



EBC RESEARCH PROJECT  
THE **VALUE OF TREATMENT** FOR BRAIN DISORDERS

## COMMUNICATIONS TOOLKIT

**The Value of Treatment (VoT) Closing Conference, “Brain: Time Matters”  
The Square Meeting Centre, Brussels, 22 June 2017**

### 1. Scope of the toolkit

The aim of this toolkit is to assist European Brain Council (EBC), its members, National Brain Council and industry partners in increasing awareness of **the Value of Treatment (VoT) Closing Conference, “Brain: Time Matters”** on June 22.

This conference will present key findings of the **“Value of Treatment for Brain Disorders – #BrainTimeMatters White Paper”**. Communication activities around the conference and the white paper are communicated under the **#BrainTimeMatters #ValueOfTreatment** slogans. This **#BrainTimeMatters #ValueOfTreatment** communication initiative represent an opportunity for EBC, its members and other supporters to promote the importance of brain research and address the treatment gap of mental and nervous system disorders in Europe - together.

This toolkit provides you with guidelines and supporting materials that you can use to help promote the **#BrainTimeMatters #ValueOfTreatment** initiative around the VoT Conference. This toolkit also serves as a guide on the best ways to disseminate this information through several different channels. This toolkit can also be shared with other parties interested in supporting the campaign.

Specifically, the aim is to spread the message on importance of brain research by:

- Sharing provided key messages via social media and using the campaign hashtags **#BrainTimeMatters #ValueOfTreatment**
- Sharing the campaign visuals and other materials (press release, key facts) via social media, newsletters and other tools
- Implementing tips and advice on how to publish content on Facebook, Twitter and LinkedIn, including ready-made posts

#### How to use this toolkit

- Make use of information provided in support of your regular communication, media and social media activities
- Share this toolkit with your communication, media and social media officers, and present it to colleagues who might be interested in health issues
  - Disseminate this toolkit to your partners, members, supporters and friends (eg. if you know a journalist who might be interested in this topic, share it with him/her)

#### What’s in the toolkit?

- Social media guidelines on how to achieve stronger impact;
- Social media posts for Twitter, Facebook and LinkedIn;
- Q&A which you may use to answer questions and comments on social media or with media;
- A sample newsletter entry - if you have a newsletter, consider including the text provided;
- Press release - use this on your website or print publications;
- List of relevant social media accounts you wish to mention in your posts

## 2. Event concept

The Value of Treatment Closing Conference is an event that will feature 20 individual and organizations who are key influencers on the topic of brain disease, prevention, and treatment. During the conference, these thought leaders will speak on the importance of a better system, including more coordinated and cost-effective healthcare, and how to make those things a reality. Findings discussed will be based on the “**Value of Treatment for Brain Disorders – #BrainTimeMatters White Paper**”, a series of case studies performed to better understand brain disease treatment and how it could be improved.

## 3. Key messages

To help us speak with one voice, consider using the following key messages when presenting the **#BrainTimeMatters #ValueOfTreatment** initiative:

### **Equality**

There is need to address the equality gap throughout the European Union in terms of treatments, detection, intervention. Inequality exists not only between Member States, but within them as well. Differentiated access to healthcare should no longer exist in 21st century Europe. European citizens have a right to all be treated equally.

### **Funding – EU angle**

The Commission should be commended for the 5.3 billion euro that is has been invested into research into brain research (2007-2020). However, with over 165million European citizens suffering from various form of neurological and mental diseases, this amounts to just over 3 euro of investment per patient per year over the timeframe. With brain disorders (i.e. mental and neurological) set to become more prevalent as our societies age the Commission and Member States need to do more, and better, before it is too late.

### **Early intervention**

The findings of the report also highlight the need for increased timeliness of early intervention and detection. Doing so brings measurable health gains such as improved survival rates, reduced complications and disability, better quality of life and lower treatment costs.

