



Biosimilars, education and communication an essential for impact

23 Juni 2021




Let me introduce myself



Ber Oomen, Executive Director





SPECIALIST NURSES NEED TO KNOW AND COMMUNICATE ABOUT BIOSIMILAR MEDICATION



Ber Oomen, Executive Director

Why?

Trust in the uptake



About ESNO

Biosimilars in our therapeutic areas

- Oncology Nurses
- IBD nurses
- Rheumatology nurses
- Dermatology nurses
- Nephrology nurses
- *Ophthalmology nurses*
-

Association European Specialist Nurses Organisation

Who we are:

- Umbrella organisation for 18 Specialist Nurses organisation specific domains
- 50 Organisations and Individual Associates
- All in all, our constituencies close to 3 million European Nurses

What we do:

- Promote the work and add value of our profession

Why we are here:

- To do all in our capacity in harmonising standards of the specialist nurses and contribute to European health issues

Decade of the specialist Nurse 2020 - 2030



I - Recognition



II - Expertise



III - Relations



IV - Advocacy



V - Nurse shortage



WWW.FONSE.EU



WWW.ESNO.ORG



About FoNSE

Foundation of Nurse Specialist Europe

Who we are:

- An organisation with a small board but a great number of representatives of the members and individual associates with ambition and joining the European nurse community with for projects

What we do:

- Shaping projects and program of the ESNO and other organisation in the context of advanced healthcare provision

Why we are here:

- To do all in our capacity to make projects work and efficient and create impact



Webinars & Events

For 2021 a number of webinars will be scheduled



Publications

Publication will posted and with the start of a Journal



Campaigning

FoNSE is supporting the #Caring4Nurses campaign



Science

Research, developments and Study projects Specialist Nursing



“The organisation for Ambitious Nurses by contributing to European health projects”

It was founded in 2020 and the goals and mission are the same as those of ESNO. Our specific task is to shape and implement all projects and activities that are entrusted to ESNO with the ultimate aim of providing relevant and high standard professional care in European health to patients and citizens.

WWW.FONSE.EU



About our projects

Find out about all our running projects in process reflecting the work of specialist nurses in Europe contributing to high quality of care provision and how to engage and support.



Domain	Specific	Sub specific	Period
Microbes	Series Guide	Revise Guide in 4 Modules (microbes and Medication, Vaccination , AMT and IPC) + Digital activation and Education	2021 – 2023
Biosimilar	Guide	Revise Guide and Digital activation and Education	2021 - 2022
Obese	To Schedule	Nurses Guide	2022 - 2024
Adherece	Te schedule	Nurses Guide	2021 - 2022
Cancer	To Schedule	Nurses Guide	2021 - 2025
Blood and Plasma	To Schedule	Nurses Guide	2022 - 2024
Competence profiles	Plasma collection Centers	Publication and further development	2020 - 2021
Safety ate Work	Series Guide	To publish over 5 years (surg-smoke ; aggression; aging; woman; musculatal; chemicals; pandemic; sharp needles ; burn-out)	2021 - 2025

Today I'm addressing the:

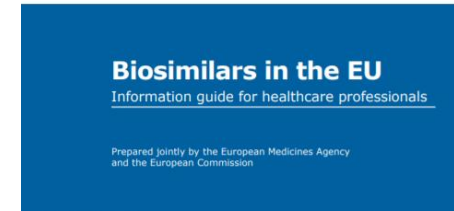
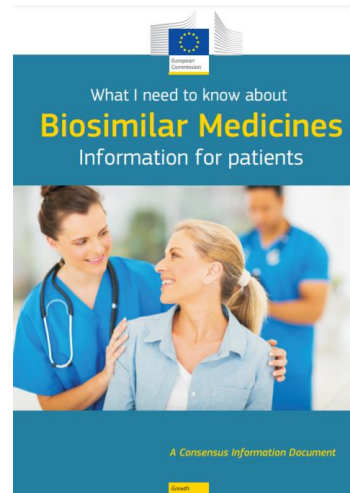
1. background on the development of the Specialist Nurses Guide
2. revision of the guide is of high
3. expert group is extended
4. long-term Project and program

Prescribers

- *Non-prescribers* → *inform*
- *Informal prescribers* → *advise*
- *Formal prescribers* → *decide*

