

My Choice Navi

Pfizer Japan Oncology BC Team

OVERVIEW: Patients with ABC/mBC in Japan are often poorly educated on their disease and lack support throughout their treatment. The MY CHOICE Navi account was developed on the Japanese social networking app, LINE, to provide patients with easy access to relevant information on ABC/mBC, as well as supporting treatment continuation via a hospital visit tracker.

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

Objectives: Provide patients with ABC/mBC with easy access to relevant information about their disease, while educating patients on the importance of communication and supporting the continuation of ABC/mBC treatment by setting reminders for doctor's visits

Unmet needs addressed:

- Low awareness and understanding of ABC/mBC
- Lack of communication between doctors and patients

Key components:

- Mapping the ABC/mBC patient journey and research on unmet needs
- The MY CHOICE Navi account via the LINE app, including access to a directory of topics from the My Choice website, a hospital visit tracker and information from literature (meal recipes, family support, etc.)

Challenges: The unmet need research identified the need for patient-patient communication, but sharing patient experience via the app is not permitted under Japanese regulation. Patients are not allowed to respond to questions/articles, so default answers are used in the app instead

Outcomes: The MY CHOICE Navi LINE official account is expected to be launched in early 2021, so there have not yet been any evaluation of outcomes

Development: MY CHOICE Navi was developed with support from a digital agency and production agency

Cost: <€5,000

Timeline: Launched in March 2021

Targeted to reach: >300



Concept of treatment for metastatic / recurrent breast cancer

For patients with metastatic or recurrent breast cancer, treatment is not the only goal of life. One of the important goals is to continue living as usual for a longer period of time. Treatment is one of the means to achieve that goal.

When you hear "treatment," you may think of treatment aimed at curing the cancer, such as removing the cancer by surgery or using drugs to eliminate the cancer.

For more information:

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