# Real-World Patient Experiences Inform Point-of-Care Decisions and Care Management Strategies in Urothelial Carcinoma

Tariqa Ackbarali, PhD¹; Stephanie Chisolm²; John L. Gore, MD, MS³; Joshua Meeks, MD, PhD⁴; Neal D. Shore, MD, FACS⁵ ¹PlatformQ Health, LLC, Needham, MA; ²Bladder Cancer Advocacy Network, Bethesda MD; ³University, Feinberg School of Medicine, Chicago, IL; ⁵GenesisCare, Myrtle Beach, SC

This tethered initiative is supported by educational grants from Merck, Astellas and Seagen Inc., and UroGen Pharma, Inc.







14,883

social media

engagements





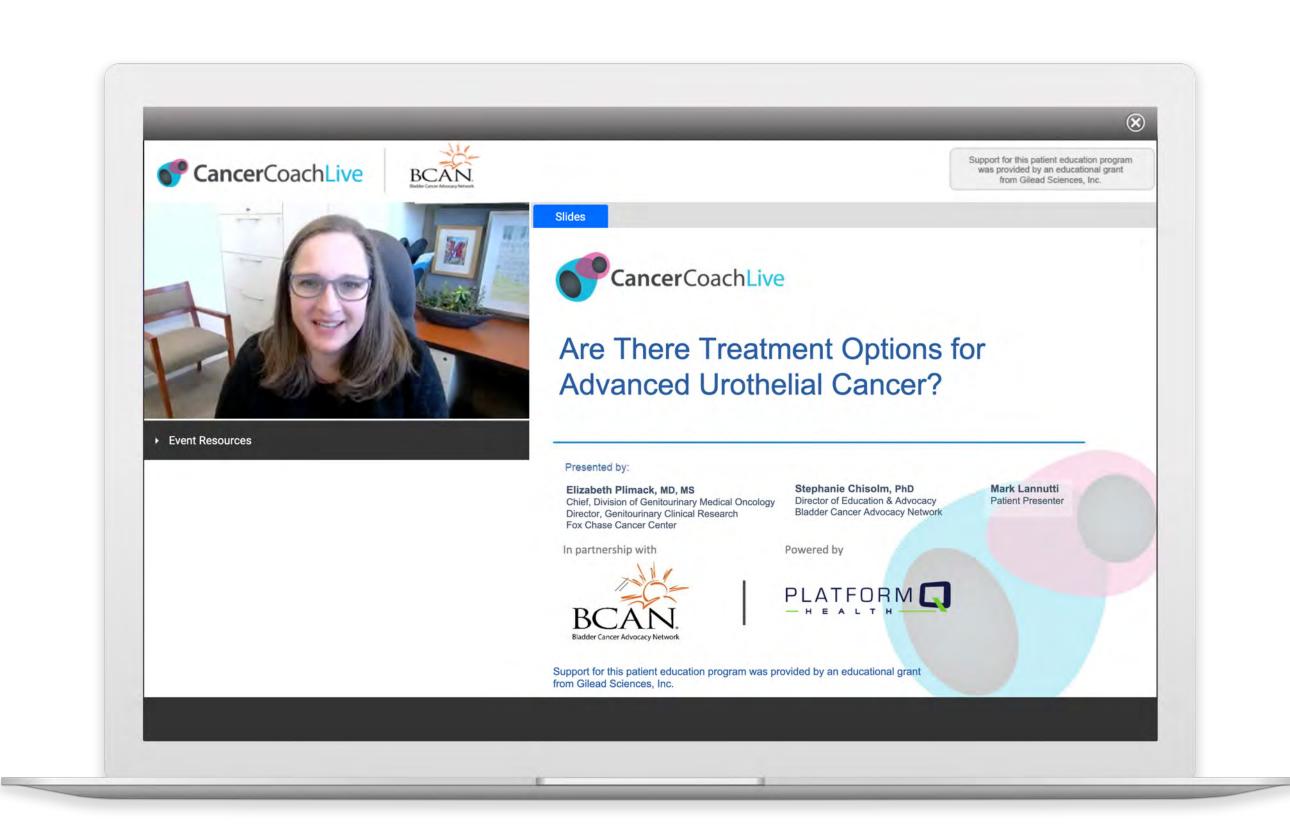




The benefits and risks of

# INTRODUCTION

Approvals of targeted therapies and immune checkpoint inhibitors are poised to improve long-term survival in patients with urothelial carcinoma. Competence gaps that were previously identified prompted the design of a unique educational series for the urology-oncology team.



