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Strengthen your  
credibility as a health  
advocate





# Strengthen your credibility

A guide for those with lived experience – and a desire to make a difference

When patients and relatives participate actively and are well informed, it leads to better solutions – and more meaningful partnerships

Here is our take on how you, as a health advocate and patient representative, can become stronger in your roles.



Own your **expertise**

## **Own your expertise – and put it into words**

You have something special: real-life experience. Use it actively and put it into context.

☞ 'This is what I experienced – and I know that many others have been through something similar.'

☞ By connecting your personal story with patterns in other people's experiences, your voice becomes even stronger.

## **Build knowledge that opens doors**

Understand the language and decision-making processes used in clinical research, health policy and systems.

☞ Use free webinars, introductory materials and glossaries to bridge the gap between technical terms and your own experiences.

## **Take training that strengthens your role**

☞ Look for courses that equip you to participate in patient involvement on an equal footing – e.g. medicine development, ethics and engagement tools.

☞ Include your courses and certifications in your advocacy CV – they are also part of your value.



## **Collaborate with focus and respect**

- ✚ Come prepared, ask questions and offer solutions – not just criticism.
- ✚ Recognise the roles of others, but be clear about your own value as a partner with real-world knowledge.
- ✚ Use evidence to support your points: 'In addition to my experience, data also shows...'

## **Document your efforts and create visibility**

- ✚ Create a clear advocacy CV: What meetings have you attended? Have you given presentations, contributed to reports or been a co-author?
- ✚ Share results – show how your efforts have made a difference.

## **Become part of a strong community**

- ✚ Join networks or communities where you can find role models, inspiration and feedback.
- ✚ This sends a signal of legitimacy – and you avoid standing alone.

## **Communicate clearly – and with purpose**

- ✚ Adapt your language to your audience – whether they are healthcare professionals, politicians or the general public.
- ✚ Listen actively and show that you are ready for dialogue, not a monologue.

## **Show that you are developing**

- ✚ Participate in events, read up and share with others how your understanding is growing.
- ✚ This not only shows curiosity – it also shows maturity and reliability.

## **Stand by your value – and demand recognition**

- ✚ Your time and knowledge are valuable. This is not voluntary work – it is a partnership.
- ✚ Ask for fair compensation, clear credit and access to meaningful roles.

**PiCC United work to ensure that patients and relatives are not just invited in – they are involved in shaping the space.**

# GET IN TOUCH



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