## 4. Key Facts and Figures

Use these facts in your fact-sheets, press releases, media interviews and social media posts:

- Brain disorders will affect more than one in three European citizens during their lifetime - currently more 165 million people in Europe.
- More than 165 million Europeans are living with a brain disorder, causing a global cost (direct and indirect) exceeding 800 billion euros for National Health budgets.
- Major depression together with stroke, dementia and alcohol use are among the top four causes of burden disability in Europe.
- Many brain disorders have an early-onset in life and, due to their chronic course, have an enormous health and socio-economic impact.
- Numerous needs of individuals at risk and patients are unmet. Up to 8 out of 10 people living

with a brain disorder remain untreated or inadequately treated although effective treatments exist.

## 5. Websites

Use key messages, facts and figures, press release, visuals and other materials for your website newsrooms, blogs or Q&A sections. Find additional information on the EBC (<http://www.braincouncil.eu/>) website.

## 6. Newsletters

Consider including the information provided in this toolkit to your regular internal and external newsletter. Use the following snippet to inform your newsletter subscribers on the event and the paper:

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**Report: The EU spends only 3€ per patient on brain research**

*The EBC unveiled a new report, “The Value of Treatment for Brain Disorders”, which highlights the need for more investment into research on neurological and mental diseases and wide disparities between and within countries relating to treatments, detection and intervention.*

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## 7. Press Release

Consider publishing this Press Release on your website. You could also forward it to your media contacts and partners.

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**‘Value of Treatment for Brain Disorders’ report reveals wide disparities in treatment of brain diseases**

19 June 2017

**Brussels** – The European Union spends just over three euro a year per patient on research into brain disorders – while levels of access to treatment in many Member States are becoming worse, not better, a medical conference organised by the European Brain Council (EBC) heard today.

The EBC unveiled a new report, “The Value of Treatment for Brain Disorders”, which highlights the need for more investment into research on neurological and mental diseases and the wide disparities between and within countries relating to treatments, detection and intervention.

More than 165 million Europeans are living with brain disorders such as epilepsy, Alzheimer’s disease, depression and multiple sclerosis; the burden on national health budgets is staggering – rising to more than 800 billion euro a year in direct and indirect costs such as lost earnings and lost tax revenues.

Commenting on the new report, EBC President Professor David Nutt said: “Up to eight out of ten people affected by brain disorders remain untreated, even though effective treatments exist in many cases. Inequality of access to treatment is a growing problem and knows no borders.”

“We must address the treatment gap. Differentiated access to healthcare should no longer exist in 21st century Europe – European citizens have a right to the treatment they need,” added Ann Little, President of the European Federation of Neurological Associations (EFNA).

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EBC says the European Commission has significantly increased funding for research on brain diseases, with 5.3 billion euro ear-marked between 2007 and 2017. This sum, shared between the 165 million sufferers in Europe, works out at just over 3 euro per person per year. In terms of the number of sufferers, this is still a small sum – around the price of a cup of coffee,” added Little.

### **Time matters**

The report highlights the need for early intervention and detection. Timely intervention brings measurable health gains such as improved survival rates, reduced complications and disability, better quality of life and lower treatment costs.

In addition to epilepsy, Alzheimer’s disease and multiple sclerosis, the VoT report also assesses the full scale of unmet healthcare needs in Europe regarding schizophrenia, headache, stroke, Parkinson’s disease, restless legs syndrome (RLS) and normal pressure hydrocephalus (NPH). The report includes case studies based on data sets from the United Kingdom, France, Germany, Italy, Spain, Luxembourg, Czech Republic, Sweden, Switzerland and Russia.

EBC’s key recommendations:

- Invest in more basic and clinical & translational neuroscientific research
- Increase brain disease awareness, patient empowerment and training for health care providers at all levels of care
- Address prevention and timely intervention as a priority based on needs
- Address health care services delivery and support clear patient pathways
- Foster seamless care through validated models of care & tools implementation, legislation and incentives

### **About the European Brain Council (EBC)**

The EBC is a non-profit organisation gathering patient associations, major brain-related societies as well as industries. Established in March 2002, its mission is to bring together science and society to advance understanding of the healthy and diseased brain, to improve the lives of those living with brain disorders.

