

parkinson's
europe



Partnership and sponsorship opportunities

COACH

Why partner with us?

At Parkinson's Europe, people affected by Parkinson's are our number one priority – and we have been championing their needs and rights in Europe and beyond for more than 30 years. Our aim is to ensure people with Parkinson's, their immediate families and caregivers benefit from the best treatment and care to help them manage the condition.

By partnering with us you will be ensuring you take into account in your work, the perspective of the Parkinson's community and those with neurological conditions. We help you to connect with Parkinson's related networks that matter so you can develop the quality of products, treatments and devices that directly improve the lives of people with Parkinson's and those of their nearest and dearest.



The best
treatment and
care is where
you come in.

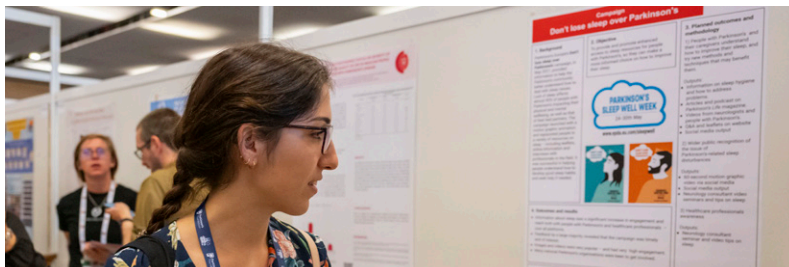
Our aim is to:

- **ensure you receive valuable insights and correct facts** about Parkinson's, and its real-life impact on people with Parkinson's, at the start of your development or design journey – to help you develop the best service or product for those who need it;
- **enable you to effectively test and research** protocols and processes to guarantee they are the best fit for the Parkinson's community;
- **help you develop clear and coherent patient information material** that will ensure people with Parkinson's and their caregivers understand how to safely and effectively use your product(s);
- **connect you to others in the field** who could complement your work, and thereby directly benefit the Parkinson's community.

We feel the above is in the best interest of people with Parkinson's – and it means we can help you to use your time and resources more effectively in order to provide the best possible outcome for those who need it.

What we can offer

Insight and knowledge about Parkinson's and the needs and experiences of people living with the condition.



A pharmaceutical company was interested in the impact of sleep disturbances and fatigue in Parkinson's to inform its new strategy for holistically approaching solutions for Parkinson's. Based on our extensive knowledge of documented research, our own resources and contacts within the Parkinson's community, we provided detailed insights about the topic that will inform the company's work in the future.

Many organisations benefit from receiving feedback from the Parkinson's community to inform the development or testing of products. A survey we co-developed with Britannia Pharmaceuticals aimed to understand if people with advanced Parkinson's receive adequate and timely information about this aspect of the condition from healthcare professionals. Testing products has also helped companies develop new systems such as: a symptoms tracking technology tool; a deep brain stimulation programming experience; and a music therapy app currently being trialled to see if it can relieve Parkinson's symptoms.

Testing and feedback involving Parkinson's communities, to 'temperature check' specific issues of interest to them.



Collaboration on projects when it matches our organisational objectives and those of the Parkinson's community.



Working collaboratively with our Gold and Diamond funding partners can help us, and them, develop joint projects of benefit to the Parkinson's community. For example, our *Keep ON Moving* video series to help people with Parkinson's exercise at home was developed in conjunction with Bial. Sometimes, we agree to co-develop projects that our partners want to progress – for example, **MY PD-CARE** is a tool we co-developed with AbbVie to make it easier for people with Parkinson's to communicate their symptoms and experiences to their healthcare professional.

A variety of platforms to disseminate information for people with Parkinson's, their families and caregivers.



In our quest to help people with Parkinson's and their caregivers access information to help manage their symptoms and live a comfortable life we often agree to share partner information on our various platforms, such as our websites and newsletters. A recent example was for a company that produced multimedia resources aimed at informing and empowering the Parkinson's community on topics such as exercise, diet, cognition, caregiver support and general wellbeing. We also offer sponsored articles and podcasts via our online magazine Parkinson's Life that keeps the Parkinson's community up to date with latest developments and topics of interest.

We recently reviewed the content of a website developed by one of our partners to ensure it would be understood by the Parkinson's community. The website aims to support people with Parkinson's experiencing an often-neglected Parkinson's symptom, providing information on how they can manage the symptom in daily life. We reviewed the website draft structure, language, storyboard and mock-up to ensure it would resonate with the Parkinson's community.

