Study Shows Digitally Delivered Patient Education Improves IV Cancer Treatment Adherence and Patient Survival

Navigating Cancer’s patient relationship management technology delivers targeted, treatment-specific education directly to cancer patients to improve self-care benefiting patient outcomes.

Seattle, WA (PRWEB) May 18, 2017 -- Navigating Cancer, the leading patient relationship management technology provider in cancer care announced the release of a retrospective, multi-center study that shows significant improvement in IV treatment adherence and one year survival rates for lung cancer patients receiving and viewing a digital series of education about their treatment compared to patients who did not view treatment information. The results are published in an abstract in conjunction with the 53rd Annual Meeting of the American Society for Clinical Oncology (ASCO) in Chicago (Abstract e18025).

Navigating Cancer’s patient relationship management platform was used to deliver a series of digital articles directly to lung cancer patients through its Patient Link service. This included information about their treatment, possible side effects and how to manage their symptoms. Delivery of the information was timed to arrive at the beginning of treatment and the first months of therapy to provide relevant information at the right time in the patient treatment journey. The analysis compared treatment adherence rates for 441 patients who viewed the education to 503 patients who did not view the information. The treatment educated patients remained on their IV treatment regimen an average of 50 days (21%) longer (p<0.01). Average one year survival rates associated with the more adherent group were significantly better compared to the group who did not receive the information (66% vs 53% respectively) (p<0.01).

“At Navigating Cancer, we have been committed since Day One to helping patients, their caregivers and family members with education and self-care instructions through our platform and service,” said CEO Gena Cook. “It’s great to see this data demonstrate that treatment specific education can influence patient adherence—even in IV therapy. And to be able to demonstrate that patient survival can be improved simply by educating patients about their treatment and what to expect is really gratifying. Our patient survey data from thousands of patients has consistently shown that education and self-care instructions receive the highest patient value ratings and this data confirms the positive outcomes associated with making it available.”

The company’s patient relationship management solution helps cancer care teams extend care into the patient’s home. The platform provides 24/7 access to credible personalized education, remote monitoring tools for side effects and medication adherence, and the ability to interact with their care team and hundreds of thousands of patients through an online community and more. This comprehensive support empowers patients to be a partner in their care and enables providers to understand their patient’s needs outside the clinic, to ensure issues are quickly managed, resulting in fewer hospitalizations and better patient outcomes.

About Navigating Cancer
Navigating Cancer was founded in 2008 as the result of two healthcare and technology veterans coming together to fill a critical gap in oncology care: a better patient experience. Driven by a shared passion to leverage technology in the healthcare space, the co-founders set out to create the first patient-centered platform for oncology. Today, the Navigating Care platform supports over one million patients and thousands of cancer care providers nationwide to lower costs, improve patient satisfaction and drive better outcomes.
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