

Case Study: Breast Cancer

Individuals diagnosed with breast cancer or in remission self-report QoL



Common themes included increasing fear or concern of cancer returning and one's desire for more knowledge on treatment care

Challenge

The objectives were to explore our understanding of how individuals are impacted day-to-day by their breast cancer diagnosis; and the potential person-generated health data (PGHD) can have in allowing us to investigate ways to quantitatively measure QoL that are minimally burdensome and most valuable for patients, decreasing drop-off rates and deepening our understanding of real world outcomes.

Solution

Within one week, Evidation was able to recruit 570 females from its connected app who have/had been diagnosed with breast cancer. A total of 24 females were currently undergoing treatment for their condition. The majority of the respondents reported having a current or previous diagnosis of breast cancer, are in remission, and are ~52 years old.

Results

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.

Most
commonly
mentioned

Fear

22.6% of individuals expressed a fear or concern of their cancer returning or of another impact on their life

Appreciation for life

14.5% of participants said they appreciated life more post-cancer

Relationships

10.7% of individuals expressed how living with breast cancer impacted their relationships and family

Economic burden

5% of individuals reported that there was a significant economic or financial burden caused by cancer treatment

Less
commonly
mentioned



ENGAGE

We can quickly create and permission data from targeted cohorts using our Evidation app, an engaged community of almost 5 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

Actionable insights and information were provided in one week

Additionally, we asked “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” and saw several themes presented. 20% of individuals reported being content with their doctor’s care, but 14% desired more treatment knowledge.



Of the 570 breast cancer participants, 67% indicated receiving drug therapies and 22% specified which drugs they previously used during their diagnosis. Of the 22% of participants who specified which drug/molecules they previously used, 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)

QUOTES FROM PARTICIPANTS

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

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

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

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

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

Evidation’s mission is to empower everyone to participate in better health outcomes.

We measure health in everyday life and enable anyone to participate in ground-breaking research and health programs. Built on a foundation of user privacy and control over permissioned data, Evidation’s platform is trusted by millions of individuals — generating data with unprecedented speed, scale, and rigor.