1 Background and development

- EMA
 - Information Guide for Healthcare Professionals
 - Professionals
- European Patients
 - “What I need to know about Biosimilar Medicines”



Knowledge driven

1 Background and development

What is Biosimilar Medications

- EMA
- European Patients

Specialist Nurses

- Information
- Educations
- Communication



Communication driven

1 Background and development

Teamwork

- Homework → first things first
 - Team building → trust and friendship
 - Scope of message → unified goal
 - Digestible → how to
-
- *'Tour de tables' as glue between the cracks.*
 - *Small cracks at the start means gaps at the end.*



2- Fragmentation knowledge and narratives

The plan 2019

- First edition
 - Launch and publication

Not Done → 2021 - 2020

- Digital transition
 - Relevance and support
- Education
 - Determination and organisation

Taking time has a function

- It took two years time second version
- Feedback and other priorities
- Wait for the dust reveals new contours
- ***2021 - Lets check***
 - ***Where is the guide in heart and mind***
 - ***if nurses have a unified source of information and communication.***

2- Fragmentation knowledge and narratives

Survey - on input

“Where did you hear for the first time about Biosimilar Medication?”

- Teaching in groups
 - Pharmacists,
 - Literature
 - Conferences,
 - Colleagues
 - Package leaflet
 - ESNO Guide
- *What are the teachings about?*
 - *Is it tailored made?,*
 - *What kind of Literature?*
 - *Dynamic or static conferences?*
 - *What do colleagues they share?*
 - *Package leaflet: paper or digital?*
 - *Only handed over or discussed?*

2- Fragmentation knowledge and narratives

Survey

“What would you recommend as appropriate information resources?”

- Articles about the subject
- Official non-commercial information
- YouTube
- Peers
- Published papers (Pubmed)
- experienced colleagues,
- developed guidelines
- clinical experience of scientifically proven
- Leaflet on medicine
- Health board
- Congresses,
- sales representative who visits us,
- Debate ideas with doctors and pharmacists.
- Colleagues,
- Doctors,
- Brochures

What about

- *Google?*
- *Wikipedia?*

2- Fragmentation knowledge and narratives

2 - My level on Biosimilar knowledge is

15 responses



Good News

- Inner circle
- Specialists
- Science

Concerning

- Fragmented

Biosimilar Medication is not 'for cheap'

3- Expert group is extended

The original group, of persons who already are familiar.



The easy first part:

#building #developing #constructive #process, #creating



The hard second part:

#search, #reachout, #timeconsuming, #investing



3- Expert group is extended -

The original group, of persons who already are familiar.



The hard part:

#search, #reach_out, #timeconsuming, #investing



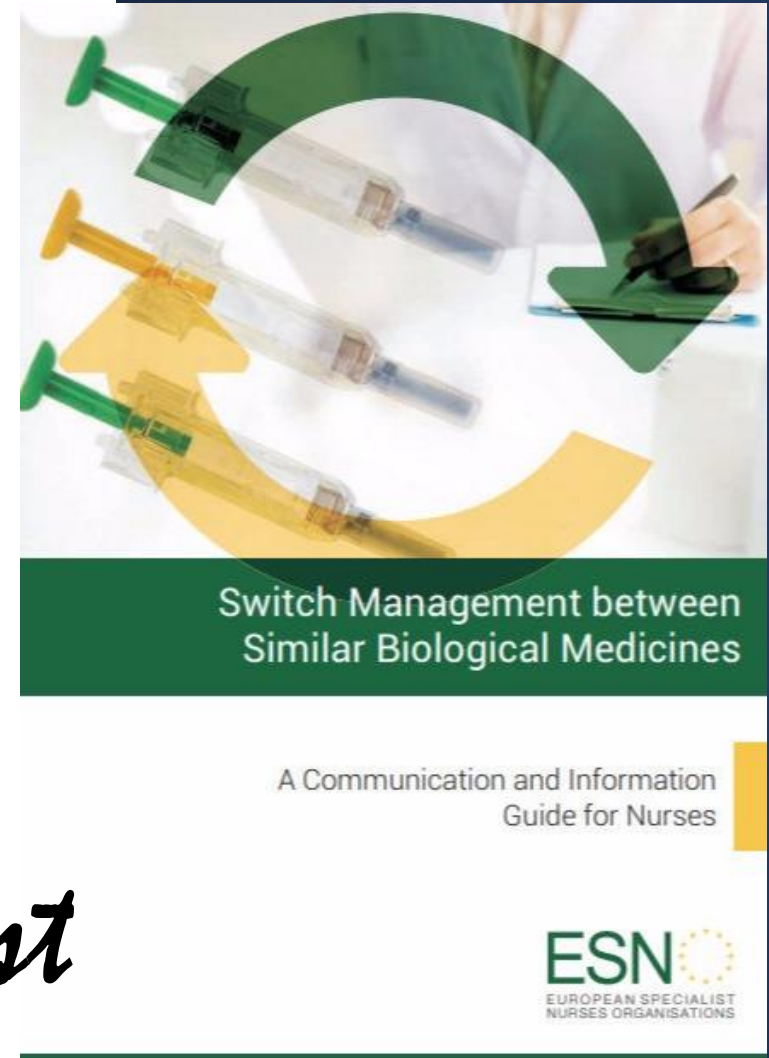
Expand your circle, ...



