"My alma": A digital app supporting metastatic breast cancer patients

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"To be awarded with the SPARC grant by UICC and Pfizer Oncology is an honor and a heavy duty for us, due to the fact that we are trusted by two of the largest institutions in the world to be the voice of and to give voice to the metastatic breast cancer patients all over Greece. Thank you for helping us reach out to the isolated metastatic community in our country."

Read more on the SPARC MBC Challenge at **uicc.org/SPARC**

Short description

Development of a new user-friendly digital app to enable metastatic breast cancer patients in Greece to access the information they need.

Abstract

It is well known that metastatic breast cancer patients have a hard time finding the information they want and need. The development of a digital application (app) titled "My alma" specially designed for addressing those needs will cover a big gap in the metastatic community in Greece. The app will be the first digital personalised technology that will address problems and unmet needs of both the Greek speaking patients community and any other English-speaking patients as it will promote support and communication between metastatic breast cancer patients. The app will provide useful information about metastatic breast cancer and ways to deal with all different aspects of the disease and motivation in order to adopt a healthy lifestyle and increase compliance to treatment and ways to improve the quality of life of patients with metastatic breast cancer. The project will reach out to patients in an easy, user-friendly way, overcoming the barriers that the metastasis may bring. The app will include different functions that will meet different needs and it will be used whenever needed by the patient without any time limit.

Focus areas

Early diagnosis, patient navigation

Stakeholders

Patients

uicc
global cancer control

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