Monday 30 September
17:30–19:00
Room N101-102, IFEMA Feria de Madrid, Spain

Optimizing clinical outcomes in asthma and COPD: focus on inhaler satisfaction and patient adherence

Selection of the right inhaler device is fundamental to maximising patient adherence, satisfaction and clinical outcomes for patients with asthma or COPD. The vast array of devices and features can make it difficult to select the best inhaler to meet each patient’s needs for both rescue and maintenance therapy.

At this year’s European Respiratory Society (ERS) International Congress, there’s an opportunity you won’t want to miss. A panel of global asthma and COPD experts will walk delegates through the latest data on patient preference and clinical outcomes.

At the Orion/Menarini co-sponsored evening symposium, we’ll focus on the patient – how clinicians can improve clinical outcomes by understanding, and then acting on, their needs and preferences.

Co-Chairs: Prof. Eric Bateman & Prof. Piotr Kuna

**Agenda**

**17:30–17:35**  •  Prof. Eric Bateman, Cape Town, South Africa
**Setting the scene**

**17:35–17:50**  •  Prof. José Luis Izquierdo, Guadalajara, Spain
**What really matters to patients with asthma and COPD**

**17:50–18:10**  •  Prof. Federico Lavorini, Florence, Italy
**Harnessing inhaler technology**

**18:10–18:30**  •  Dr Mark Levy, London, United Kingdom
**Patient factors in successful asthma and COPD therapy**

**18:30–18:45**  •  Prof. Eric Bateman, Cape Town, South Africa
**Empowering patients with MART**

**18:45–19:00**  •  Prof. Piotr Kuna, Lodz, Poland
**Panel discussion: the impact of patient preference and inhaler satisfaction on clinical outcomes**

Webcast recording will be available to view after the symposium on the website [wehale.life/events/ers2019](http://wehale.life/events/ers2019)