4 - Long-term

- A. Contribute to improved version guide
- B. Digital and Social media activation
- C. Engage as speakers during congresses
- D. Webinars, meetings, e-learning

Gain value based trust

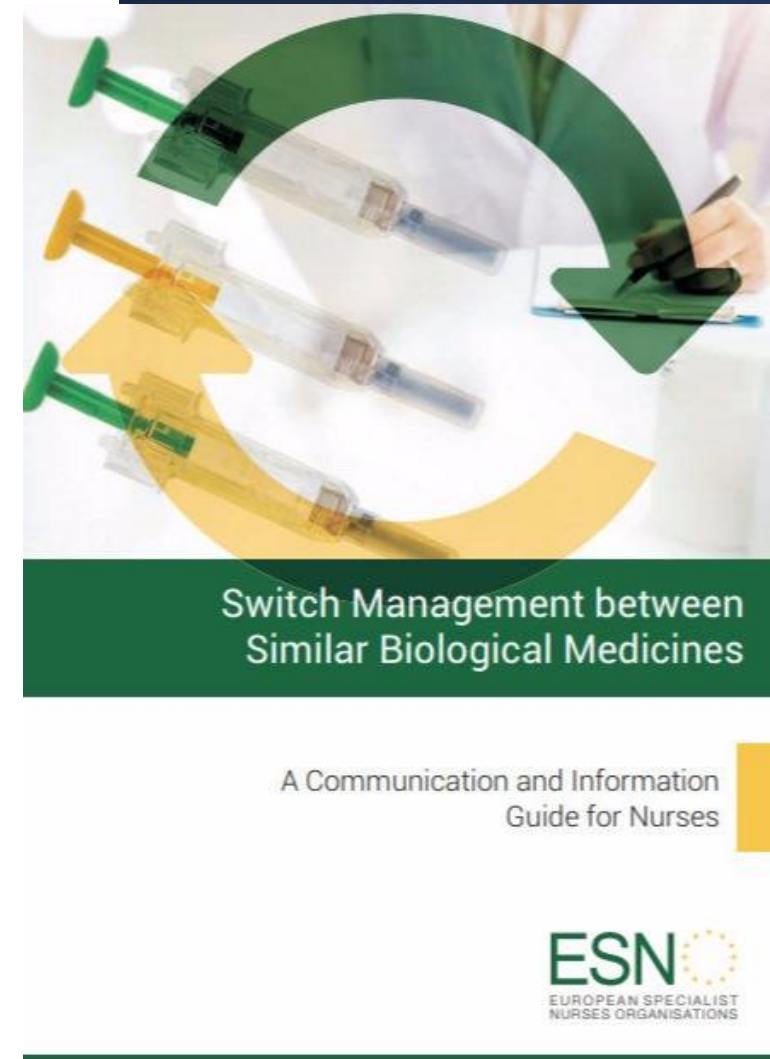


4 - Long-term

A. Contribute to improved version guide

- *Tips and tricks*
- *Experiences by health area*
- *Personal cases*
- *Improved layout*
- *Digital active version*

