

Inspiring Anniversary Highlights

The Power of Patient-led Multi-Stakeholder Alliances: ***Hepatitis-free Cologne - a local Initiative led by the patient organization Deutsche Leberhilfe e.V.***

In today's complex healthcare systems, achieving progress that truly benefits patients often demands collaboration among multiple stakeholders. These include among others patients, caregivers and their organizations, healthcare professionals such as doctors, scientific societies, researchers, health care companies, insurance providers, and policy makers.

Collaborations can drive health care improvements, create and disseminate educational information, and increase awareness within and beyond the health sector. Often no single organization can succeed alone.

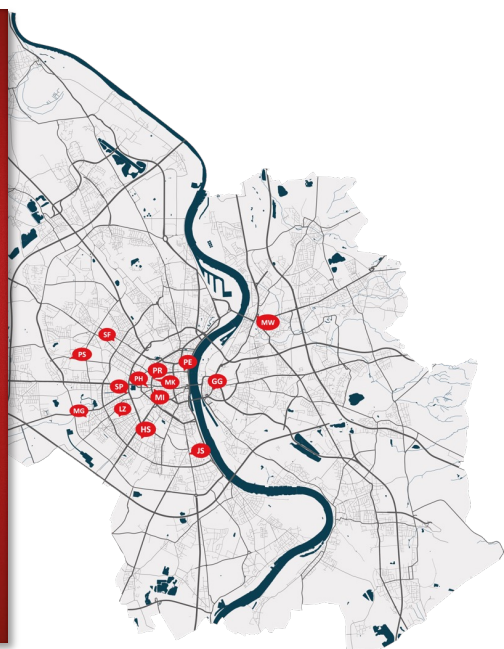
Together with our non-for-profit organization Partners4Patients Foundation, admedicum provides award-winning patient-driven alliances' services ranging from conceptual support to operational support as well as patient engagement activities to empower patients and all stakeholders.

- **A local patient-led multi-stakeholder alliance to beat hepatitis infections: Hepatitis-free Cologne**

Background and objective

Hepatitis infections are treatable diseases, yet they remain widely undiagnosed because early stages often show no symptoms. Many people only learn about their infection once significant liver damage has occurred, leading to reduced quality of life and higher healthcare costs. The World Health Organization (WHO) sets the goal to globally eliminate hepatitis B and C as a public health threat by 2030. The German government is also pursuing this goal in Germany under the BIS2030 strategy (Strategy for the containment of HIV, hepatitis B and C, and other sexually transmitted infections). Awareness, early testing, and easier access to specialized care will be essential to reach this goal.

Therefore, this patient-led initiative has the objective to help raise awareness, encourage timely diagnoses, and contribute to improving care pathways. Also, with a focus on marginalized communities, e.g. users of illegal drugs.



(Poster from an awareness campaign on billboards in Cologne.

Statement at top left: Check your hepatitis status at your GP's office and find out if vaccination is an option. Statement on the sign: Hepatitis can affect anyone.)

Key Achievements

- An alliance of physicians (in- and outpatient sector), pharmaceutical industry, laboratories, agencies under the patient organization Deutsche Leberhilfe e.V. was formed and joined forces to improve health care for hepatitis infections in Cologne in line with the BIS20230 strategy.
- 14 residential specialists and clinics were identified and listed as key local referral resources (see map).
- A website has been created providing contact information to those specialists and further educational resources – **www.hepatitisfreies-koeln.de**.
- Flyers with contact details have been distributed to more than 400 GPs in Cologne.
- An awareness campaign was run on public billboard, in bars and in restaurants in Cologne raising awareness about hepatitis vaccination and testing.
- After a press conference, two local newspapers published articles covering hepatitis and the initiative.
- A roundtable discussion with additional community stakeholders from social services and the city took place to pinpoint further health care gaps and possible areas in need of support.
- And more to come in 2026!

"Before we got to know admedicum, the project launch with another agency had been repeatedly delayed. In this difficult situation, we received the saving recommendation of a project partner: 'Why don't you contact admedicum? They are good.' – and YES, they are!"

- Deutsche Leberhilfe e.V.



"Working alongside Deutsche Leberhilfe e.V. has been a great experience. Their commitment to patients, professionalism, and structured approach consistently impress me. Their unwavering focus on the common good and making the most of available resources sets a high standard for collaboration. I look forward to building on our successful partnership in the future."

- Christian Hoenig, Director Patient Engagement, admedicum

Future Directions

We have made significant progress in developing resources to improve hepatitis care in Cologne, but further work remains. The initiative will involve more stakeholders, address at-risk populations, raise awareness, and stabilize standard patient pathways.

SINCE 2016

Why we do what we do at admedicum

At admedicum, we firmly believe that real patient involvement is not only possible but essential. For almost 10 years, we have been bringing together people living with chronic and rare diseases with companies, researchers, and healthcare providers – as equals. Because only together can we create solutions that truly make a difference.

Want to learn more about multi-stakeholder alliances and how we work with patient organizations via Partners4Patients Foundation, please contact us. We are eager to collaborate and explore how to support you best.

Contact us!

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