

Value And Shared Benefits Beyond Communication



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Break Dengue

**2017: Winner**, Association of Strategic Alliance Professionals **CSR Excellence Award** 



2016: Recognized as WHO eHealth case study



2015: Winner "Most impactful emerging or global initiative"



2014: Social good awards, Winner in Healthcare

## The Synergist: Leading Co-Impact on Societal Issues



The Synergist is a social venture that addresses a growing need to collectively face societal issues by addressing broken or inefficient systems and accelerating societal (co-)impact.



Pregnancy & Medicine Initiative Prescribing change, expecting more www.PregnancyAndMedicine.org









# **Our Model**

A strong identity and

storytelling plan



An open issue centric ecosystem



- A robust and agile partnership governance model
- The Synapse Digital Suite for landscape mapping and networking tool
- Experts communities online and offline

- An independent Editorial Board
- Strong digital channels and storytelling
- Social media engagement

Owned initiatives to address gaps

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**Advocacy:** Examples include Global Dengue Day; Matrix for Maternal Health Performance Matrix.

**Tools:** Examples include framework for patient engagement; reputation toolkit for patient organizations, online repositories.

**Innovative solutions:** Examples include new dengue actionable surveillance based on big data, crowd surveillance; Patient Engagement Portfolio Management



## **PFMD** – an open, independent global coalition of health stakeholders

Advancing a consistent approach to meaningful patient engagement, through co-creation and implementation of an actionable meta-framework

- Global approach
- Map the landscape
- Connect
- Synergise and align



**Co-created meta-framework for patient engagement** 



made with

patients

## **Current Membership – June 2017**



MEDICINES DEVELOPMENT

# **Patient Focused Medicine Development**



#### 3 workstreams:

Awareness & Culture change

Building a PE ecosystem



**Building a PE framework** (which is adopted)

## Key projects:

- A. Stakeholder expectations matrix
- B. PE Toolkit:
  - a. SYNaPsE
  - b. Reputation & crisis management
  - c. PE Quality Guidance
  - d. Do's & Dont's
  - e. Book of good practices

- C. IMI project
- D. PE pharma training
- E. Net Present Value simulator
- F. <u>Pledge to patients</u>



# **Break Dengue in a nutshell**

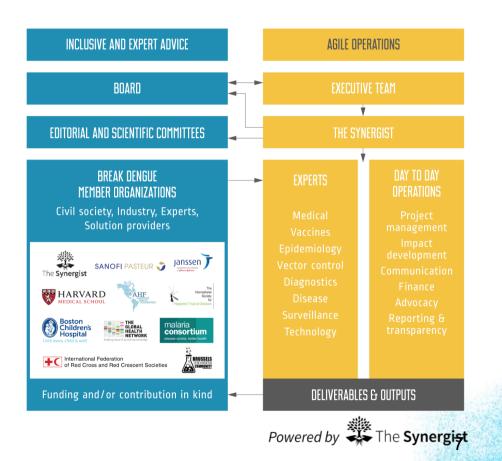
#### DESPITE THIS, DENGUE GETS LITTLE ATTENTION ON THE GLOBAL PUBLIC HEALTH AGENDA...

**Break Dengue** 

Efforts tend to be isolated, short-lived and limited to certain sectors or geographies.

Break Dengue is a non-profit organization that aims to connect different initiatives around the world that are addressing the issue of dengue so that together they can have a bigger impact.

Let us break the silence and help dengue sufferers be heard about the need to make this a priority.



# The Break Dengue ecosystem, building collective impact...



#### We should all care about **DENGUE** (\*) Break Dengue

SEARCH

## **Brazil Exchange**



**66** Outbreaks like Zika distract us from other medical emergencies **Gary Finnegan** 

Editorial

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#### €10,000 PRIZE: HELP US BREAK DENGUE

Do you have an initiative that could help to combat dengue fever in your community?



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Global Denge Lab is a sharing and collaboration glatform for professionals who work on the prevention, surveitance or teratment of denge levee. Nor by the Birch Denge Initiative, in cliffers a unque opportunity to engage with professionals from different fields of expertise around the world, providing one central point to help tackle the burden of dengue collectively. Conversations include research and development of new techniques and technologies, bein spractic barring project development and pathemistrys. You can read more here.