Reviewing patient information you produce, to offer advice on whether it contains Parkinson's-friendly language.



Introductions to those who can complement the work you do to combat Parkinson's.

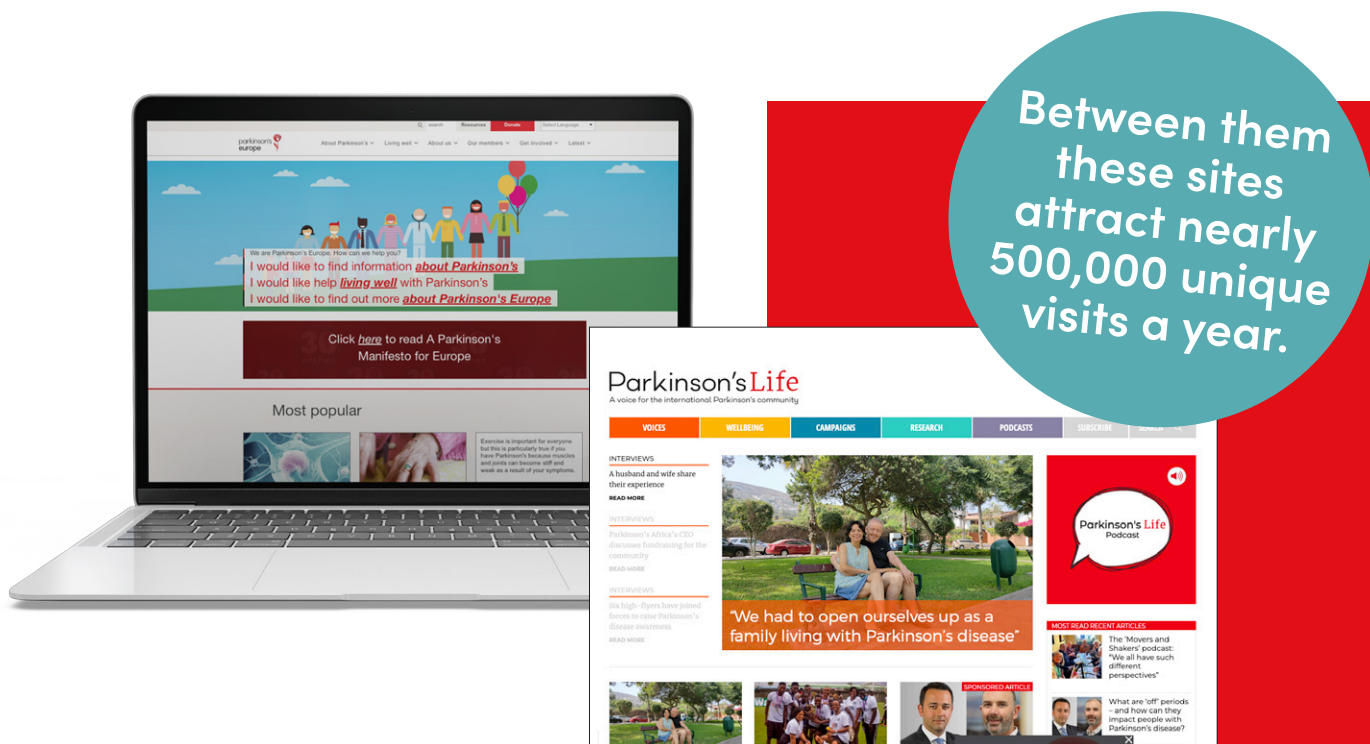


We regularly connect our member organisations with companies in their own country who they may be able to collaborate with to create positive outcomes both for the companies and our members.

The above list is not exhaustive and we are open to other ways of providing bespoke support if it will be of benefit to the European Parkinson's community.

Our reach and connections

Working with the Parkinson's community for more than 30 years has given us a rich knowledge and background of how Parkinson's affects people's daily lives – from the emotional rollercoaster of being diagnosed to the debilitating long-term impact of living with the condition. **We strive to reach out to Parkinson's communities across Europe and globally to keep abreast of the issues that matter to people with Parkinson's, their families and caregivers.** We also have close relationships with a wide variety of healthcare professionals – from family doctors and neurology consultants, to Parkinson's healthcare specialists who work on the ground supporting people with Parkinson's in managing their daily requirements.



