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Application Title:

Cancer patients and caregivers web- based information tool

General Audience Summary:

In order to reduce existing barriers of access to online health information for women diagnosed with advanced stages breast cancer, their families and caregivers, a new interactive space will be specifically designed, developed and implemented on several platforms, aimed to offer concrete and simple answers about the most frequently asked questions of this population, tailored to their characteristics and specific needs. To achieve this goal, both qualitative and quantitative research techniques such as focus groups, surveys, bibliographic reviews and expert consultation will be performed, obtaining the information needs, limitations and access barriers to online information. This information will feed a special algorithm that will find the most suitable, effective and accepted response (with or without multimedia) for a particular query any given patient may have. Once the main concerns of patients and caregivers are selected, they will be responded in a simple way. Later, content will be developed and implemented in a new website and shared through institutional online platforms selected for their leadership and support to women diagnosed with breast cancer around the country. The developed content will be evaluated using the NASA-TLX tool to a sample of users, who will measure the overall degree of effort required and satisfaction. It is expected that the final product of this strategy will become the most used source of relevant and trustable information regarding advanced breast cancer for the Spanish-speaking population. Eventually yielding potentially long-term benefits like better use of healthcare systems or even improved clinical outcomes such as quality of life.

Keywords:

Patient Navigation