

Dandelion Toolkit

Dandelion Health, Metastatic Breast Cancer Alliance

OVERVIEW: For people newly-diagnosed with ABC/mBC, concepts discussed with HCPs can be complex and difficult to understand. The Dandelion Toolkit aims to improve communication between patients and HCPs through visuals to help guide discussions on diagnosis, pathology, staging, treatment options, and QoL tools.



Area of focus:

Educating HCPs about ABC/mBC

Target population:

Newly diagnosed mBC patients

Objectives: Help people with newly-diagnosed ABC/mBC to understand complex mBC concepts through visual aids. Improve communication between patients and health practitioners. Create opportunities for shared decision making between patients and HCPs

Unmet needs addressed:

- Lack of accessible information on mBC/ABC for newly-diagnosed patients
- Low levels of communication between people with newly-diagnosed ABC/mBC and HCPs

Key components:

- Conversation card (for HCPs) – guides discussion on pathology, staging, treatment options, QoL tools
- Dandelion notebook (for patients) – helps navigate diagnosis and treatment options
- Dandelion app (currently in beta) – translates conversation into video

Challenges: Challenge getting HCPs to adopt the visual approach to communication across all BC patients (including eBC)

Outcomes: Positive feedback from both patients and HCPs, who reported improved connection by having visuals to help guide difficult conversations

Development: Developed by designer Dr Corrine Ellsworth Beaumont, using primary research and a co-creative process involving mBC patients and HCPs (tested with nearly 100 mBC patients across the USA, Turkey, Mexico and Australia). Supported by the Metastatic Breast Cancer Alliance, Pfizer and other pharmaceutical Alliance members.

Cost: >€30,000

Timeline: 2015 – present

Targeted to reach: 60-150 newly diagnosed mBC patients

The conversation card: guides the discussion to make sure all key details of pathology and treatment are covered and easy to understand.



The notebook: details what was discussed in the clinic, tailored to each patient.



For more information:

https: www.dandeliontoolkit.com/

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Based on written submission from Corrine Ellsworth-Beaumont, Dandelion Health, 2021. 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.

Ethnic, religious, indigenous/native populations and/or other historically marginalised groups | Younger patients | **Older patients** | Men | LGBTQ+ patients | **Low health knowledge patients** | Patients who lack an adequate caregiver or support system | Patients who mistrust conventional treatments | **Low income patients** | **Patients a long distance from a specialist centre** | Patients with uncontrolled comorbidities | Mental health patients |