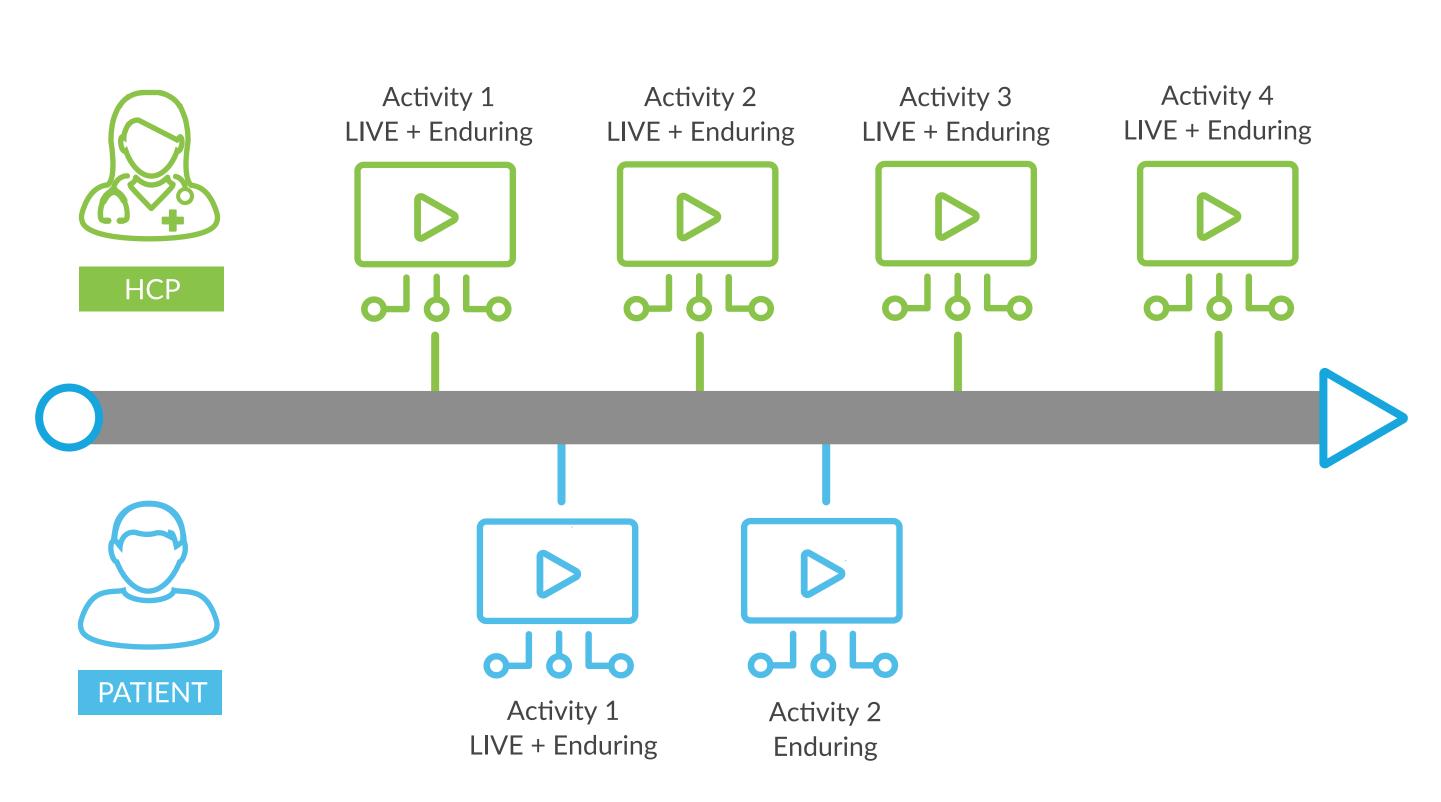
Optimal management of urothelial carcinoma relies on effective patient-provider communication and decision-making. To provide an integrative learning experience, the patient voice was embedded into the clinical content through shared insights and patient-reported data.