Dengue Lab 1250+



### Dengue Prize

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## **Hackathons & Epihacks**

#### LET'S PREVENT GLOBAL DENGUE CRISES!



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#### OPEN CALL FOR DATA

Dengue outbreaks are sporadic, unpredictable and highly disruptive. The spread of mosquiro-borne diseases poses a major threat to public health. But digital technologies and big data are proving to be game-changers in detecting and preventing outbreaks of diseases. Nike dengue.

We are very excited to share our Dengue Track data at the Hackathon organised by <u>Denguetrack.org</u> on November 25th and 26th in Brussels. During the two days, scientists will use our data and the data we'd like to ask you to help us collect to look at:

How can we identify outbreaks sooner?
How can we predict future outbreaks?

· What factors might influence dengue spread and outbreaks?





#### IF YOU HAVE:

· Dengue-specific data

- · Data related to mosquitoes [specifically Aedes aegypti]
- Data related to other mosquito-borne diseases [specifically chikungunya, zika fever, and yellow fever viruses]
- · Weather data/ Climate data/ Vegetation data
- · Medical data/ Transportation data/ Travel data/ Agricultural data

· Demographical data

#### Announcing our Partnership with

Break Dengue Posted on October 14, 2016 by Philippe Van Impe

We're happy to announce our collaboration with Break Dengue for our upcoming hackathon to stop the spread of dengue.

Break Dengue will support us with their knowledge, ideas, and data about the spread of dengue that they've gathered over the past four years of working against this disease.

On our part, we'll engage the data science community to work with this data to visualize the spread of dengue and to forecast future outbreaks, and provide the analysis required the put these ideas and knowledge into action.

Break Dengue is a non-profit organization that aims to connect different initiatives around the world that are addressing the issue of dengue and provide an open platform for doing so.



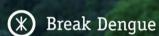
Break Dengue at the Millennium Campus Conference at the United Nations

Denguehack.org is a non-profit initiative from the European Data Innovation Hub. It involves bringing data scientists together to work toward the common goal of better understanding the spread of this disease and making big data a weapon in the asrenal in the fight against Dengue.









# DON'T LET DENGUE Break you





# Surveillance is a key WHO action plan pillar (2016)

- 1. Strengthen surveillance systems
- 2. Use + link multiple sources of information
- 3. Improve early-warning systems
- 4. Establish web-based real-time system for monitoring trends
- 5. Address variety of information:
  - event and indicator-based surveillance (cases)
  - virus (serotype and genotype)
  - vector (species, population densities)
  - environmental (e.g. weather)







## Advances in using Internet searches to track dengue

Shihao Yang<sup>1</sup> S.C.Kou<sup>1,\*</sup>, Fred Lu<sup>2</sup>, John S Brownstein<sup>2,3</sup>, Nicholas Brooke<sup>4</sup>, Mauricio Santillana<sup>2,3,\*</sup>

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- 2. Computational Health Informatics Program, Boston Childrents Hospital, Boston, MA, USA
- 3. Harvard Medical School, Boston, MA, USA
- 4. The Synergist, Brussels, Belgium

