

Co-created videos to provide practical advice to patients living with IBD

made
with
patients

Description: In partnership with a pan-European Crohn's & Colitis advocacy group, Janssen has developed a series of animated videos to provide positive and practical advice to patients about living well with IBD. The series is supported with a suite of other materials like leaflets, toolkit and social media campaign.



- 1 Shared purpose with the EU Patient Advocacy Group (PAG) for creating positive and practical advice for IBD patients.
- 2 Respecting the PAG's way of working, and the group's preferences in how and when to input (e.g. meeting and travel schedules)
- 3 People on the videos chosen for the best representation of the target group that is most likely to be impacted by IBD.
- 4 Roles and responsibilities were agreed in writing with timelines to the expected deliverables.
- 5 Project resources were defined and agreed prior to project start.
- 6 Co-creation meeting is key for this project and a written summary is provided afterwards. Ongoing communication has been established due to strong relationship.
- 7 The value of this initiative was recognised by all patients, advocacy groups and within Janssen. The initial plan of two videos has turned into a longer partnership where 4th video is to be launched in October.

Impact: A systematic approach to ensure success in co-creation between different players in the Healthcare ecosystem

Lessons learned: Building a relationship of Trust requires time, mutual respect & understanding, listening to each other's needs, stepping into each other's shoes, some compromises, and true partnership.