Nurses as most trusted



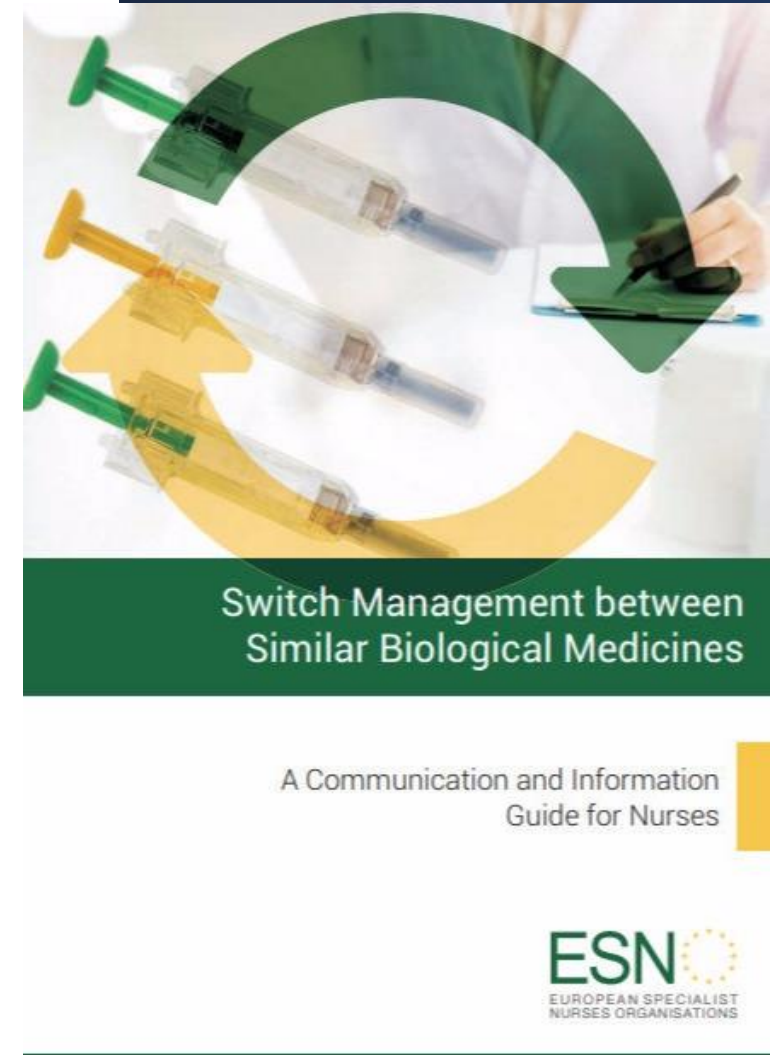
4 - Long-term

A. ...

B. Digital and Social media activation

- *Visibility*
- *Facebook, LinkedIn, Twitter and Instagram*
- *Local Newsletters*
- *Increase frequency*

