

THE VOCABULARY OF RHEUMATOLOGY

An educational project realized by APMARR, Associazione Nazionale Persone con Malattie Reumatologiche e Rare, Italy



BACKGROUND

Rheumatological diseases have a strong impact on the lives of those affected.

They have a clinical impact due to often challenging symptoms, but also psychological and social effects because they are chronic, systemic diseases.

Additionally, the therapies can have side effects, and the diagnostic pathway can sometimes take a long time, accompanied by the uncertainty that comes with not having a diagnosis.

Fortunately, in recent years, research has better understood the mechanisms underlying numerous rheumatological diseases, identified the role of inflammation and therapeutic targets, and developed innovative drug classes that can block the inflammat ory cascade and lead to remission, if not cure.

The goal is to prevent disease progression and disability.

The epidemiological numbers:



OVER 5 AND A HALF MILLION PEOPLE IN ITALY are affected by Rheumatological diseases.



MORE THAN 180 PATHOLOGIES

Including rheumatoid arthritis, juvenile idiopathic arthritis, fibromyalgia, autoinflammatory diseases that cause pain, inflammation, and often limit mobility and quality of life if not diagnosed and treated early.



ON AVERAGE 10,000 ADOLESCENTS in Italy are affected by rheumatological disease the most common being juvenile idiopathic arthritis.

WHY?

This new scenario makes it necessary to recount the changes in the treatment and diagnostic paradigm and therefore, also to revise the language used to talk about rheumatological diseases.

The language must adapt to innovation and emerging needs and to the increased awareness of patients, who today must be more active participants in their treatment pathway.



APMARR has developed **THE FIRST VOCABULARY OF RHEUMATOLOGY**: a new Vocabulary of Rheumatology to educate and inform patients and caregivers.

The aim is to provide an interactive, user-friendly tool to convey correct, authoritative, and expertly edited information, helping them become familiar with the rheumatology landscape and making the concept of empowerment tangible.



Il uncubolario della resentalogia

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ATTRIBUTES Priento applicazione dei sensi e della mente su un 100 rigidts Curs, siligeness fremung contesis; riguards*

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THE OBJECTIVES

The vocabulary of rheumatology is and educational project aimed at:

Helping patients navigate the wealth of information found on the web

Providing the patients the tools to become protagonists of their own care pathway, exploring the terms that accompany the world of Rheumatology

Familiarizing the patients with the lexicon of rheumatology making the concept of empowerment and engagement tangible

THE PROJECT: «THE VOCABULARY OF RHEUMATOLOGY»



A SURVEY

administered to the APMARR community (members, patients, caregivers) aimed at identifying the words that every person with rheumatological disease and their caregiver should know



MAIN WORDS SELECTION

Identification and selection of 50 key words thanks to list of words collected by the survey



TALKING VIDEOS

explanatory videos, published on APMARR's YouTube channel, featuring rheumatology specialists and nurses explaining medical -scientific terms, as well as patients and caregivers explaining terms related to the emotional, social, and affective spheres



WEBINAR

A concluding in-depth webinar with the experts



DIGITAL BOOKLET

Production of an online booklet as a vocabulary, listing approximately 90 words important in rheumatology for patients.



SURVEY: THE 50 MAIN WORDS

The Vocabulary of Rheumatology started in 2023 with a survey administered to the APMARR community, around 5.000 members, patients and caregiver aimed at identifying the words that every person with rheumatological disease and their caregiver should know.

These terms come from the scientific sphere, including those related to drugs and biomedical rese arch, but also from the emotional, psychological, cultural, and social spheres.

Over the years, these terms have become cornerstones of care, such as "therapeutic alliance" "multidisciplinary approach", "adaptation", and "compliance".

social-responsibility Vaccinations-**CUMATOIOGY** prescription-quality equitable-access listening-assistance rheumatologist-monitoring exemption-idiopathic acceptance-adaption and-engagement communication-chronic Waiting-lists adaption-advocacy empowerment-and effectsempowerment comorbability-communication diseasediagnosis chronic-disease **rheumatology-unit** listening access-exemption monitoringmultidisciplinary responsibilityrheumatology diagnosis-side engagement-equitable of-life customization-prescription symptom-therapy therapy-**Vaccinations** remission-social listsrheumatologist life-remission UNIT-**Symptom quality-of specialist-nurse** multidisciplinary-customization assistance-

TALKING VIDEOS

Recording of explanatory videos, published on <u>APMARR's You Tube channel</u>, featuring rheumatology specialists and nurses explaining medical-scientific terms, as well as patients and caregivers explaining terms related to the emotional, social, and affective spheres.



Vocabolario della Reumatologia - EMPOWERMENT E ENGAGEMENT





Vocabolario della Reumatologia - SISTEMICO



WEBINAR

Last year on December, 27 APMARR promoted a concluding in-depth webinar with some of the experts that have taken part to the project.

- Project presentation
- In-depth analysis on some key words by the experts
- Preview of the booklet «Vocabulary of rheumatology»











WWW.APMARR.IT

WEBINAR

Il Vocabolario della Reumatologia, un progetto educazionale.

27 DICEMBRE 2024 | ORE 18

SALUTI

Antonella Celano, Presidente APMARR

PRESENTAZIONE DEL PROGETTO

Donatella Romani, giornalista

APPROFONDIMENTI

a cura degli esperti

PUNTO DI VISTA DEL PAZIENTE

Matteo Spedicato

PRESENTAZIONE OPUSCOLO

CHIUSURA DEI LAVORI

Italia Agresta, Vicepresidente APMARR



BOOKLET

Production of an online booklet as a vocabulary, listing approximately 90 words important in rheumatology for patients.

An interactive, user-friendly tool to convey correct, authoritative, and expertly edited information.

The booklet can be read and also downloaded from the APMARR's website.





RESULTS*

The Vocabulary of Rheumatology has obtained a very good results in terms of visibility.

The explanatory videos by experts, doctors, nurses, psychologists, patients, and caregivers, who explained each word in the new rheumatology vocabulary, generated around 58,000 views and over 900,000 impressions.

The concluding webinar broadcast on APMARR's channels generated around 87 views on YouTube and 423 on Facebook.

Corriere.it, the online of the most important Italian Newspaper, has dedicated an entire article to the project reaching 336.000 of potential users.

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RESULTS

Talking videos on @apmarrvideo



58.312 views 912.734 impressions 261 likes

Webinar

87 views on YouTube 423 views on Facebook. Article fully dedicated to the project one of the most important italian Newspaper: Corriere della Sera

OTS – Opportunity to see: 336 K Monthly users: 114.076.867



CLICK TO READ THE ARTICLE



Thank you!

All the information about the **VOCABULARY OF RHEUMATOLOGY are available on APMARR's website**:

https://www.apmarr.it/vocabolario-della-reumatologia/

Contacts:

E-mail: info@apmarr.it

