

# Guiding Questions for Cancer Patients

## Pfizer and Mi Salud Me Mueve



**OVERVIEW:** Many people with cancer in Colombia have low health literacy and interactions with medical professionals can be challenging. This practical guide provides questions for people with cancer to ask their healthcare professionals throughout the patient journey. It is hosted on the Salud Me Mueve website and was disseminated via a social media campaign.



### Area of focus:

Support for patients with ABC/mBC



### Target population:

People with cancer (including ABC/mBC) in Colombia, and their caregivers

**Objectives:** Improve health literacy of people with cancer in Colombia (including ABC/mBC) and enhance their interaction with healthcare professionals

### Unmet needs addressed:

- Low health literacy among cancer patients
- Complexity in communication between people with cancer and their healthcare professionals

### Key components:

- A digital guide with questions to ask HCPs at all stages of the patient journey on Mi Salud Me Mueve website, including: pathology, treatment, adverse events, communicating with relatives, health support resources and caregiver involvement
- A social media campaign via Pfizer Colombia (Facebook)

**Challenges:** Disseminate educational tools to enhance patients medical questions for better outcomes in their health check ups, without referring to specific therapeutical options

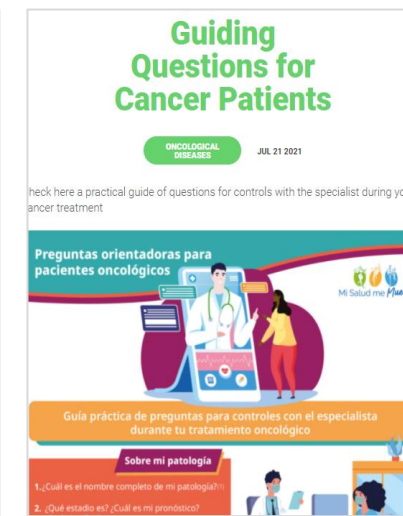
**Outcomes:** 70 visits to the Mi Salud Me Mueve Website. >41,000 impressions on social media (Facebook)

**Development:** The initiative was developed by a team of 7 cross-functional Pfizer colleagues and with the support of an external communication agency. It was an adaptation of a digital regional strategy based on the country's regulatory framework and ethical industry codes

**Cost:** <€5,000

**Timeline:** The guide was published in July 2021; the social media campaign started in September 2021 (ongoing)

**Targeted to reach:** >50,000 people with cancer and their caregivers



### For more information:

<https://www.misaludmemueve.com/preguntas-orientadoras-para-pacientes-oncologicos>;  
[www.facebook.com/344471105645781/posts/4463703487055835/](https://www.facebook.com/344471105645781/posts/4463703487055835/)  
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Based on written submission from Carolina Cortés, Pfizer and Mi Me Mueve, 2021. 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. The information presented here is developed for educational purposes and should not be used for diagnosis or treatment of any medical condition, nor is it a substitute for medical consultation. Pfizer, subsidiaries and related companies. All rights reserved-no reproduction in whole or in part without permission. The information presented here is developed for educational purposes and should not be used for diagnosis or treatment of any medical condition, nor is it a substitute for medical consultation. Pfizer, subsidiaries and related companies. All rights reserved-no reproduction in whole or in part without permission.