

Using a Digital Solution to Create Survivorship Opportunities

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The Problem:

How do we safely identify survivors/'chronic phasers' and help them share their 'lived experience' with blood cancer?



Background

- For the last few decades, our Health Services team are doing an excellent job supporting patients and caregivers during the acute phase of the patient journey.
- What offerings have we been able to offer those in survivorship/'chronic phase' of patient journey?



'Discovery moments'

- Strong motivation to 'give back' and have an impact on the blood cancer community.
- A need for LF to build a more streamlined and robust approach for participant engagement, incorporating a supportive care framework.
- A need to enhance quality assurance processes for participant engagement.
- Opportunity existed to provide a consumer program that met the need of survivors and an avenue to advocate change.



Our aims from early 2022...

- **Provide** a new survivorship service addressing the unmet need to give back to their blood cancer community and create an impact.
- **Reach** existing and new audiences through a digital solution.
- **Embed** a consumer program that allows the patient, carer or bereaved to define their level of engagement and participation.
- **Deliver** a program within best practice aligned to national safety and quality standards, led by a healthcare-trained staff.

How are we doing it?

- **Consultation** with staff members to understand the many opportunities to engage with consumers.
- **Collaboration** with staff members from all parts of the Leukaemia Foundation.
- **Enhancement** and build-out of new elements into our existing resources.
- **Creation** of a new registry ('database within a database')



Questions for the Room

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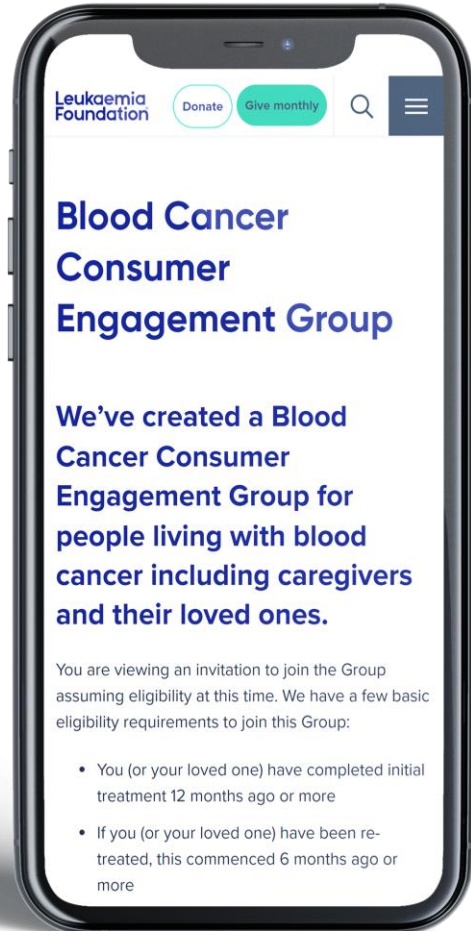


Think of this Digital Solution in terms of a Mercedes or BMW Engine... with less expensive parts!

The Basic Parts

1. LF website - CE Group recruitment landing page
2. Jotforms - registration and profiler questionnaire
3. E-noticeboard
4. Welcome email journey
5. Quarterly Newsletter
6. Fortnightly Zoom calls
7. Monthly SMS with link to e-noticeboard
8. Record creation in our CRM database
9. Entry of information following consumer participation

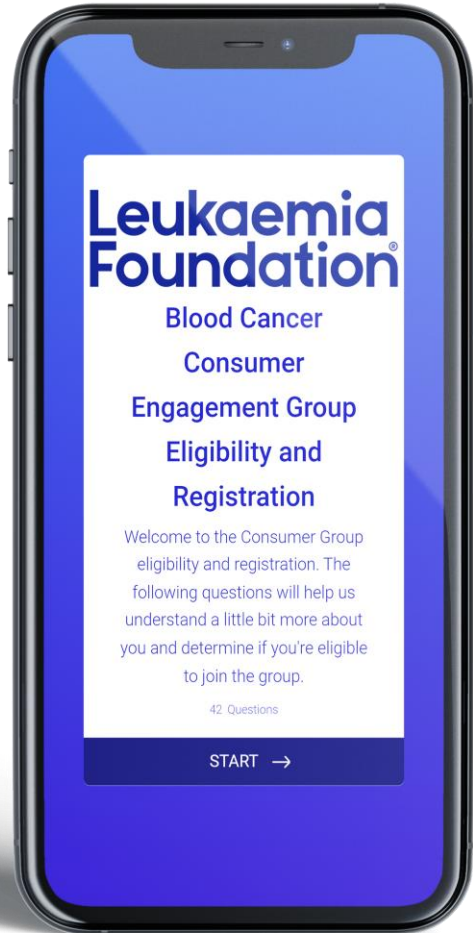




Recruitment methodology

- Email advertisement
- Social media advertisement
- Word of mouth from our Blood Cancer Support Coordinators

