



## VISIONARIES

### **Capturing the daily realities of people living with diabetic macular edema (DME) and their loved ones**

Roche and Retina International are proud to be working together to capture the daily realities of people living with DME and their loved ones, creating a platform to raise awareness, provide guidance and promote learning.

We are interested in speaking to people living with DME and their loved ones to listen to their stories, and where appropriate, voice these lived experiences through a series of short videos and/or podcasts which will be shared within the low vision community network. \*

Together, our aims for this project are:

- To **increase awareness** around DME, and the **true realities** for patients and loved ones
- For viewers to feel **inspired and motivated** by hearing about the experience of patients with this condition, with the chance to **relate to** the challenges and life ambitions shared
- To **change perspectives around the stigma** of DME, increasing compassion and awareness around the true impact of living with this condition
- To encourage the public to **watch out** for symptoms and **understand** the impact the condition can have on their lives, harnessing assurance rather than fear

Safety is at the heart of this project. All films are produced remotely in accordance with COVID-19 regulations and with the support of a film production company.

If you are interested in hearing more about this project, and potentially taking part, please contact Fiona from Retina International at [fiona.waters@retina-international.org](mailto:fiona.waters@retina-international.org). We welcome the opportunity to set up an introductory call to discuss the project in detail and answer any questions you may have.

**We look forward to hearing from you!**

*\*Films/podcasts will be featured on Retina International and Roche websites/social platforms as agreed with the participants*

The intended purpose of this document is for healthcare professionals to share with people living with DR and their loved ones.

The Visionaries films and podcasts are funded by F. Hoffmann-La Roche AG, Switzerland, and developed in collaboration with Retina International, Switzerland. The views expressed in the films/podcast are those of the individual speaker and will not necessarily reflect the views of F. Hoffmann-La Roche AG. Film/podcast participants will be required to sign a contract with F. Hoffmann-La Roche AG and Retina International, agreeing content and terms of use.



# VISIONARIES

## Capturing the daily realities of people living with diabetic retinopathy (DR) and their loved ones

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We are interested in speaking to people living with DR and their loved ones to listen to their stories, and where appropriate, voice these lived experiences through a series of short videos and/or podcasts which will be shared within the low vision community network. \*

Together, our aims for this project are:

- To **increase awareness** around DR, and the **true realities** for patients and loved ones
- For viewers to feel **inspired and motivated** by hearing about the experience of patients with this condition, with the chance to **relate to** the challenges and life ambitions shared
- To **change perspectives around the stigma** of DR, increasing compassion and awareness around the true impact of living with this condition  
To encourage the public to **watch out** for symptoms and **understand** the impact the condition can have on their lives, harnessing assurance rather than fear

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