



Raise awareness of guidelines, help HCPs to see things from a patient's perspective, and support HCP-patient dialogue through:

- better screening and diagnostic tools, e.g. app supporting HCPs in making IBS diagnoses
- holistic management strategies
- online learning / CPD



Public awareness

Tackle the stigma and encourage open discussion through:

- prevalence and QoL surveys
- · disease awareness campaigns
- engaging with patient groups (by proxy)

