

# Capturing key quality of life insights and concerns from affected populations



Increasing fear or concern of cancer returning and a desire for more knowledge on treatment and care options were common themes that emerged

## Challenge

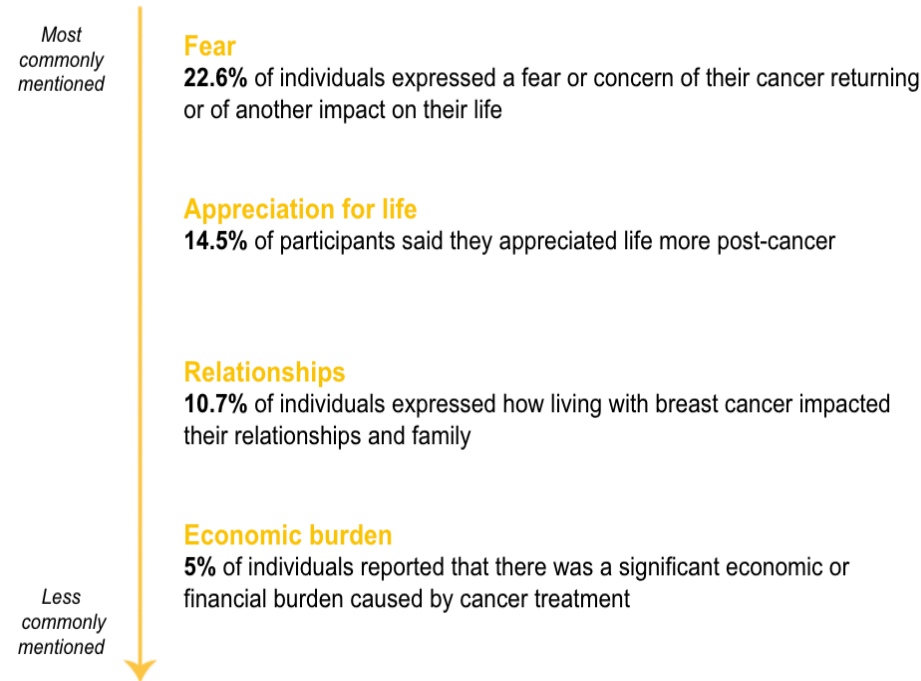
The goal was to expand the industry’s understanding of how individuals are impacted on a day-to-day basis by their breast cancer diagnosis, and the potential insights person-generated health data (PGHD) can deliver to help quantitatively measure the disease’s impact on quality of life.

## Solution

By leveraging Evidation’s app, within one week the team was able to recruit 570 females who had been diagnosed with breast cancer. Of that population, 24 females were currently undergoing treatment for their condition. The majority of the respondents reported having a current or previous diagnosis of breast cancer, were in remission, and were ~52 years old.

## Results

We identified common concerns that the group shared. We asked “What is the impact of cancer on your life” and saw the main themes below. ~23% of individuals expressed a fear or concern of their cancer returning or of another impact on their life.



### ENGAGE

We can quickly create and permission data from targeted cohorts using our Evidation app, an engaged community of over 4.4 million members



### IDENTIFY

Our proven methods deliver critical information about disease state and quality of life providing key data not provided by traditional RWE



### AGILE RESULTS

In the first week, Evidation was able to capture over 570 responses from individuals diagnosed with breast cancer

“What is the main thing you wish your doctor/care team asked you about or took the time to understand about your illness and/or going through treatment?”



## PARTICIPANT INSIGHTS

*“It’s caused me to view life in a different way and make a huge change in my lifestyle.”*

*“I wish I had explored other treatment options or asked more questions.”*

*“I had to stay home from work for an entire year. That had a huge effects on our finances. I have since returned but i think we are still trying to make up for all that lost finances.”*

*“I wish they had told me about long-term effects of treatment and what to expect in the future.”*

*“I was so young, it ruined my relationship and it made it hard to get another job, because of a gap in my resume.”*

*“[I wish doctors were] more forthcoming and understanding of mental health, anxiety, and sexual side effects.”*

Most commonly mentioned

### Content with care experience

20% of individuals reported being happy/content with their doctor’s care

### Desire for more treatment knowledge

14% of participants said they want to know more about their specific treatment, alternative options, and second opinions

### Education about life-long impact

13% of individuals expressed a desire for learning more about the long-term impact of cancer post-treatment on daily life

### Emotional toll

7% of individuals wished their doctors checked in on them and their emotional well-being, including educating about how to deal with depression or anxiety while living with cancer

Less commonly mentioned

Of the 570 participants, 67% indicated receiving drug therapies and 22% specified which drugs they previously used during their diagnosis. Of the 22% of participants who specified, 15% are currently using drug therapies as a method of treatment.

Drug	Total Responses (N=381)
Tamoxifen	61 (16%)
Arimidex/Anastrozole	25 (~7%)
Femara/Letrozole	22 (~6%)
Aromasin/Exemestane	5 (1.3%)
Herceptin	4 (1%)
Ibrance	4 (1%)
Zoladex	3 (1%)
Perjeta	3 (1%)

(non-exhaustive list)

Evidation works across a broad spectrum of therapeutic areas delivering a diverse population of engaged individuals who are interested in better health outcomes.

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