



IPOPI XIIth Biennial Meeting  
NMO Advocacy and Media Workshop

***GETTING READY to PRESENT YOUR CASE***

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Thursday 4 October 2012  
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  
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Associate Members!**

















