

Patient engagement for metastatic breast cancer patients



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CPAA

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"Getting a breast cancer diagnosis in India still translates into death in the minds of most patients. There is so much we can do to help patients deal with what they are going through, physically and emotionally, and often the best teachers are other patients. This grant will allow us to reach these women."



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

Short description

WhatsApp group for metastatic breast cancer patients in Mumbai monitored by qualified doctor.

Abstract

Breast cancer is the most common cancer in Indian cities and the 2nd most common in rural areas, accounting for 25-32% of all female cancers. Because of the lack of awareness, absence of diagnostic facilities and the low priority given to women's health, patients are only detected at late stages.

Most people in India today have a smartphone, access to the internet and use WhatsApp to communicate in groups. We plan to create a smartphone app-based community in which a metastatic breast cancer patient can be as active or passive as they wish while benefitting from the experiences of other MBC patients. The WhatsApp platform will allow those patients to gather and share solutions to frequently experienced problems under the guidance of a qualified doctor. Patients find that they cannot share their fears and innermost feelings with family members. It is therefore beneficial to be part of a secure, non judgmental group that will empathise, having a personal experience and knowledge about the cancer experience and who can give insights regarding effective ways to cope. Such interactions reduce social isolation, promote hope and optimism about the future, enhance coping.

Focus areas

Patient navigation

Stakeholders

Patients



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