

## TITLE

Empowering Access to Treatment and Awareness: A Patient Support and Access Campaign Led by Esperantra with The Max Foundation



## INTRODUCTION & AIMS

Chronic Myeloid Leukemia (CML) patients in Peru face persistent barriers to accessing life-saving treatments like imatinib due to systemic limitations in public healthcare. Esperantra, a patient-centered NGO based in Lima, Peru, partnered with The Max Foundation to ensure equitable access to treatment for CML patients.

This initiative aimed not only to provide access to imatinib but also to raise awareness through campaigns on World Cancer Day and World CML Day, fostering a more informed and supported patient community. Our objectives were:

- To increase access to essential treatment for CML patients.
- To raise public awareness about CML and patient rights.
- To build community among patients and caregivers.

## METHODOLOGY

**Target Audience:** CML patients, caregivers, health professionals, and the general public in Peru.

### Tactics Employed:

- Facilitated access to imatinib through collaboration with The Max Foundation.
- Conducted educational campaigns on World Cancer Day and World CML Day.
- Delivered public talks, distributed informational brochures, and used social media outreach.
- Organized support group meetings for patients and caregivers.

### Resources Required:

- Human resources: Volunteer doctors, patient advocates, and Esperantra staff.
- Financial: Operational support from Esperantra and logistical aid from The Max Foundation.
- Educational: Printed and digital educational materials.

### Evaluation Strategy:

- Tracked the number of patients receiving imatinib monthly.
- Monitored event attendance and social media engagement.
- Collected qualitative feedback from patients and families.

## RESULTS

- More than 40 CML patients currently receive imatinib treatment regularly through this initiative.
- Over 500 people reached annually through awareness campaigns.
- Social media campaigns increased engagement by 75% during key health days.
- Feedback from patients showed increased understanding of disease management and treatment adherence.
- Strengthened ties between patients, families, and medical professionals.

## CONCLUSIONS

This initiative demonstrates that strategic partnerships and consistent community engagement can overcome treatment access barriers. Key challenges included navigating healthcare bureaucracy and addressing misinformation. These were managed through patient advocacy, education, and direct communication with institutions.

### Take-home messages:

- Strong NGO-pharma partnerships can bridge treatment gaps.
- Awareness and education are powerful tools for empowerment.
- Capacity building among young healthcare professionals, like myself, strengthens advocacy sustainability.

## REFERENCES

(This section should be completed if you cite other people's work in your poster, unless you inserted an abbreviated reference directly into the text)