EBC’s main action areas are:

- Fostering cooperation with its members’ organisations
- Promoting dialogue between scientists, industry and society
- Interacting with the European Commission, the European Parliament, EU Member States and other relevant international institutions
- Raising awareness and promoting education on the brain
- Disseminating information about brain research and brain diseases in Europe.

Press contacts:

Stephanie Kramer: [stkr@braincouncil.eu](mailto:stkr@braincouncil.eu), +32 (0) 466 46 56 01

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## **8. Social Media guidelines**

Social media is a powerful way to connect with your networks, engage them in conversations, and share key messages. Use the following tips to help us interact with the audience.

## Twitter

- Follow **@EU\_Brain** to get the latest information on VoT and **#BrainTimeMatters #ValueOfTreatment**
- Like, share, and comment on **@EU\_Brain** posts via your personal profiles, or your organisation's Twitter page
- Map and leverage the potential of your members' Twitter accounts by encouraging them to contribute and disseminate content
- Include links to relevant news item to drive traffic to your webpage
- Include visuals and/or video content in your tweets to increase engagement
- Mention other Twitter handles in your tweets - when you begin a tweet and would like to address it to a stakeholder, use a dot '.' before the addressee's twitter account; Example: [@eu\\_health](#) It is important to close the treatment gap of brain disorders in Europe **#MindtheGap #ValueofTreatment #BrainTimeMatters**
- Connect with bloggers, freelance journalists or influencers, by tagging them directly in your tweets
- Interact with others by replying to their tweets
- Tag other relevant accounts in your images
- Pin most important tweet (key message) to the top of your feed about **#BrainTimeMatters #ValueOfTreatment** activities (here is how you can do it: <https://socialmediaweek.org/blog/2015/02/60-second-tip-how-to-pin-a-tweet-2/>)
- Create a 'list' on Twitter to focus on specific Twitter accounts. This will make it a lot easier to follow the awareness-raising activities of other Twitter accounts. Here is how you can do it: <https://support.twitter.com/articles/76460>)
- You can use TweetDeck or Twitter Studio (free tools by Twitter) to schedule future tweets

## Facebook

- Share, comment posts via individual (personal) - or your organisation's - Facebook pages to increase visibility of posts.
- Even though there is no character limit like on Twitter, text on Facebook posts should still be kept short to be effective (we recommend up to 20 words).
- Feel free to use **#BrainTimeMatters #ValueOfTreatment hashtags** on Facebook as well
- Tag other relevant Facebook pages and include references to other social media channels like Twitter or LinkedIn.
- Always include engaging visuals or short videos (even if from a mobile phone).

## LinkedIn

- Post informative content either as an individual on your LinkedIn profile or LinkedIn Page user.
- Look for contacts and stakeholders that might find the **#BrainTimeMatters #ValueOfTreatment** information interesting, and promote content within your network
- LinkedIn groups (if you are part of a larger LinkedIn group).
- Like and comment on posts from other LinkedIn accounts posting about **#BrainTimeMatters #ValueOfTreatment** initiative

## 8. Social media posts

These social media posts are based on facts and figures provided by the EBC. The content here is the way we recommend EBC share its findings and engage with its desired target audience. They are not set in stone in any way. Feel free to adjust the posts if needed to match your own tone and style. Use at your discretion.

### Tips for using provided social media posts

- Make sure you **include pictures** with the posts we provided
- Some posts include social media links, make sure you add **appropriate website links** to the posts
- Use **#BrainTimeMatters #ValueOfTreatment** with any of your posts when it comes to brain research, even after the conference

In your social media posts use the following hashtags **#VoT #BrainTimeMatters #ValueOfTreatment**

To increase the reach of your tweets, you may use one of the following hashtags in addition to the **#VoT #BrainTimeMatters #ValueOfTreatment** hashtags to reach different audiences:  
**#MindTheGap, #TimeIsBrain, #ILoveMyBrain, #SickNotWeak, #EndTheStigma, #brainhealth, #mentalhealth, #research, #MentalHealthMatters, #imnotashamed, #healthytips, #Healthyliving, #Research**

