

"Strength in Knowledge, Hope in Action: Empowering Patients & Families Through Knowledge, Connection, and Support"



INTRODUCTION & AIMS

Background

MPN patients and their families in Thailand often face critical barriers in accessing clear, culturally relevant information about the disease, treatment options, emotional support, and patient rights. Many patients—especially from rural or underserved communities—experience isolation, fear, and confusion during their treatment journey. Current resources are fragmented and often not in Thai language or tailored to the unique socio-cultural context of Thai patients.

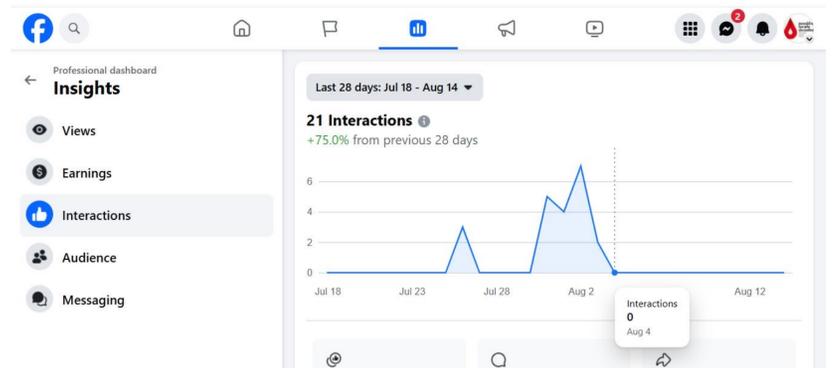
METHODOLOGY

- Utilized our existing **Facebook Page of MPN Patient Advocacy Group Thailand** to house the materials and share updates
- Utilize our existing website i.e. www.mpnthailand.com to increase visibility, enhance credibility, and improved patient engagement. It serves as a 24/7 online presence, and provide information conveniently
- Created **private room for MPN patients and care givers via. Line app** to inform, support and empower our members.
- Created **MPN Thailand News** to enhance communication, education, community building, and improve patient engagement. It also helps to keep patients informed about relevant health information, practice updates, ultimately fostering stronger patient relationships.



RESULTS

- Leveraged our existing website, MPN Thailand FB page, MPN Thailand News ; improved search visibility and trustworthiness,
- encouraged deeper patient engagement and advocacy impact
- Enhanced visibility and credibility of the patient group
- Strengthened multi-platform communication and personalized patient support
- Enabled a sustainable model for patient engagement, education, and empowerment



CONCLUSIONS

Impact & Justification

These activities directly support MPN patients and their caregivers by:

- Providing clear, trusted information in Thai
- Reaching both urban and rural/underserved communities
- Strengthening the knowledge and capacity of our patient group to serve the community sustainably