

Action: Capacity and reducing waiting time

Country: France Theme: Capacity

Objective(s)

- Increase screening and follow-up capacities in Ophthalmology to reduce waiting times

Strategy/Activities

- Generate more focused and precise information on waiting times
- Identify best practices in other countries
- Identify training gaps in retinal disease
- Validate new model of organization with medical societies

Timing

- Urgent need of publicizing the issue (need to make the Barometer Study in the public as soon as possible as the current system is not sustainable)

Project Lead: Patient Organizations

Audiences (Decision Makers/Influencers)

- Health authorities
- Ophthalmologists
- Optometrists / Ophthalmologists / Nurses

Messages (Supported by Barometer Data)

- Eye diseases are an urgent issue, you can't wait six months
- Ophthalmologists alone cannot solve the problem

Resource requirements

- Study design of implementation / communication PR
- Meeting with other societies



Audience Specific Message Development:

Country: France

Patient Audience

- Don't suffer alone with your diabetes, be proactive
- You have the right to sight
- Insist on regular vision testing

KOL/Medical Societies

- Current system is not sustainable
- Let's work together to make it more efficient

Media

- Patients lose sight waiting to be seen

Theme:

Policy Maker/Payer Audience

- Loss of sight costs more than the optimal system so invest in the future
- Don't minimize the severity of this disease

Health Care Professionals

- HCP have a duty to provide accurate information on eye complications

General Public

- Diabetes related blindness is not acceptable in the 21st Century