



THE EXPERIENCE REPORT: CANCER PATIENT ISSUE

VIDEO TRANSCRIPT

I didn't think cancer would happen to me. Will the treatment work? How can I deal with all the paperwork? Patient needs are complex in today's ever-growing digitized world. But there is an enormous potential to improve the experience journey of cancer patients.

Following our Experience Report Oncologist Issue that focused on empowering oncologists with human-centric services, Accenture's latest survey reveals the unmet needs and expectations of cancer patients and important opportunities for biopharma companies to significantly improve patients' lives.

We spoke to 1200 cancer patients across North America and Europe, aged 18-50 with 90% identifying themselves as digital natives and discovered four recurring challenges that need to be addressed.

1. Access to personalized information- 1 out of 3 patients are overwhelmed by the volume of online information
2. More involvement – 50% wanted to be more involved in their treatment plan
3. Increased holistic care – 79% sought a digital tool to address anxious thoughts of having a relapse

4. Reduced organizational hassles – 25% needed help with transportation during treatment

We also mapped the end-to-end cancer patient journey, including detecting early symptoms, getting a diagnosis, getting the treatment, living with cancer to deeply understand the challenges they face and identify opportunities to improve patient services.

Together we can bridge the cancer care gap with the power of digitalization. Together we can help patients while giving doctors more ways to deliver personalized treatment.

Enable doctors to offer holistic care while fully involving patients in their recovery. Empower patients to coordinate their treatment better while allowing doctors to monitor patients remotely.

Provide doctors with passive monitoring capabilities while helping patients connect with support groups. We can make the dream of a patient-centric, convenient, accessible, holistic, sustainable, cancer care experience a reality.

Download the Experience Report: Cancer



Patient Issue and redefine cancer care
today.

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