



IPOPI XIIth Biennial Meeting NMO Advocacy and Media Workshop

GETTING READY to PRESENT YOUR CASE

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Hall E, Firenze Fiera, Fortezza da Basso
Florence, Italy





Dear National Patient Organisation

I am writing to let you know that with immediate effect we will no longer be able to supply the treatment for primary immunodeficiencies in our country.

There are two reasons for this decision:

(1) The cost to the health budget: we have to consider the broad spectrum of medical conditions and priorities. PIDs are rare disorders and as such do not occupy a priority rating.

(2) The cost-effectiveness of Ig therapy has not been proved beyond doubt in our country. Antibiotic therapy is available

If you want to discuss this further one of the staff will be happy to meet you. We suggest Mr Watters.

Minister of Health

GETTING READY to present your case!

- Groups— half to meet the Minister of Health and half to present to the media at a Press Conference!
- The Theme is settled.
- You need to work on how you are going to achieve your objective – so you need to be very clear and agreed about what that objective is.
- Prepare key messages – ‘sound bites’ – that will attract attention and focus your case.
- Decide who to use – and why!
- **KNOW YOUR FACTS AND DATA.**
- Discuss your follow up plans.

ALWAYS KNOW THAT IPOPI IS THERE AS THE FRIEND AND SUPPORTER OF YOUR NMO!

**The Global Office in Lisbon is only a
Skype Call or e-mail away and the
services are FREE to NMOs and
Associate Members!**

