## Twitter posts

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*Posts before June 22*

*2 years of research concludes at the #BrainTimeMatters conference in just a few days <http://bit.ly/2sxujVG> #MindTheGap #ValueOfTreatment #SaveTheDate Find out why #BrainTimeMatters, join us at the #ValueOfTreatment conference on June 22 <http://bit.ly/2sxujVG> #brainhealth #ValueofTreatment conference to present why #BrainTimeMatters. Watch this space! <http://bit.ly/2sxujVG> #SaveTheDate Instressed in #brainhealth and #mentalhealth? Check out the #ValueOfTreatment conference <http://bit.ly/2sxujVG> #BrainTimeMatters Counting down the days until the #ValueOfTreatment #BrainTimeMatters conference on June 22 <http://bit.ly/2sxujVG> New research on why #MentalHealthMatters and #BrainTimeMatters. Stay tuned! <http://bit.ly/2sxujVG> #ValueOfTreatment What's next in #brainhealth? Discover the #ValueofTreatment. Join us on June 22 <http://bit.ly/2sxujVG> #BrainTimeMatters Inspiration, ideas, and connections: it doesn't get better than the #ValueOfTreatment conference <http://bit.ly/2sxujVG> #BrainTimeMatters Looking forward to exploring why #BrainTimeMatters at the #ValueOfTreatment conference <http://bit.ly/2sxujVG> #MindTheGap #brainhealth*

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*Posts during the conference (June 22)*

*The #BrainTimeMatters conference starts NOW. 2 years of research, 20 thought leaders, and endless possibilities #ValueofTreatment #health Tweeting from the #ValueofTreatment #BrainTimeMatters conference. Good crowd @EUScienceInnov @EU\_Health @ProfDavidNutt @EFPIA @julie4nw The future of #brainresearch starts here! Share your thoughts, use #BrainTimeMatters and #ValueOfTreatment hashtags <http://bit.ly/2sxujVG> Listening to @ProfDavidNutt present at the #BrainTimeMatters conference on #ValueOfTreatment - #MindTheGap! The #EU spends just 3€ a year per patient on brain disorders research. #ValueofTreatment #BrainTimeMatters Globally, #Depression is the single largest cause of ill health disability #ValueofTreatment The #EU spends less than the price of a cup of coffee per patient when it comes to #braindisorders. #ValueofTreatment #BrainTimeMatters #BrainResearch for less than a cup of coffee? No. #BrainTimeMatters, invest in neuroscientific research #ValueofTreatment “We must address the treatment gap” – says Destrebecq from @EU\_Brain @BrusselsDC #MindTheGap #ValueofTreatment #BrainTimeMatters*

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According to the @EU\_Commission, the most common causes of #dementia in the EU is Alzheimer's disease #ValueofTreatment #BrainTimeMatters

Want to know more about #braindisease? Head to our website <http://www.braincouncil.eu/> #ValueofTreatment #BrainTimeMatters

There is no cure for most #braindisorders. More research is needed to develop treatments. #MindtheGap #BrainTimeMatters #ValueofTreatment

Up to 8 out of 10 people living w/a #braindisorder remain untreated though treatment exists #ValueofTreatment #BrainTimeMatters #MindTheGap

Up to 8 out of 10 people affected by #braindisease remain untreated even if treatment exists #ValueofTreatment #BrainTimeMatters #MindTheGap

Healthcare gaps regarding mental illness need to shrink <http://bit.ly/2sxujVG> #MindtheGap #BrainTimeMatters #ValueofTreatment

Healthcare gaps need to shrink, and efficiency must grow <http://bit.ly/2sxujVG> #MindtheGap #BrainTimeMatters #ValueofTreatment

Close the treatment gap of mental and nervous system disorders in Europe #MindtheGap #ValueofTreatment #BrainTimeMatters

Changing the stigma around #braindisease is priority. People shouldn't fear treatment. #MindtheGap #ValueofTreatment #BrainTimeMatters

#DYK Early detection of brain disease reduces stigmatization & marginalization <http://bit.ly/2sxujVG> #BrainTimeMatters #ValueOfTreatment

