

®
DIVISION
UNTED



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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