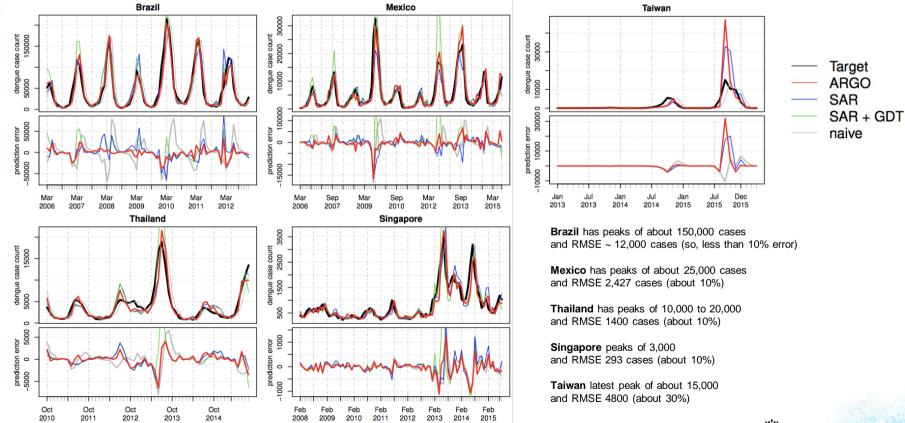


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Characteristics	Brazil	Mexico	Thailand	Singapore	Taiwan
ARGO correlation	0.971	0.924	0.928	0.903	0.834
Median yearly case count	590,000	48,000	47,000	5,400	1,700
Seasonality (correlation of SAR)	0,917	0,911	0,917	0,847	0,878
Internet penetration [41]	50%	38%	27%	74%	76%
Google market share [42]	97%	93%	99%	84%	42%
Report frequency	monthly	monthly	monthly	weekly	weekly
Population (avg. in millions) [43, 44]	198	120	67	5.2	23
Median yearly incidence (per 10,000)	29.1	4.1	8.0	10.5	6.8
Country size (10 <sup>3</sup> mi <sup>2</sup> )	3,290	758	198	0.28	14
Population density (per mi <sup>2</sup> ) [43]	60	160	340	18,700	1,600
GDP (per capita avg. over study period) [43]	\$10,100	\$9,200	\$5,800	\$55,000	\$31,900



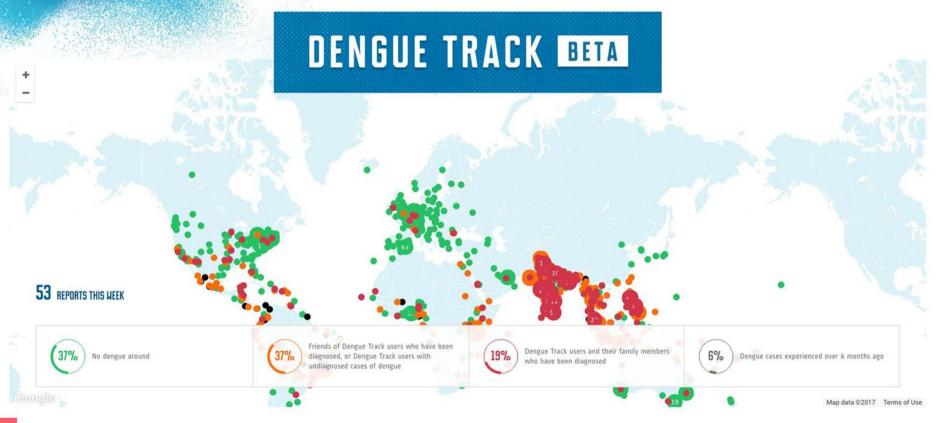
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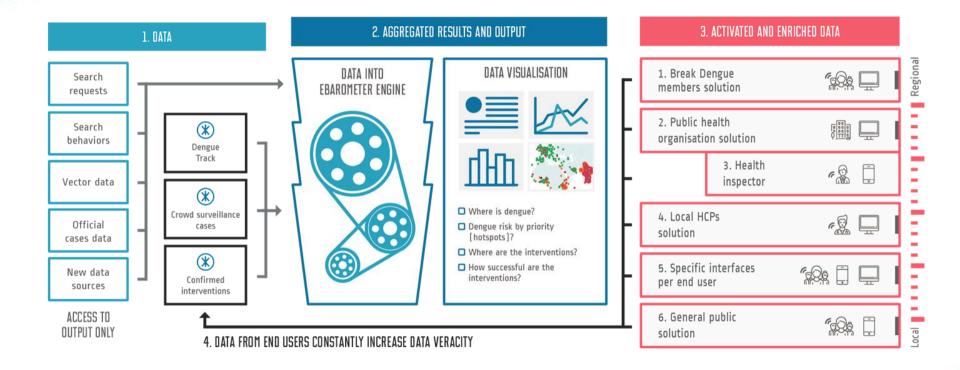
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## **Targeted and Informative Toolkits**





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### **MULTI DISEASE APPROACH**

