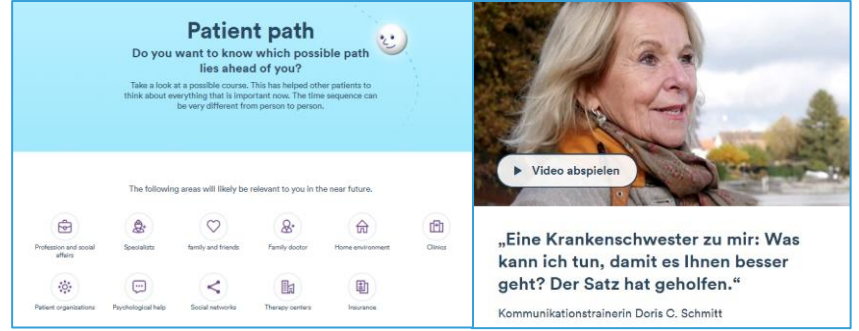




OVERVIEW: In Germany, patients often lack the ability to navigate the complex healthcare system. This initiative supports patients with ABC/mBC and caregivers in navigating through the healthcare system thanks to a co-created, digital support solution which aims to ensure equity and access to health services. The website has since been expanded to include 9 other indications.

- Area of focus:**
Educating patients & HCPs about ABC/mBC
- Target population:**
The ABC/mBC community in Germany



Objectives: Help patients with ABC/mBC, their relatives and caregivers, to understand and manage the disease and to navigate the complex healthcare system. Improve patient access to high-quality information and support services, therefore improving outcomes

- Unmet needs addressed:**
- Lack of patient ability to navigate the often complex German healthcare system

- Key components:**
- An ABC/mBC-specific section of the wider 'Help for Me' Patient Navigator (10 indications), comprising:
 - 160 questions and answers to help educate the patient and prepare them for their consultations
 - A patient pathway that guides the patient and care giver through his/her disease
 - An information touchpoints section that links to other useful websites including conferences

Challenges: Initially, it was hard to get support internally for this project. As this was the first truly co-created project led by this team, it was challenging to gain consensus between partners at times during the development

Outcomes: The mBC specific page has been visited by 213,400 users with the Q&A section the most popular

Development: The initiative was developed by a team of 20 people, including 13 external experts (HCPs, patients, patient advocates, lawyer), with all content created by patient experts and reviewed by editors, patients and a scientific advisory board. It is currently being expanded to more indications

Cost: >€30,000

Timeline: The ABC/mBC section of the patient navigator took 9 months to develop and was launch in May 2017

Targeted to reach: >300

For more information:
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Based on written submission from Anja Schmidt, Pfizer, 2020. The Hard-to-Reach ABC/mBC Communities Toolkit was developed as a collaboration between Pfizer Oncology and the ABC Global Alliance, with funding and support provided by Pfizer. ABC Global Alliance members and Pfizer colleagues were invited to submit breast cancer community-based initiatives that address specific needs of underserved patient populations with advanced/metastatic breast cancer. Initiatives were evaluated against criteria determined by a steering committee with members from both Pfizer and the ABC Global Alliance. Initiatives were selected for inclusion in the toolkit to highlight best practices in addressing the unique needs of this patient population. All organizations who submitted their initiatives for consideration have provided permission for the initiative information to be included in the toolkit and shared publicly. Pfizer and the ABC Global Alliance bear no responsibility for the contents of the toolkit.