

# A Rapid and Significant Establishment within Israeli Patients and Healthcare Community

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## Introduction

HaBait Shel Bar was founded in January 2022 and is the first and only patient association for gynaecologic (Gyn) cancers in Israel. As being the first and only patient association for Gyn cancers, we knew from the very beginning that if we want to create a significant impact, we must play hard and loud to enable the recognition by patients and the healthcare community. This abstract describes the process and key decisions from the foundation of this patient association to establishing significant recognition by the patients, Ministry of Health and the Israeli Society of Gynaecology Oncology (ISGO).

## Methodology

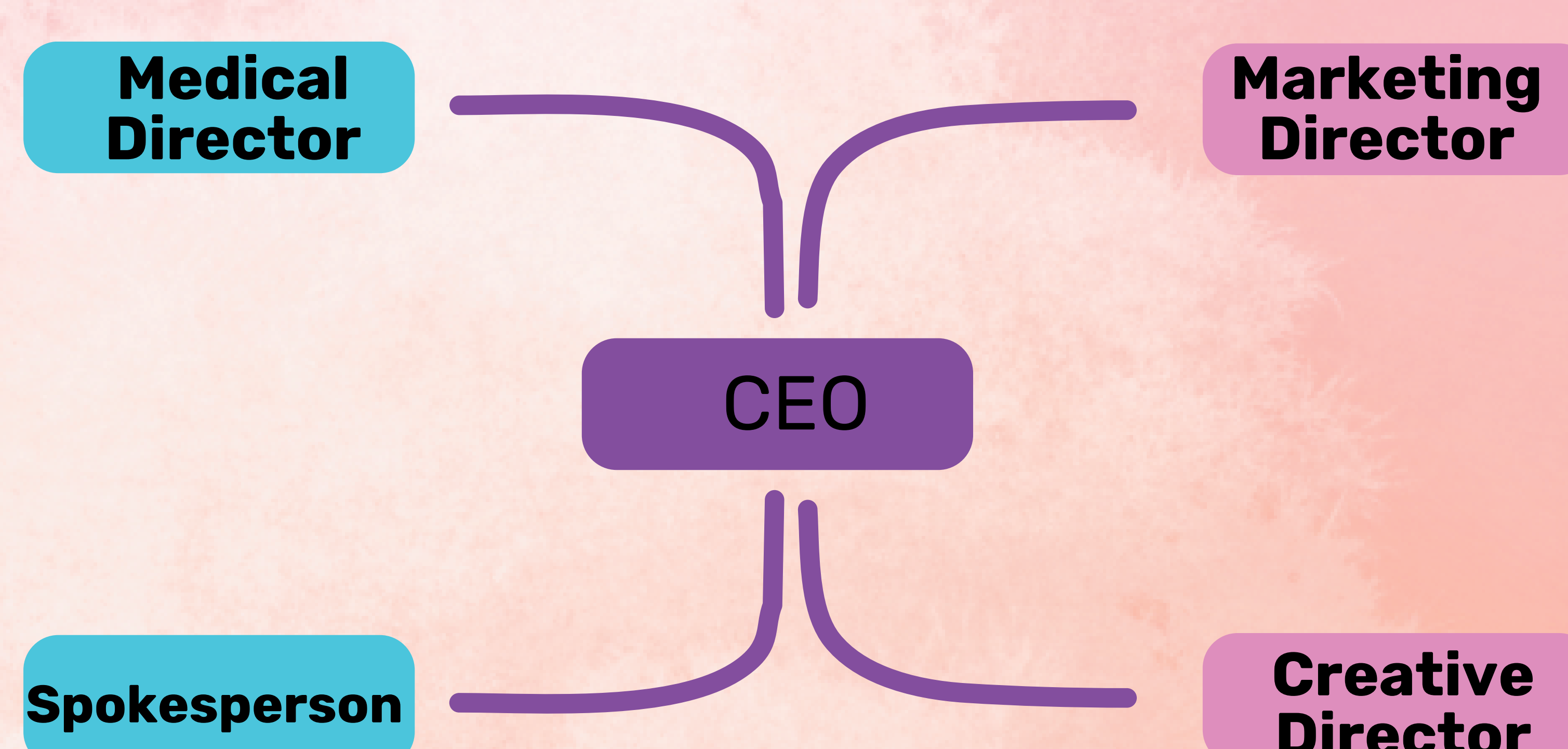
The patient Association management team was built following the classical business model of management team. Our management team includes directors from Marketing, Medical, Compliance, Public Relations, and Media. We had a clear objective of building our reputation from both ends (patients and healthcare community) so we can be a valuable bridge between the two. We knew that we would have to learn to speak in two different languages. The patient's and the healthcare community.

## Results

Our management team includes a managing director (caregiver), a marketing director (patient), medical strategy director, a spokesperson and a creative and media director (survivor) Each director has their own responsibilities and objectives. Including a medical strategy director is quite unusual however essential for speaking the same language with the healthcare community and gaining their trust. In less than 18 months from foundation, we found ourselves being acknowledged by patients and the healthcare community and even the ministry of health in Israel.

## Conclusion

Building a management team according to classical business model and Including a medical strategy director allowed us to act on both levels and significantly achieve recognition and appreciation by the medical community and by our patients.



HaBait Shel Bar

Israel Women's Cancer Association