

**Building the Future of Patient Education to Improve Outcomes:  
Integrating behavioral psychology and digital tools to increase dietary  
adherence in people with IEMs**

*A three-part series of online educational events*

## **PART 2: ROUND TABLE DISCUSSION**

Is social media the key to patient education  
in IEMs?

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# PART 2: ROUND TABLE DISCUSSION

## Is social media the key to patient education in IEMs?

Tom Pugh, Louise Robertson, Tom Chimiak, Steven Gradidge,  
Draga Ter Wee-Vrhovac

### Description:

Join experts in inborn errors of metabolism and social media for a round table and Q&A on using social media to engage with patients and support better management of their condition.

### Session objectives:

- Gain understanding in using Social Media in communication with patients
- Learn to leverage digital channels to communicate with your patients
- Learn about the use of social media in healthcare broadly, and in IEM communities specifically



Chair and Host  
**TOM PUGH**

*Global Director HCP Digital  
Engagement, Danone Nutricia*

Tom is a people-centric innovative health marketer, enjoying a 24-year adventure within Danone that can be broadly divided in two chapters.

**Chapter 1** – “the Consumer years”. The first 14 years he spent learning the tools of consumer marketing –working on many loved brands such as HP Sauce, Lea & Perrins Worcestershire Sauce and Activia with time lived in the UK, US, Canada and Spain.

**Chapter 2** – “the Passionate Healthcare years”. Tom joined Nutricia's Medical Nutrition Division, where he was the VP Marketing for North America, pushing the boundaries for Digital 360 view of their customers. He served as the Global Head of Digital for the Advanced Medical Nutrition business from 2016-2019, and since then has been head of the HCP Digital Engagement for Danone Specialized Nutrition. He is interested in behavior and mindset change to improve the lives of patients and their families, improve the practice for HCPs and to grow business.



Expert Panel

## LOUISE ROBERTSON, RD

*Specialist Dietitian, Inherited Metabolic Disorders, University Hospitals Birmingham NHS Trust UK and dietitian to the Galactosaemia Support Group UK*

 @louisedietitian

Louise is an experienced dietitian specializing in adults with Inherited Metabolic Disorders at the Queen Elizabeth Hospital in Birmingham. She has been running her nutrition blog, Dietitian's Life, for the last 5 years and has several professional social media accounts. In 2017 she curated the @NHS twitter account for a week, showcasing the life of an NHS dietitian and was nominated and won the CN magazine Social Media Personality award for 2018. She supports the @UHBTtherapy twitter account and has curated the @UHBTTrust Instagram account for dietitians' week for the last 2 years. 18 months ago, Louise also took on the role of dietitian to the Galactosaemia Support Group in the UK and has started a blog page on their website for patients as well as helping out with GSG social media accounts.



Expert Panel

## TOM CHIMIAK

*Director and Videographer,  
PKU patient and advocate*

 @TomChimiak

Tom is an award-winning filmmaker whose work has been shown across the world. He is a senior lecturer in filmmaking at Leeds Arts University in the UK. He has PKU and is able to have 8.5 grams of protein a day.



Expert Panel

## STEVEN GRADIDGE

*Social and Advocacy Manager,  
Danone Nutricia*

Steven is Danone Specialized Nutrition's Global Social Media lead - helping markets further their social and wider digital capabilities. Experience mainly consists working for digital and creative agencies, in London, across strategy, planning, optimization and content creation. Getting his hands 'dirty' across a wide range of industries and disciplines of digital marketing, previous clients include Booking.com, Nissan, Nike, Trainline and multiple Unilever brands – even getting to work with Thierry Henry.

He joined Danone 3 years ago, his focus has been leading scalable growth initiatives to empower markets to be quicker, smarter and more efficient to activate - and generally do the right thing.



Expert Panel

## **DRAGA TER WEE-VRHOVAC**

*Associate General Counsel & Senior  
Compliance Officer*

Draga is an experienced lawyer and compliance professional and has always been driven by a strong purpose of trying to make a difference and the world a better place. Before joining Danone Nutricia, Draga has worked for international organizations, globally leading law firms and private sector. When working for a law firm many of her clients were operating in healthcare and life sciences.

Draga is enjoying working in Danone Nutricia for the last 6 years and started her journey in the company in its Specialized Nutrition country business unit operating in more than 50 countries. There, Draga set-up from scratch a legal, regulatory and quality team providing efficient, tailor-made support whilst helping the country business unit to continue to successfully and in the right way navigate in the complexity of the local markets. Almost two years ago Draga has joined Danone Nutricia's Specialized Nutrition global legal and compliance team and has been focusing on legal and compliance issues that come with interactions in the healthcare systems and communities.



# KEY TAKEAWAYS FROM THE SESSION

Social media is here to stay. The most important thing is to start, now more than ever, as patients are demanding new engagement channels from their healthcare providers. Open an account and learn how other HCPs are doing it first.

From a PKU patient perspective using social media and the internet is the first thing tried for immediate information. Healthcare providers and companies should be on there to help maintain and grow the PKU community and knowledge base, as well as to provide more informal and more frequent communication with patients.

As an HCP, think before you post! If you wouldn't say it in a clinical situation, then don't say it on social media!

In case a potential conflict of interest could exist or even if you are doubting- always disclose! It is the duty of the healthcare provider to be clear if information shared is truly professional advice or if there is any endorsement or any form of advertisement.

Remember social media is a 2-way street. Just as powerful for sharing your experiences, ideas or messages – but also for listening and getting feedback.

# ADDITIONAL RESOURCES

## ▶ **Social Media Practice Guidelines:**

[British Dietetic Association](#)

[American Academy of Nutrition and Dietetics](#)

[Healthcare practitioner's council UK](#)

## ▶ **Review:**

[Smailhodzic, E., Hooijisma, W., Boonstra, A., & Langley, D. J. \(2016\). Social media use in healthcare: A systematic review of effects on patients and on their relationship with healthcare professionals. BMC Health Services Research, 16\(442\), \[442\].](#)

## [Explore the full educational series:](#)

### ▶ **PART 1 PODCAST MINI-SERIES:**

CONNECTING THE DOTS: USING BEHAVIORAL AND COGNITIVE PSYCHOLOGY TO SUPPORT TEENS WITH IEMS

This podcast series covers topics relating to teenage development, and how to use this knowledge in support of patients with IEMs through the discussion of patient case studies.

### ▶ **PART 3 WEBINAR:**

THE POWER OF PERSONALIZED EDUCATION: IMPROVING ADHERENCE TO DIET AND PATIENT OUTCOMES IN IEMS

Join this webinar to learn more about the value of personalized patient education and discover new strategies to help improve adherence among adult patient populations.



METABOLICS