Mobile App: My Alma
Hellenic Association of Women with Breast Cancer "ALMA ZOIS"

OVERVIEW: In Greece there is a lack of support specifically tailored to the needs of patients with ABC/mBC, meaning patients often feel isolated and ashamed. The My Alma app was developed to support patients with ABC/mBC in an easily accessible, friendly, hopeful and realistic manner, bridging the gap between support services and these patients and ultimately improving QoL.

Objectives: Provide patients with ABC/mBC with information and emotional support specific to their disease. Increase access to health care and improve QoL by increasing healthy behaviours and treatment compliance, and connecting patients with each other and with relevant programs and events.

Unmet needs addressed:
- Lack of tailored, accessible and realistic support specifically for patients with ABC/mBC

Key components: A mobile app specifically for patients with ABC/mBC – including useful information on the latest medical data and services, a treatment calendar & reminders, videos of mild exercise, goal setting for healthy behaviours, and advice on managing feelings & treatment side effects and improving everyday life.

Challenges:
- It was difficult to ensure continued compliance with changing GDPR rules
- There were substantial delays in receiving a license for the Apple Store and Playstore
- A patient forum was planned for the app, but it required 24/7 administration, so a message wall was developed instead that users can upload motivational messages to (that are approved by Alma Zois’ mental health professionals team).

Outcomes: >400 women living with ABC/mBC and 200 BC survivors currently use the app and it has informed users of relevant events, with 90 users attending an ABC/mBC specific conference as a result of an app notification.

Development: A team of 6 developed the app, and medical content was validated by University of Thessaly, Greece.

Cost: €10,000 – €30,000 (supported by a SPARC International Award via Pfizer and UICC).


Targeted to reach: >300

For more information: https://www.almazois.gr/en/my-alma-app

Based on written submission from Alma Zois, 2020. The Hard-to-Reach ABC/mBC Communities Toolkit was developed as a collaboration between Pfizer Oncology and the ABC Global Alliance, with funding and support provided by Pfizer. ABC Global Alliance members and Pfizer colleagues were invited to submit breast cancer community-based initiatives that address specific needs of underserved patient populations with advanced/metastatic breast cancer. Initiatives were evaluated against criteria determined by a steering committee with members from both Pfizer and the ABC Global Alliance. Initiatives were selected for inclusion in the toolkit to highlight best practices in addressing the unique needs of this patient population. All organizations who submitted their initiatives for consideration have provided permission for the initiative information to be included in the toolkit and shared publicly. Pfizer and the ABC Global Alliance bear no responsibility for the contents of the toolkit.