

Mobile App: My Alma

Hellenic Association of Women with Breast Cancer "ALMA ZOIS"

OVERVIEW: In Greece there is a lack of support specifically tailored to the needs of patients with ABC/mBC, meaning patients often feel isolated and ashamed. The My Alma app was developed to support patients with ABC/mBC in an easily accessible, friendly, hopeful and realistic manner, bridging the gap between support services and these patients and ultimately improving QoL.

-  **Area of focus:**
Support for patients with ABC/mBC
-  **Target population:**
Patients with ABC/mBC in Greece

Objectives: Provide patients with ABC/mBC with information and emotional support specific to their disease. Increase access to health care and improve QoL by increasing healthy behaviours and treatment compliance, and connecting patients with each other and with relevant programs and events

Unmet needs addressed:

- Lack of tailored, accessible and realistic support specifically for patients with ABC/mBC

Key components: A mobile app specifically for patients with ABC/mBC – including useful information on the latest medical data and services, a treatment calendar & reminders, videos of mild exercise, goal setting for healthy behaviours, and advice on managing feelings & treatment side effects and improving everyday life

Challenges:

- It was difficult to ensure continued compliance with changing GDPR rules
- There were substantial delays in receiving a license for the Apple Store and Playstore
- A patient forum was planned for the app, but it required 24/7 administration, so a message wall was developed instead that users can upload motivational messages to (that are approved by approved by Alma Zois' mental health professionals team)

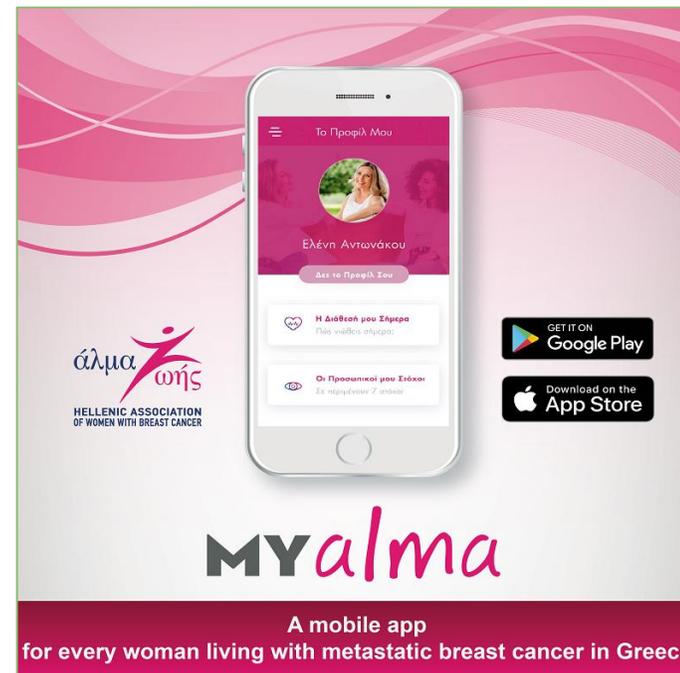
Outcomes: >400 women living with ABC/mBC and 200 BC survivors currently use the app and it has informed users of relevant events, with 90 users attending an ABC/mBC specific conference as a result of an app notification

Development: A team of 6 developed the app, and medical content was validated by University of Thessaly, Greece

Cost: €10,000–€30,000 (supported by a SPARC International Award via Pfizer and UICC)

Timeline: Development started in 2017 and launched in 2019. An English version is due to launch in 2020

Targeted to reach: >300



For more information:

https: <https://www.almazois.gr/en/my-alma-app>



Ethnic, religious, indigenous/native population and/or other minorities



Low income patients



Older patients



Rural patients



Low health knowledge patients