## METHODOLOGY

## **Educational Program and Evaluation Details**



Tethered education comprised of four CME activities for HCPs and two modules for patients/caregivers, launched live-online in October 2021 and September 2021, respectively, and will remain on-demand through October 2022 at UroCareLive.com, OMedLive.com, and CancerCoachLive.com.





Advocacy groups: Bladder Cancer Advocacy Network (BCAN) and Large Urology Group Practice Association (LUGPA)

Education: PlatformQ Health and Postgraduate Institute for Medicine



Questions asked before, immediately post, and 2 months post activity, as well as with in-activity polling.

Behavioral assessment of

### **Learner Demographics**



MD/NP/PA/RN



average UTU

certificates

awarded

Learner Engagement

1,454

total



Positive Impact on Patient Outcomes and Clinical Practice

of learners reported the activity

positively impacted patient

experiences/outcomes

of learners reported the

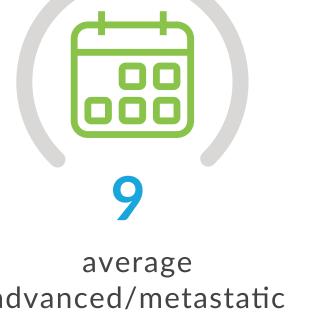
clinical practice

"The patients are more adherent as

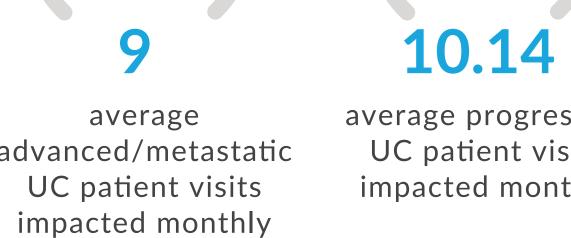
they are informed that the therapy is

in accordance with the latest

developments and guidelines."



slide downloads





write-in examples

# total engagements

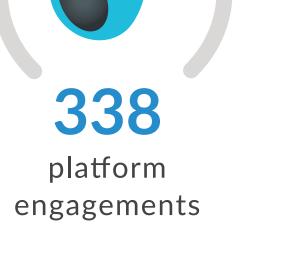




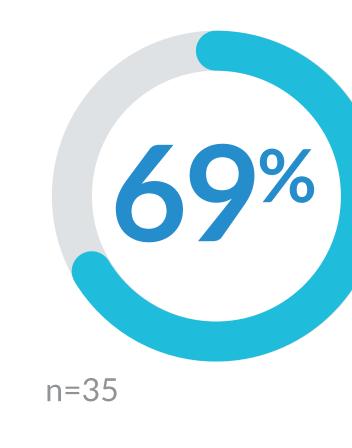
# PATIENTS/CAREGIVERS

# Engagement 13,352



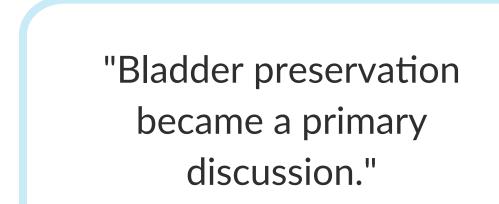






of patients/caregivers reported the activity positively impacted communication with their HCP



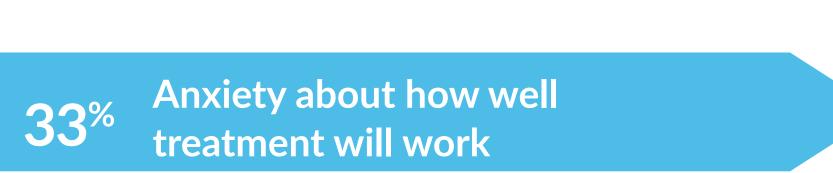


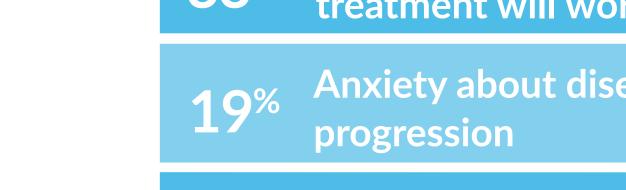
"I spoke with a nutritionist to know what would work best for stay away from."

