Consultation in pictures
Médipôle Hôpital Mutualiste de Lyon-Villeurbanne

OVERVIEW: In some care centres in France, up to 20% of patients do not speak French well. This tool recaps the different steps of the BC patient journey in pictures, for use in consultations to help HCPs explain to their patients what their disease is, what treatment they will have and what support is available.

Area of focus: Educating HCPs about ABC/mBC
Target population: BC patients who don’t speak French well, are old or have low health knowledge

Objectives: To improve communication between HCPs & BC patients during medical consultations by addressing the language barrier

Unmet needs addressed:
• Language barrier: In many care centres, up to 20% of patients do not speak French well
• The language barrier can lead to poor treatment adherence

Key components:
• Educational tool comprising a set of pictures illustrating the different steps of the patient journey, including information about the disease, treatment, possible side effects, and available support
• Remote training videos to explain how to use the tool (especially for nurses)

Challenges: Accommodating all modification requests and aligning on a final version of the tool after circulating to pilot centres and HCPs for feedback

Outcomes: Médipôle has integrated the tool in its services and now uses it with all patients, not just those who don’t speak French well. Impact and outcomes of the tool will be measured and assessed in H1 2023

Development: The tool was co-created by Médipôle oncologists, pharmacist, nurses and an agency. The project was presented to 10 pilot centres for review and feedback. The tool has also been tested with patients at Médipôle. Training in use of the tool is available from Pfizer local partners for medical teams who would like to use the tool with their patients

Cost: €10,000 - €30,000
Timeline: The project was initiated in 2021; official national launch in October 2022
Targeted to reach: >300

For more information: https://www.medipolelyonvilleurbanne.fr/2022/04/29/la-consultation-en-images-parcours-sein/
Email: philippine.ecrepont@pfizer.com

Learnings applicable to ABC/mBC

Based on written submission from Philippine Ecrepont, Pfizer France, 2022. 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.

<table>
<thead>
<tr>
<th>Ethnic, religious, indigenous/native populations and/or other historically marginalised groups</th>
<th>Younger patients</th>
<th>Older patients</th>
<th>Men</th>
<th>LGBTQ+ patients</th>
<th>Low health knowledge patients</th>
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<tbody>
<tr>
<td>Patients who lack an adequate caregiver or support system</td>
<td>Patients who mistrust conventional treatments</td>
<td>Patients long distance from a specialist centre</td>
<td>Patients with uncontrolled comorbidities</td>
<td>Mental health patients</td>
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