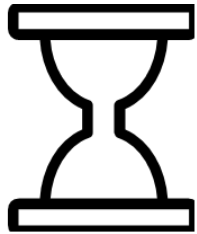


### My Questions

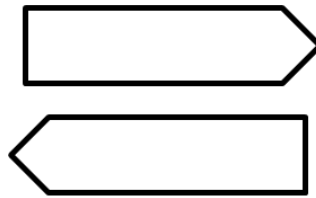
It's essential to come prepared to your doctor's visit with questions that are important to you!



# Recommended Actions To Ensure Patients Are Prepared For Conversations



Time is of the essence! Help ensure patients are prepared in advance of their visit with the **Power Your Inner RA Voice** conversation guide



Help foster a two-way conversation to ensure a patient's perspective is taken into account



Recap key points and set expectations at the end of the conversation to ensure a mutual understanding of goals



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# Q&A