Informované rozhodování v medicíně: od dat k edukaci pacientů

Informed Decision-Making in Healthcare: From Data to Patient Education

Symposium MEFANET ve spolupráci s evropským projektem CHOICE
XVIII. konference AKUTNĚ.CZ · 21. listopadu 2026
Univerzitní kampus Bohunice, Brno

Čas: 9:00–11:30
Předsedající: Schwarz D. (IBA), Costa Pinto D. (NOVA IMS)
Jazyk: angličtina a čeština
Formát: šest dvacetiminutových přednášek a třicetiminutový panel

Pozvání do sekce

Co pacient potřebuje, aby se mohl informovaně rozhodnout? Jak jeho volbu ovlivňují obavy, osobní zkušenosti a informace z internetu?

MEFANET přináší na AKUTNĚ.CZ symposium s předními zahraničními odborníky Diegem Costou Pintem (NOVA IMS) a Panagiotisem Bamidisem (AUTH). Společně s českými řečníky propojí behaviorální datovou vědu, klinickou zkušenost a moderní vzdělávání. Na příkladu evropského projektu CHOICE ukážou, jak poznatky o rozhodování žen s mutacemi BRCA1/2 převést do edukace pacientů a zdravotníků.

Přijďte diskutovat o komunikaci rizika a podpoře informovaného rozhodování. Vaše zkušenosti mohou pomoci formovat další aktivity CHOICE a evropskou spolupráci v oblasti zdravotní gramotnosti.

Časový přehled

Čas	Přednášející / formát
9:00–9:20	Costa Pinto D. (NOVA IMS) · úvodní klíčová přednáška
9:20–9:40	Pelzová A. (LF MU)
9:40–10:00	Komenda M. (MZ/NZIP)
10:00–10:20	Schwarz D. (IBA)
10:20–10:40	Bamidis P. (AUTH)
10:40–11:00	Pavčíková L. (MOÚ)
11:00–11:30	Panelová diskuse se zapojením publika

Program a abstrakty

9:00–9:20 · Costa Pinto D. (NOVA IMS)

Understanding Health Choices: Behavioural Data Science and the CHOICE Project · *Opening keynote*

The CHOICE project addresses health literacy within the EU's cancer prevention and care agenda by investigating how women understand BRCA-related risk and make decisions about their health. Combining surveys and interviews with multimodal digital evidence, including web and social media content, the talk will explore how sentiment analysis and topic modelling can identify concerns, guide educational interventions and help define measurable changes to evaluate over time.

9:20–9:40 · Pelzová A. (LF MU)

BRCA Risk and Personal Choice: A Plastic Surgeon's Perspective

Preliminary Czech findings from CHOICE illustrate how concerns about surgery, body image and reconstruction shape decisions about risk-reducing mastectomy alongside perceptions of cancer risk. The talk will examine how early involvement of a plastic surgeon and discussion of reconstruction options can address unmet information needs and support decisions that reflect each woman's circumstances and preferences.

9:40–10:00 · Komenda M. (MZ/NZIP)

Health Literacy at National Scale: The Role of NZIP in Czechia

The Czech National Health Information Portal (NZIP) provides a national platform for making trustworthy health information and health data accessible to the public. The talk will present how the Ministry of Health and its partners support health literacy through NZIP, with a focus on helping citizens understand information, navigate healthcare and participate in decisions about their health.

10:00–10:20 · Schwarz D. (IBA)

From Reliable Data to Informed Decisions: Evidence for Patient Education

Using CHOICE as a case study, this talk will show how certified data management infrastructure supports reliable evidence for educational design, while preliminary findings highlight how women's concerns and priorities shape decisions alongside clinical advice. It will explore how these insights can inform educational materials and virtual patient scenarios for patients, medical students and clinicians, with a focus on understanding options and making choices that reflect individual values.

10:20–10:40 · Bamidis P. (AUTH)

Health Literacy in Practice: Co-Designing Education with Patients and Professionals

Drawing on European cancer prevention and digital health initiatives, this talk will explore how collaboration with patients and healthcare professionals can make educational interventions relevant and usable in everyday care. It will outline approaches to professional training, stakeholder engagement and the adoption of health literacy tools, connecting these lessons to the aims of CHOICE.

10:40–11:00 · Pavčíková L. (MOÚ)

From Clinical Expertise to Patient Education: Building Digital Programmes with ORBISO

ORBISO enables healthcare professionals to turn their expertise and existing materials into interactive digital programmes without programming skills. Using cancer prevention and BRCA education as examples, the talk will explore how short learning activities and guidance delivered at the right time can support understanding and engagement beyond the consultation.

Panelová diskuse

11:00–11:30

What Makes a Decision Informed? From Clinical Experience to European Action

Speakers, CHOICE investigators and associated partners will discuss how to support informed decisions when clinical recommendations, patient preferences and online information intersect. Audience contributions will help identify priorities for educational design, professional training and European collaboration, including how to evaluate whether health literacy initiatives improve understanding and decision quality.

Zkratky institucí a platforem

Zkratka	Plný název
NOVA IMS	NOVA Information Management School, Universidade NOVA de Lisboa, Portugalsko
LF MU	Lékařská fakulta Masarykovy univerzity, Česká republika
MZ	Ministerstvo zdravotnictví České republiky
NZIP	Národní zdravotnický informační portál
IBA	Institut biostatistiky a analýz, s.r.o., Česká republika
AUTH	Aristotle University of Thessaloniki, Řecko
MOÚ	Masarykův onkologický ústav, Česká republika
MEFANET	Medical Faculties Network, vzdělávací síť lékařských fakult