Intervention after symptoms are seen is critical for quality of life for those with #braindisease. #ValueOfTreatment #BrainTimeMatters

10.5M Europeans have dementia; number is expected to increase to 18.66M by 2050. #ValueofTreatment <http://bit.ly/2tlnin5>

No. of Europeans expected to suffer from dementia by 2050 will rise by 77% #ValueofTreatment <http://bit.ly/2tlnin5> #BrainTimeMatters

3% of EU population to develop epilepsy-affordable to treat, but treatment gap high <http://bit.ly/2s9WC9t> #ValueOfTreatment #MindTheGap

#DYK migraine is the most common neurological disorder worldwide? <http://bit.ly/2rgVsHS> #ValueofTreatment #BrainTimeMatters

NPH is common in the elderly, but quite unknown, causing delayed intervention #ValueofTreatment Learn more: <http://bit.ly/2t1kagP>

165M Europeans are living with a brain disorder, causing global costs over 800bn euro #ValueofTreatment #BrainTimeMatters #MindTheGap #brainhealth

The #ValueofTreatment: Asses the full scale of unmet healthcare needs in the EU regarding #braindisease, and change them. #BrainTimeMatters

We need policy change regarding #braindisease. There can be no one that goes untreated. #BrainTimeMatters #ValueofTreatment

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Post event posts

The #ValueOfTreatment conference is almost over, but the fight against #braindisease never is. Learn more: <http://www.braincouncil.eu/>

It is never too late to get involved in the #BrainTimeMatters initiative. For more info go to <http://www.braincouncil.eu/> #ValueofTreatment

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## LinkedIn

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Posts before June 22

European Brain Council Research Project on the #ValueOfTreatment for brain disorders will be presented on June 22. Join the #ValueOfTreatment conference.

More research is needed to understand both the causes and the progression of brain disorders. Check out the #ValueOfTreatment conference on June 22.

SAVE THE DATE! New European Brain Council research on why #MentalHealthMatters and #BrainTimeMatters. Join us at the #ValueOfTreatment conference on June 22.

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Posts during the conference (June 22)

Brain disorders cause a global cost up to 800 billion euros for National Health budgets. Listening to the #ValueOfTreatment conference. #BrainTimeMatters

Listening to @ProfDavidNutt presenting at the #ValueOfTreatment on treatments for brain disorders. #BrainTimeMatters

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Post event posts

Many brain disorders have an early-onset in life and an enormous health and socio-economic impact. Learn more about the #ValueOfTreatment at <http://www.braincouncil.eu/>

There is still no cure for most brain disorders and more research is needed to understand both the causes and the progression. Find about the new research on the #ValueOfTreatment at <http://www.braincouncil.eu/>

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## Facebook posts

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Posts before June 22

SAVE THE DATE! Join us at the #ValueOfTreatment conference on June 22. #BrainTimeMatters for 165 million Europeans who are living with a brain disorder.

Timely intervention is key. Join us at the #ValueOfTreatment conference on June 22 and help us show how #BrainTimeMatters.

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Posts during the conference (June 22)

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New report on #neurological #mental diseases has just been published: More research is needed #ValueofTreatment <http://bit.ly/2tlIESi>

Available diagnostic tools for neurological disorders are essential. Follow the #ValueOfTreatment conference at <http://www.braincouncil.eu/>  
#BrainTimeMatters #ValueofTreatment

Post event posts

The number of European citizens expected to suffer from dementia by 2050 will rise by 77%. Learn more about the #ValueOfTreatment  
<http://www.braincouncil.eu/>

165 million Europeans are living with a brain disorder, causing global costs over 800bn euro. This needs to change. Find out more about the  
#ValueOfTreatment at <http://www.braincouncil.eu/>

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## 9. Key influencers

20 key influencers have been identified among the Members and Partners of EBC and the participants to the Final Conference. 3 of them are individuals (in bold) and 17 are organisations. The lists are sorted by significance, expressed in number of Twitter followers.