# RESULTS

### Patient/Caregiver-HCP Alignment and Insights

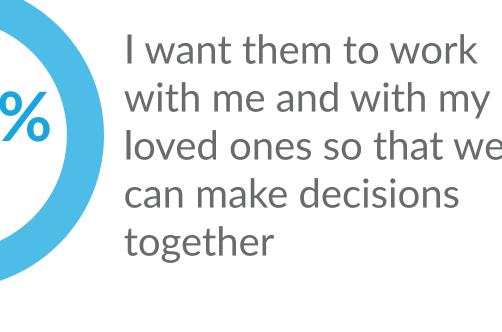


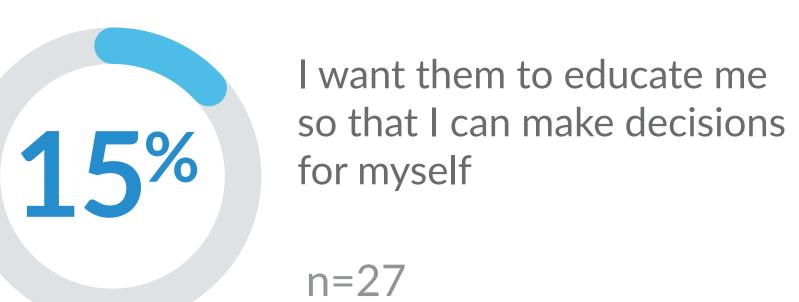






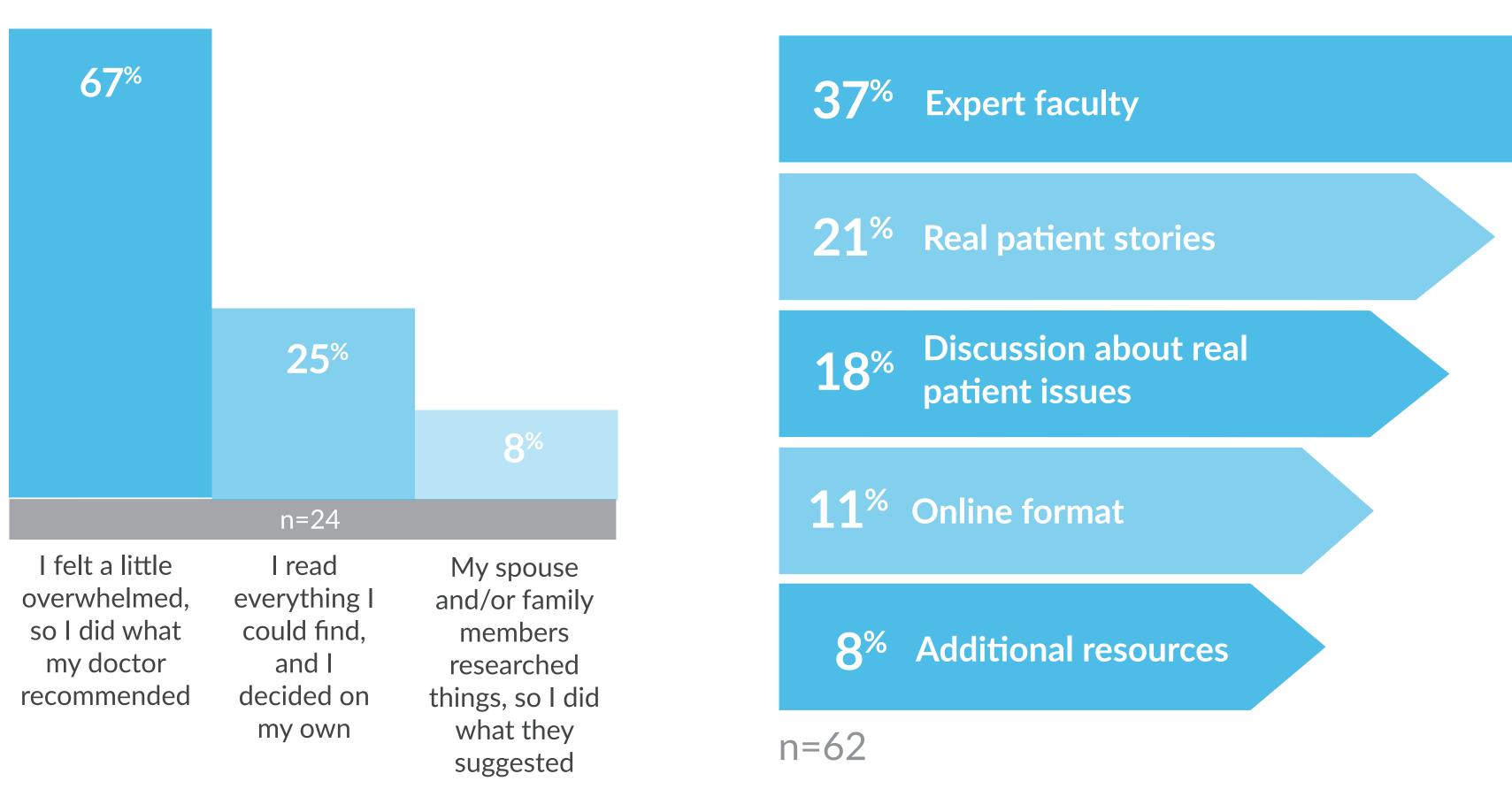
### Patient Preferences for Treatment Team Interactions How do you prefer to interact with your treatment team?





