

Meeting patients needs to improve physical self-image and psychological wellbeing

Integrated PAI Oncology Hospital (Spitali i integruar PAI Onkologjik)



OVERVIEW: Patients receiving treatment for BC in Albania lack access to resources such as silicone prostheses and wigs, which negatively impacts the quality of life of these patients. This initiative aims to improve the self-image and psychological wellbeing of patients with BC through the provision of both wigs and silicone prosthesis.



Area of focus:

Support for patients with ABC/mBC



Target population:

Patients with BC and with ongoing treatment from the oncology hospital



For more information:
<https://www.onkovia.com>

Objectives: Increase the psychological and wellbeing of patients and improve body self-image for patients with BC, through the provision of items that are not commonly covered by health insurance

Unmet needs addressed:

- Lack of access to silicone prostheses after mastectomy and wigs for patients with cancer, due to the scarcity of materials and high cost
- Low self-image and psychological wellbeing of patients with BC

Key components:

- Interviews with a psychologist to assess patient need for wigs and prostheses
- Wig and prosthesis provision for patients with these needs

Challenges: The materials required for this initiative are not readily available in Albania, which means they are sold at high cost

Outcomes: The initiative has reached approximately 300 patients from across Albania, who have shown an improvement in their psychological state in relation to their self-esteem and body image

Development: This initiative was started in collaboration with psychologists at the oncology hospital, in response to high demand from patients for these items

Cost: €10,000– €30,000 (donations from foreign and local non-governmental organisations)

Timeline: Ongoing for two years

Targeted to reach: 150–300

Based on written submission from Spitali i integruar PAI Onkologjik, 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.