Birgit Bauer
Germany

MS Patient, Passionate about Social Media, Lover of Life ….

Profession: Social Media Consultant, Journalist,

(Print, Online, PR), Speaker

Themes: Social Media, Networking, Economics, Inclusion,

Patients Needs, Patients and Social Media etc.

And, last but not least:

➢ E-Patient, Patient Activist,

➢ one of the most influential MS & health Bloggers in

Germany

➢ Trainee at the EUPATI „Patients Expert Course"

Challenges and Missions

➢ Research of patients use of Social Media (different Patient Groups – different use ☺, different Countries also)

➢ Social Media Listening for different Partners from the Pharmaceutical Industry and Patient Organisations

➢ Workshops: Social Media for Patient Organisations and Patients on a international Level (Themes: Storytelling, Strategies, Blogging, Social Networks)

➢ share information for Patients via Social Media

➢ participate on Tweetchats and watch the effects

➢ research in mhealth and ehealth and how we can make it useful and understandable for patients.

mhealth & ehealth

<u>Are important!</u>

<u>Because:</u>
- ➤ e. g. immobile Patients could connect to the doctor from home
- ➤ sometimes there is only a little talk needed (Question to a dose …)
- ➤ Patients with psychological diseases can be better accompanied.

But:
- ➤ Who will pay for the technical ressources e. g. Smartphones for Patients?
- ➤ Do Patients all have direct access to the internet? Infrastructure!
- ➤ There is Transparency in all areas needed. A lot of gaps must be filled up with knowledge, a lot of wrong information must be cleared.
- ➤ Will personal data be protected? And how?
- ➤ How can patients be educated in the different tools?
- ➤ Which Tools make sense? Are „Well Being" Apps important? Do we need them?

Contact:
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