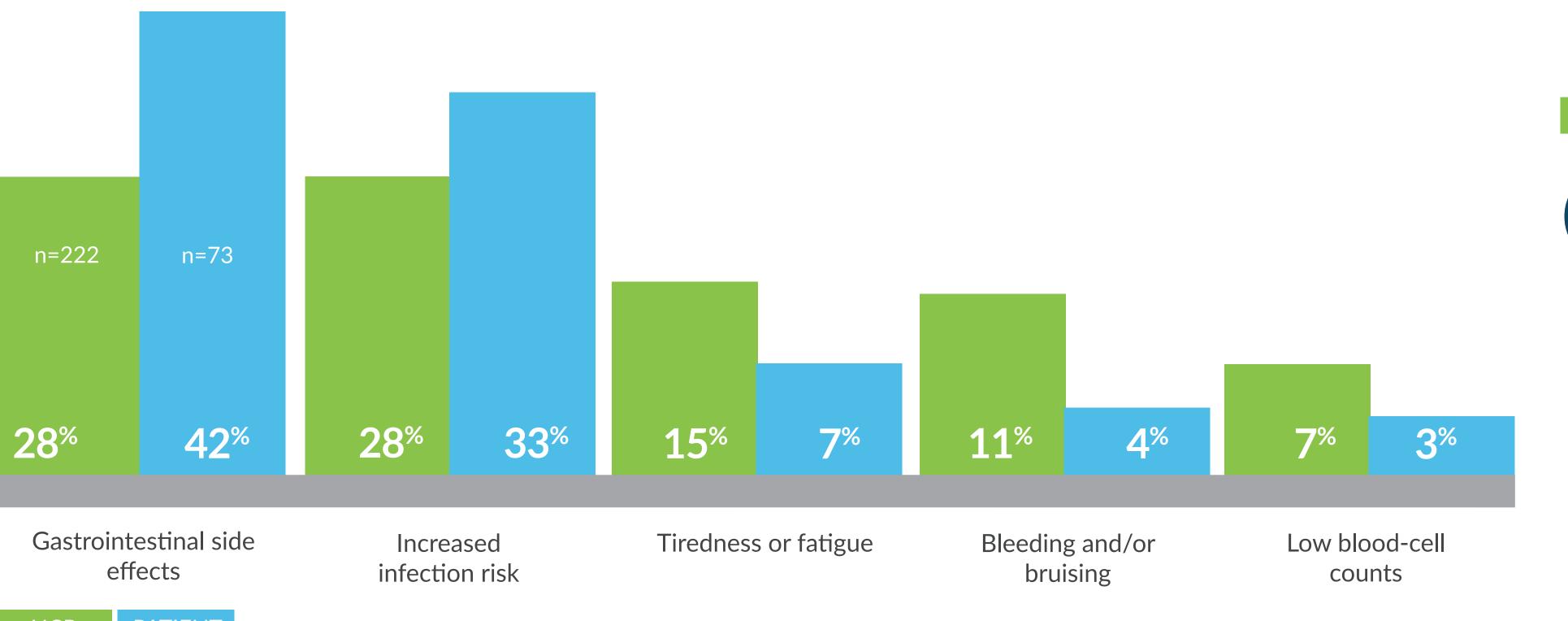
## **Patient Insights**

How did you decide on your original treatment? What did you like most about this program?