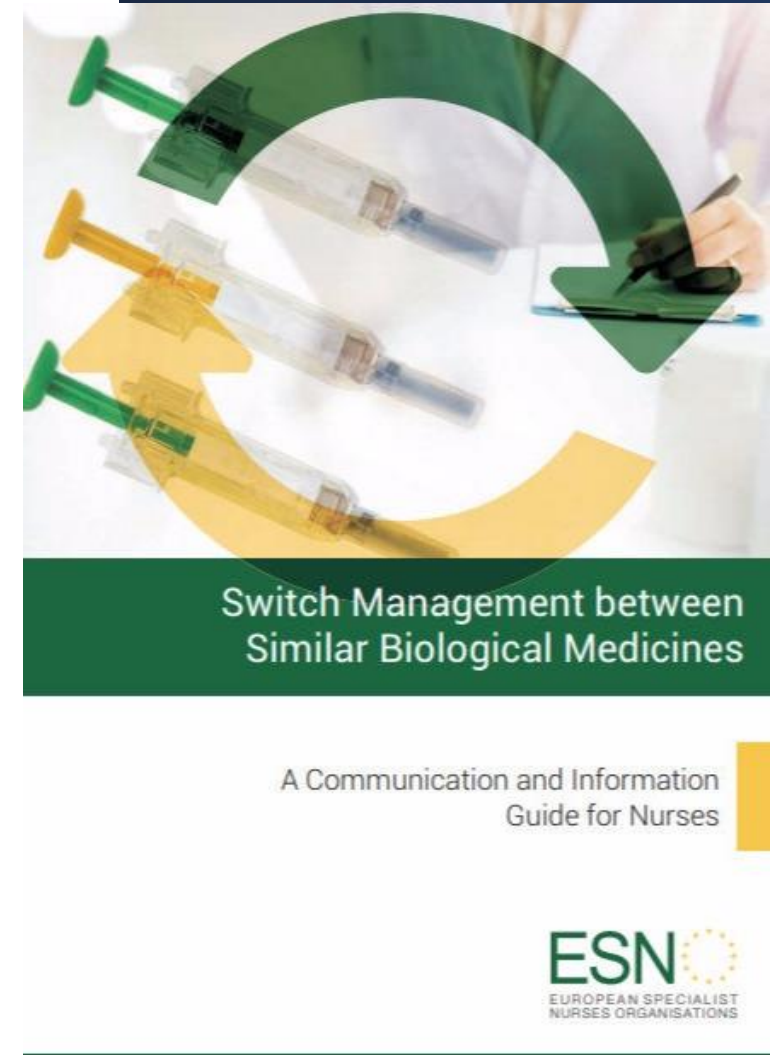
Don't let go the attention



4 - Long-term

- A. ...
- B. ...
- C. Engage as speakers during congresses
 - *Share invites at events internal*
 - *Share invites external*
 - *Share presentations*
 - *Publish presentations*

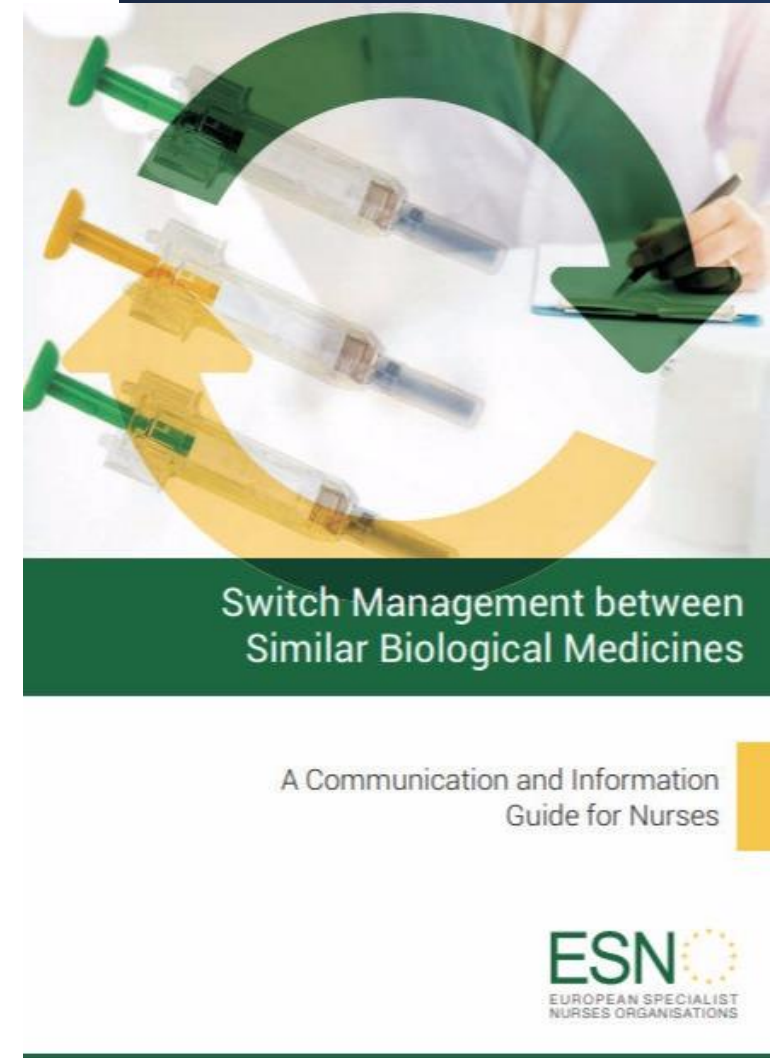
Engage in local tenders



4 - Long-term

- A. ...
- B. ...
- C. ...
- D. Webinars, meetings, e-learning
 - *In different languages*
 - *With familiar nurses in the clinic*
 - *Relevant sub-themes*
 - *Tailored per health domain*

Enter BS in Curricula



Thank you for your attention

QUESTIONS AND REMARKS ?