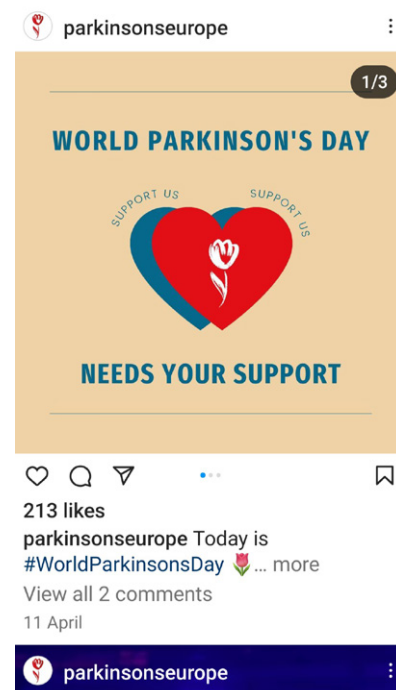
Our online presence

We currently have two websites (soon to be merged into one new site). Users are mostly people with Parkinson's, their caregivers and relatives. But medical professionals, researchers and others also form a significant part of our audience.

- **Parkinson's Europe website** – a platform where the Parkinson's community can find out about our work, and how to live with Parkinson's. parkinsonseurope.org
- **Parkinson's Life website** – a lifestyle publication with human interest stories and information about the latest developments in Parkinson's treatment and care options. It is read in more than 200 countries. parkinsonslife.eu

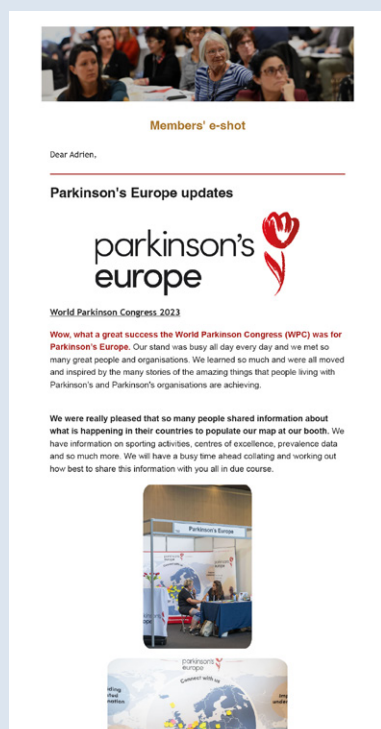
Social media platforms

In total, we have an active and engaged social media following of **25,000** to date – and numbers are growing.



