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## AIM Explains Patient Involvement in Scientific Congresses

October 22, 2019



[AIM Group International](#) has recently published a new White Paper by Francesca Manzani, head of the Florence Office of AIM Group. The paper provides perspectives on why you should consider the integration of patients in your next congress and how to do it with success. Patient involvement in clinical care and research has gained momentum in recent years, firstly because the patient community itself is asking for a more active role. But also, because patient participation in health care systems has been proven to improve treatment outcomes.

The White Paper explains that, once a decision has been made to strategically involve patients in the congress, they can be entrusted to play different roles, such as event co-designers (patients can contribute to developing the scientific programme), they can offer an

additional point of view (engaged as active audience participants or intervene as speakers) and logistics counsellors (to take care of the physical and medical needs of patients at the congress venue).

Ms. Manzani uses the real life example of the World Systemic Sclerosis Congress, which AIM Group organised since its first edition in 2010, to demonstrate patients fundamental role in improving the impact of a congress. **«The connection between physicians and patients makes the congress really original and particularly rich in building human empathy. The presence of patients over the years has contributed to maintaining a greater attention to their needs and helping make improvements to their daily lives»** concludes Manzani.

The full white paper can be downloaded [from the AIM Group website](#).

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