

OVERVIEW: For people newly-diagnosed with ABC/mBC, concepts discussed with HCPs can be complex and difficult to understand. The Dandelion Toolkit aims to improve communication between patients and HCPs through visuals to help guide discussions on diagnosis, pathology, staging, treatment options, and QOL tools.



Area of focus:

Educating patients & HCPs about ABC/mBC



Target population:

Newly diagnosed mBC patients

Objectives: Help people with newly-diagnosed ABC/mBC to understand complex mBC concepts through visual aids. Improve communication between patients and health practitioners. Create opportunities for shared decision making between patients and HCPs

Unmet needs addressed:

- Lack of accessible information on mBC/ABC for newly-diagnosed patients
- Low levels of communication between people with newly-diagnosed ABC/mBC and HCPs

Key components:

- Conversation card (for HCPs) – guides discussion on pathology, staging, treatment options, QoL tools
- Dandelion notebook (for patients) – helps navigate diagnosis and treatment options
- Dandelion app (currently in beta) – translates conversation into video

Challenges: Challenge getting HCPs to adopt the visual approach to communication across all BC patients (including eBC)

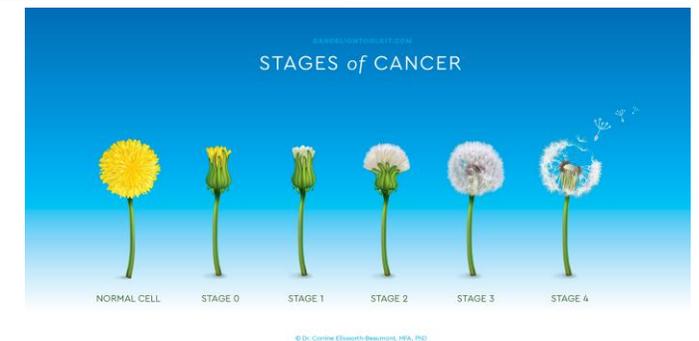
Outcomes: Positive feedback from both patients and HCPs, who reported improved connection by having visuals to help guide difficult conversations

Development: Developed by designer Dr Corrine Ellsworth Beaumont, using primary research and a co-creative process involving mBC patients and HCPs (tested with nearly 100 mBC patients across the USA, Turkey, Mexico and Australia). Supported by the Metastatic Breast Cancer Alliance, Pfizer and other pharmaceutical Alliance members.

Cost: >€30,000

Timeline: 2015 – present

Targeted to reach: 60-150 newly diagnosed mBC patients



For more information:

<https://www.dandeliontoolkit.com/>

Email: hello@dandeliontoolkit.com



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



Low income patients



Older patients



Rural patients



Low health knowledge patients