### Participants to the Final Conference, June 22<sup>nd</sup> 2017

<b>Name</b>	<b>Role</b>	<b>Twitter Followers</b>	<b>Twitter account</b>
European Commission		759.188	@EU_Commission
Matthias Wismar	Senior Health Policy Analyst, European Observatory on Health Systems and Policies	610	@matthiaswismar
EU Commission's DG for Research and Innovation (RTD)		47.888	@EUScienceInnov
David Nutt	EBC President	39.860	@ProfDavidNutt
EU Commission's DG Health & Food Safety (SANTE)		34.029	@EU_Health
OECD, Directorate for Employment, Labour and Social Affairs		15.062	@OECD_Social
EFPIA		14.466	@EFPIA
Julie Ward MEP		14.091	@julie4nw
European Psychiatric Association		3.975	@Euro_Psychiatry
AGE Platform Europe		3.470	@AGE_PlatformEU
Personal Social Services Research Unit at LSE		2.756	@PSSRU_LSE
European Academy of Neurology		2.074	@EANeurology

## EBC Members and Partners

Organisation	Twitter Followers	Twitter account	Website
<i>MQ Health</i>	8.865	@MQmentalhealth	<a href="https://www.mqmentalhealth.org/">https://www.mqmentalhealth.org/</a>
<i>The Federation of European Societies (FENS)</i>	6.098	@FENSorg	<a href="http://www.fens.org/">http://www.fens.org/</a>
<i>The European Stroke Organisation (ESO)</i>	2.780	@ESOstroke	<a href="http://eso-stroke.org/">http://eso-stroke.org/</a>
<i>The European Federation of Associations of Families of People with Mental Illness (EUFAMI)</i>	2.725	@EUFAMI	<a href="http://eufami.org/">http://eufami.org/</a>
<i>The European Association of Neurosurgical Societies (EANS)</i>	2.549	@EANSonline	<a href="http://www.eans.org/pages/home/">http://www.eans.org/pages/home/</a>
<i>The International League Against Epilepsy (ILAE)</i>	1.586	@IlaeWeb	<a href="http://www.ilae.org/">http://www.ilae.org/</a>
<i>The European College of Neuropsychopharmacology (ECNP)</i>	1.138	@ECNPtweets	<a href="https://www.ecnp.eu/">https://www.ecnp.eu/</a>
<i>European Federation of Neurological Associations (EFNA)</i>	1.031	@EUneurology	<a href="http://efna.net/">http://efna.net/</a>
<i>WHO Europe</i>	47.622	@who_europe	<a href="http://www.euro.who.int/en/home">http://www.euro.who.int/en/home</a>
<i>The European Patients' Forum</i>	4.235	@eupatientsforum	<a href="http://www.eu-patient.eu/">http://www.eu-patient.eu/</a>

## 10. Q&A

Use these answers when trying to explain the importance of the **#BrainTimeMatters #ValueOfTreatment** initiative. Online users and journalists can always be redirected to the website: <http://www.braincouncil.eu/>.

### **1. What exactly is the Value of Treatment study? Why does it matter?**

The VoT study aims to address the treatment gap of mental and nervous system disorders in Europe and provide solutions to improve the quality of care thereby assessing the costs of non-treatment. Its importance is obvious: no one should have to deal with brain disease on their own, and this study intends to do its part in rectifying that problem.

### **2. How do I get more involved?**

There are plenty of ways you can contribute. Simply knowing more can help avoid stigmatization and marginalization. You can find a lot of useful information on our website <http://www.braincouncil.eu/>.

### **3. What is the point of the event if the study is done?**

The Value of Treatment Conference brings together thought leaders from around the EU that can be the real policy change that this problem requires. Simply put, we need all the best minds on this issue so that other's minds can be helped.

### **4. How big of a problem is brain health really?**

It is a humanitarian issue as well as a fiscal problem. 165 million Europeans are currently living with some form of brain disease, and that costs the Europe around 800bn Euro to treat. Quality of life is down for millions, and it is costing our already pressure-packed healthcare system billions. It is a huge problem.

