

Digitally Empowered™

Patient Empowerment Network (PEN)

OVERVIEW: It can be difficult for newly diagnosed cancer patients to navigate the wealth of information online. Digitally Empowered™ is an online course aiming to provide patients with knowledge and tools to find credible information about their disease, empowering them to make informed decisions about their treatment, through a series of easy-to-follow video modules.



Area of focus:

Support for patients with ABC/mBC

Target population:

Cancer patients in the US

Objectives: Help people with cancer become more 'tech-savvy' and use the internet, social media and apps with confidence. Provide cancer patients with credible information about their disease and treatment options online. Empower patients with cancer to ask informed questions and take an active role in treatment decision making

Unmet needs addressed:

- Poor access to reliable, credible online information about cancer treatments
- Lack of knowledge on internet access and navigation among cancer patients

Key components: A 10-module online course (each module comprising a video, resource guide and quiz), including: How to access the internet, identify credible sources and websites, use social media to connect and learn, navigate health with mobile devices, apps for convenience and fun, how to use telemedicine, how to access and join online support communities

Challenges: Teaching people to use technology via technology and how to make the resources user friendly

Outcomes: The programme has helped >2000 people, 1213 in English and 790 in Spanish.

Development: Financial support was provided by Pfizer US. The resource was designed based on the content of workshops that had been delivered for over 6 years. A web developer and an animator were used in the development

Cost: >€30,000

Timeline: Initiated in November 2019 and finalised in early 2021

Targeted to reach: >300 people living with cancer in the US



For more information:

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