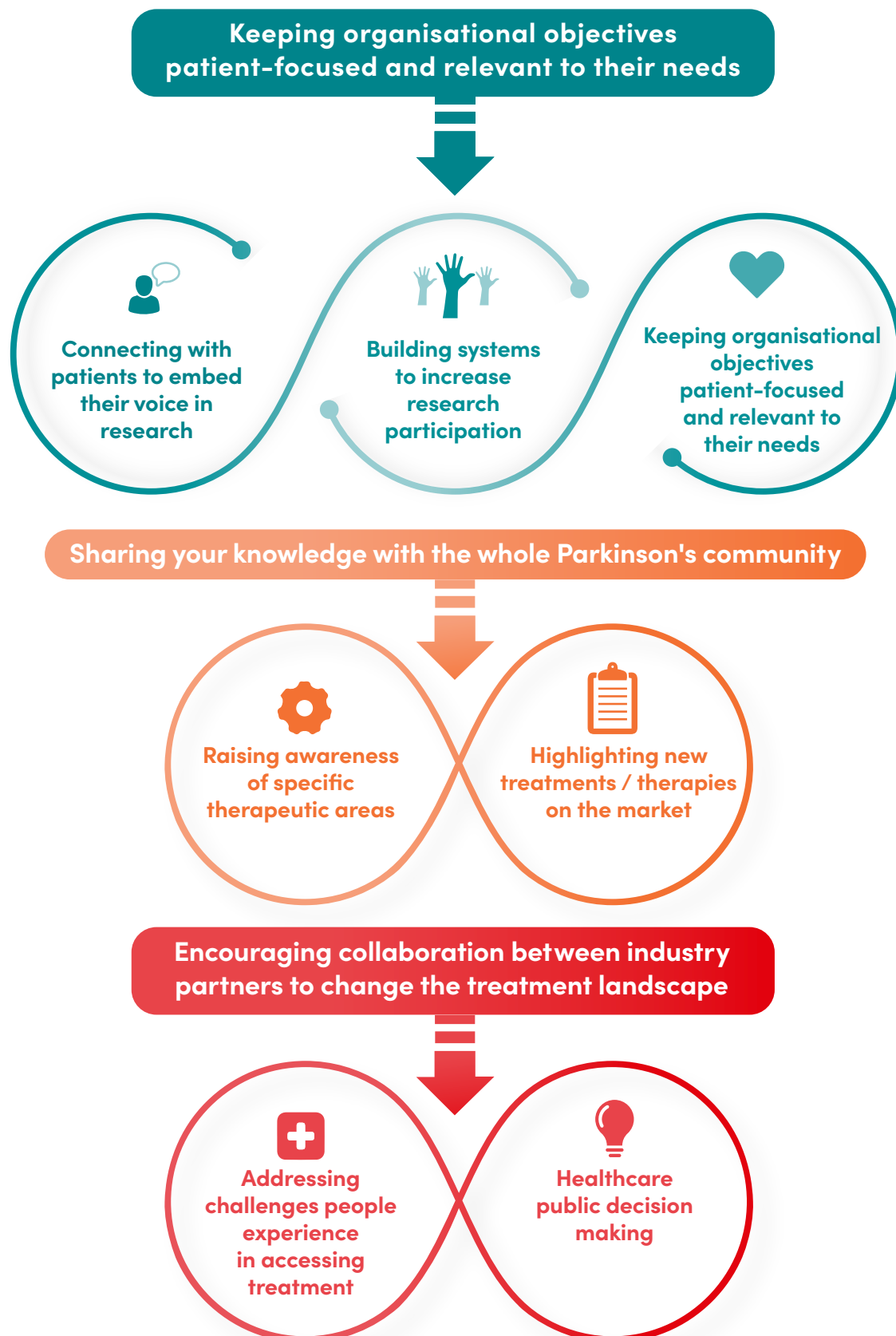
E-newsletters

We have three regular digital newsletters, each with their own subscription base and audience. These e-newsletters regularly highlight our own initiatives and those of our partners.



- **Parkinson's Life e-newsletter** – this is sent to readers of our online lifestyle magazine and alerts them to upcoming articles and stories.
- **Parkinson's Europe e-newsletter** – this is sent to our general database of contacts and contains general news and information about our work and that of our partners, with opportunities to hear about new research, product launches and developments.
- **Parkinson's Europe member e-newsletter** – this is sent to our members, which are national Parkinson's organisations around Europe. Information within these e-newsletters has the potential to be disseminated to around 100,000 people with Parkinson's, their caregivers and families around Europe.

By connecting the industry with the Parkinson's (patient) community we can also help **improve the communications gap** between patients and the healthcare profession.



Find out more about our work

Parkinson's Europe is an umbrella body for Parkinson's organisations and the leading voice for the 1.2 million people with Parkinson's and their families in Europe. We provide information on Parkinson's, help organisations across the world share good practice, raise awareness and improve understanding of the condition, and facilitate research collaboration. Our vision is that people with Parkinson's and their families have access to the highest standards of treatment, support and care they need to live a full and comfortable life.

How we do this

Engage We connect with the Parkinson's community across Europe and beyond to champion collaborations and partnerships, help develop solutions to unmet needs, and raise awareness of the condition's impact with decision makers.

Inform We provide up-to-date information, research and resources for Parkinson's stakeholders to educate, advise and share good practices.

Unite We represent national Parkinson's associations – that collectively have about 100,000 members in more than 20 countries across Europe – and we bring them together to share their experiences.

Advocate We advocate at a European level for the rights and needs of people with Parkinson's and their families calling for policies that benefit the Parkinson's community throughout Europe.

*A leading
voice for
people with
Parkinson's*



Become a sponsor or a partner

To find out more about our partner and individual sponsorship packages please contact:


Dominic Graham (dominic@parkinsonseurope.org)

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Providing trusted information

Sharing good practice

Improving understanding

Research collaboration

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We look forward to working with you



Help us to help
people with
Parkinson's



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