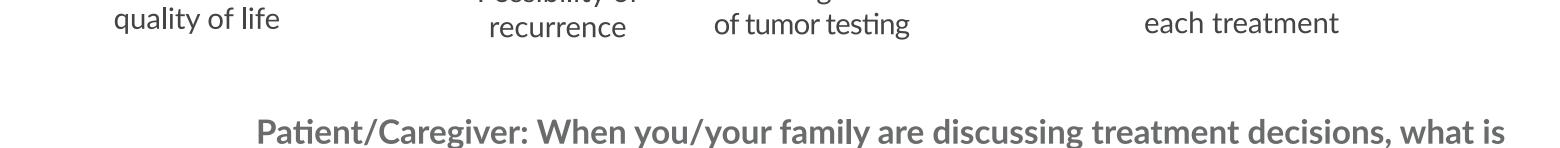
### **Connecting HCP and Patient Perspectives**

Patient/Caregiver: Of the following side effects associated with used to treat bladder cancer, which are the most difficult to manage? medications used to treat bladder cancer, which concerns you the most?

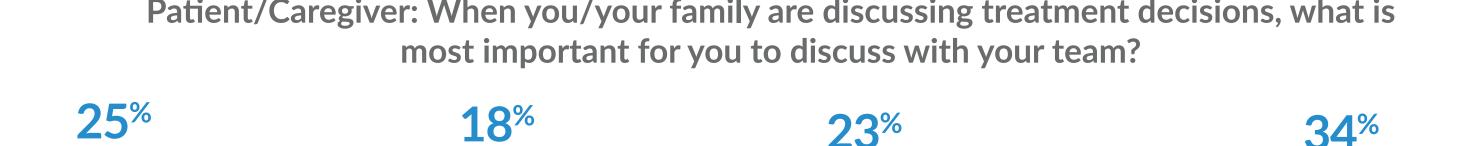


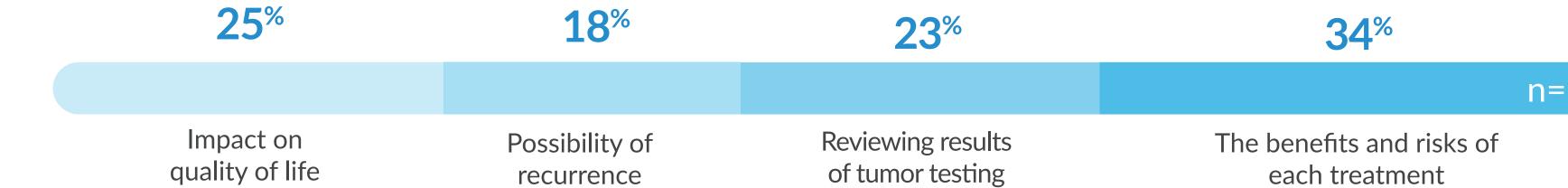
# **Discussions at Point-of-Care**





Reviewing results

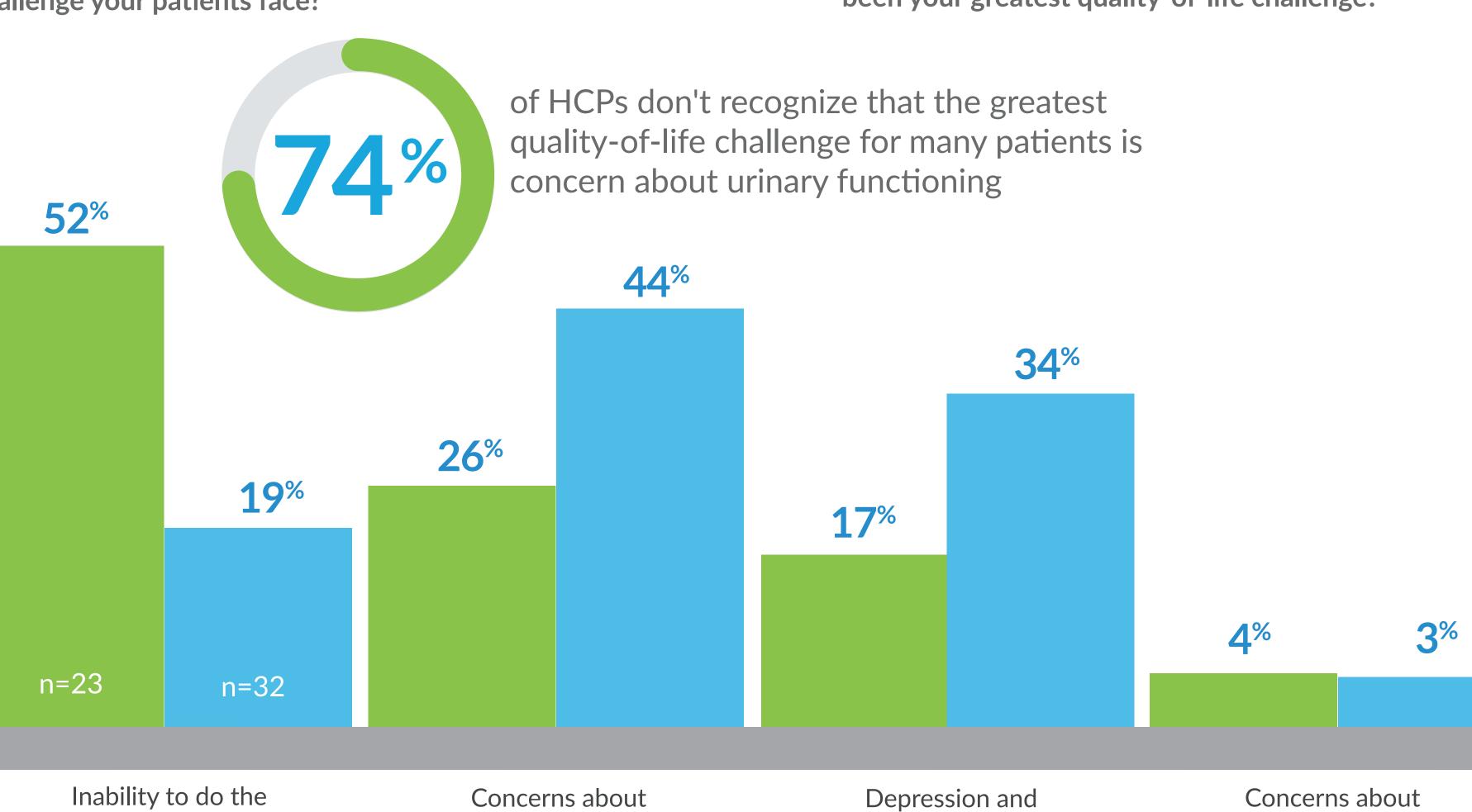




Impact on

### **Disconnect Between HCP and Patient**

Provider: What do you believe is the greatest quality-of-life Patient: If you're living with bladder cancer, what has been your greatest quality-of-life challenge? challenge your patients face?



# CONCLUSION

things they need to do

The initiative contributed to the provision of valuable patient insights and preferences based on real-world experiences which were integrated into provider education. Increasing this awareness fostered practical strategies and discussions to improve patient-centered care. Education incorporating the patient voice into provider education can further sensitize clinicians to patient concerns and facilitate point-of-care decision-making.

urinary

functioning

Author contact: tackbarali@platformq.com

anxiety





preferences and attitudes toward managing patients were examined throughout the CME series and patient/caregiver programs.

"As we have adapted new guidelines in regard to therapy, our algorithms have been updated."

"Listening to different experiences among specific patients."

"I can now explain treatments

better and the patient will

have better education."

"I feel more confident speaking to my healthcare providers."

me, what to eat/drink, and what to

"I can better understand the various treatment options and how they work."