### **5. Brain disease is a very open-ended term. Can you be more specific?**

There are many different types of brain disease that we need to rally to fight against. However, in the VoT study we focused on several, including Schizophrenia, Stroke, Multiple sclerosis, Parkinson's, Normal Pressure Hydrocephalus, Restless Leg Syndrome, and Headaches. This is not to say there aren't more, and that they aren't serious. These are just the ones discussed in the brief.

## 11. Executive Summary of White Paper

The vision is clear: mental and neurological disorders, or "disorders of the brain" are complex and interlinked with hundreds of specific diagnoses, codified in diagnostic classifications systems (currently under revision WHO International Classification of Diseases, ICD-11 and American Psychiatric Association Diagnostic and Statistical Manual of Mental Disorders, DSM-V). Until recently, brain disorders were associated with disciplinary fragmentation in research and practice, using different concepts and approaches. There is today greater awareness on their common denominators, burden and challenges to manage them in a more integrated approach, and even to prevent some of them.

Brain disorders are becoming more prevalent over time and are threatening not only the quality of life of millions of European citizens but are also creating major challenges for the EU's capacity to achieve the goals of its Europe 2020 strategy on economic growth and job recovery.

Budgetary restrictions across the EU are threatening the sustainability of the European social welfare model as a whole, and make it even more important to achieve cost-effectiveness in the use of resources in health systems and its deliverables. In fact, the sizeable share of public money that is devoted to health and the ever-increasing cost pressures and demands to cut public expenditure, put health systems at the

heart of many policy debates. In particular, challenges are multiple because of the medical, social and economic impacts of chronic disabling conditions. Together, these emphasize the need for an ambitious patient-empowering research policy and a cross-cutting, multidisciplinary approach to brain disorders.

Covering a range of mental and neurological disorders, the EBC Value of Treatment study examined health gains and socio-economic impacts resulting from best health interventions (pharmacological and psychosocial) in comparison with current care, or – in some cases – comparison with no treatment at all. Care pathways were mapped for each specific disorder along the whole care process from prevention, prodromal, early diagnosis to disease management in order to identify the major unmet needs and causes for treatment gaps (both those needing research and better evidence to inform treatment decisions and those needing better organization of services).

The following research questions were addressed to examine the best options for optimizing research and care for brain disorders:

***What is the scale of current unmet needs in health care in Europe? What is the size of so-called “treatment gaps”, not only within the provision of medicines and medical devices, but also within health care systems and services?***

Considering obstacles such as misdiagnosis, delayed treatment, inadequate treatment, limited access to care due to country healthcare infrastructure or unaffordable access to care and pricing including therapies, reimbursement and social safety net cutbacks<sup>5</sup>... and non-adherence.

***What are the socio-economic benefits of targeting these gaps (e.g. avoidable costs...)? What have we learned from the “Patient Journey” or the patient care pathway analysis? What about the potential benefits of seamless, coordinated care combining effective team care and patient-centred care planning?***

***What is the added value of the Value of Treatment study? What are the new research developments in early intervention to improve [primary and secondary] prevention and treatment, knowing that, as of today, there is no cure? How can we ensure that evidence built from robust research can have an impact on policy? What are the priorities for policy making in the current context of health systems reforms (articulating their impact investment social return) while continuing in investing in health (“health is wealth”) and legislation implementation?***

There is still no cure for most brain disorders; hence, it is necessary to focus on risk reduction, preclinical and early detection and diagnosis, and timely intervention. Primary and secondary prevention strategies remain essential (available diagnostic tools for neurological disorders and routine mental health screening). More research is needed to understand the causes but also the progression of brain disorders and to develop new treatments that do not only symptomatically improve the condition but may modify, i.e. slow down, or even stop their course.

Early detection and intervention with the necessary psychosocial support is also crucial to reduce stigmatization and fear of disclosure.

The solutions proposed by VoT experts are clearly identified. Results from the case studies provide important new insights into recent progress in the areas of pharmacology and biopsychosocial approach, as well as in relation to healthcare services delivery, continuous care and care networks. The case studies results highlight the need for implementation of evidence-based guidelines that emphasize cost-effective, coordinated healthcare interventions in order to develop better prevention and timely treatment – “Brain: time matters”.

***Full version with case study summaries included as annex.***