CE Group Registration



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Blood Cancer

Consumer

Engagement Group

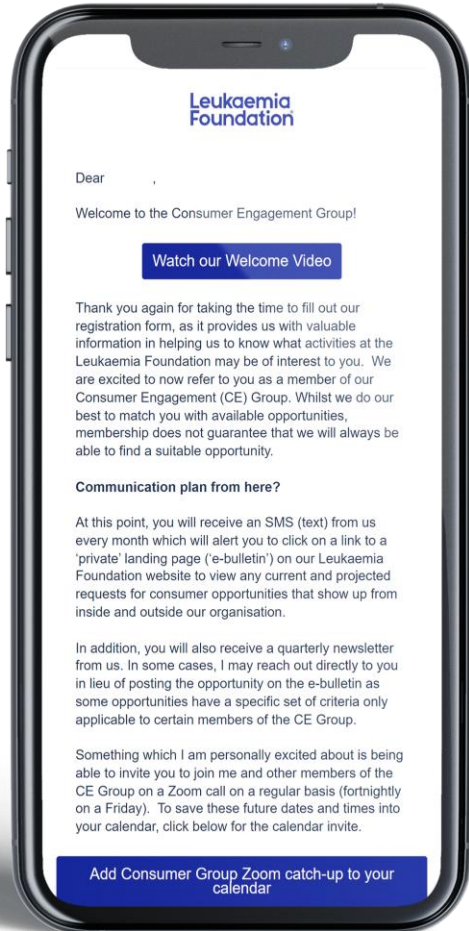
Eligibility and

Registration

Welcome to the Consumer Group eligibility and registration. The following questions will help us understand a little bit more about you and determine if you're eligible to join the group.

42 Questions

START →

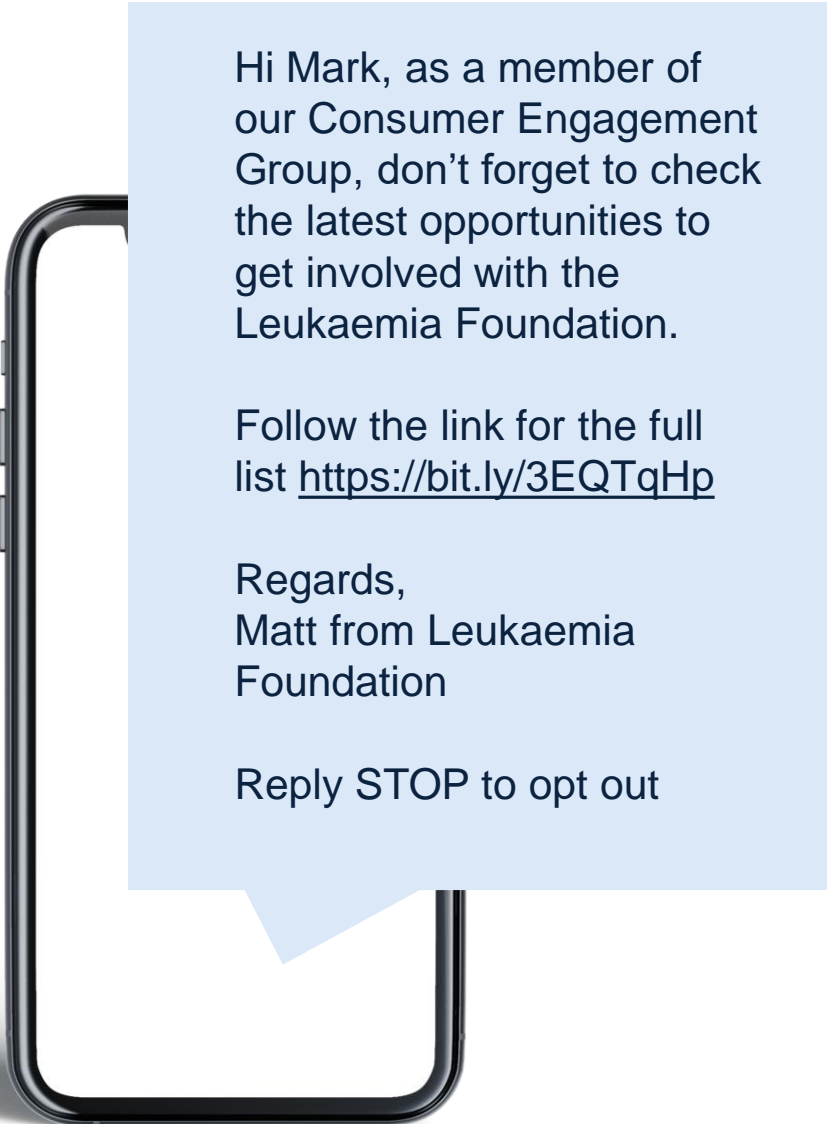


The digital journey commences...

- Welcome email and video
- Setting expectations
- Building awareness on communication strategy

Consumer Engagement Program	
CEP-000184	
Relationship to PLWBC	
Relationship to PLWBC - bereaved	
Age of PLWBC	0
Blood cancer diagnosis	Leukaemia
Amyloidosis subtype	
Blood disorder subtype	
Leukaemia subtype	Acute myeloid leukaemia (AML)
Lymphoma subtype	
MDS subtype	
Myeloma subtype	
MPN subtype	
Blood Cancer Diagnosis - If known	
What was their blood cancer diagnosis?	
First Diagnosed Date	27/08/2019
Blood Cancer Stage	Survivorship (you have finished treatment or in maintenance, or you are in remission)
Initial Treatment Completion	More than 2 years ago
Commencement of relapsed & re-treated	Does not apply to my situation
Engagement opportunities interest	<ul style="list-style-type: none"> Ambassadors / Advocates (i.e. community influencers) *;Campaign stories (e.g. featuring in fundraising appeal or newsletters);Committee participation *;Leukaemia Foundation Consumer Advisory Board *;Media requests *;Participating in blood cancer webinars or support groups as co-facilitators *;Podcasts *;Research participation (e.g. interviewed by researchers around the blood cancer journey);TV commercials of Leukaemia Foundation activities *

CRM Record generation



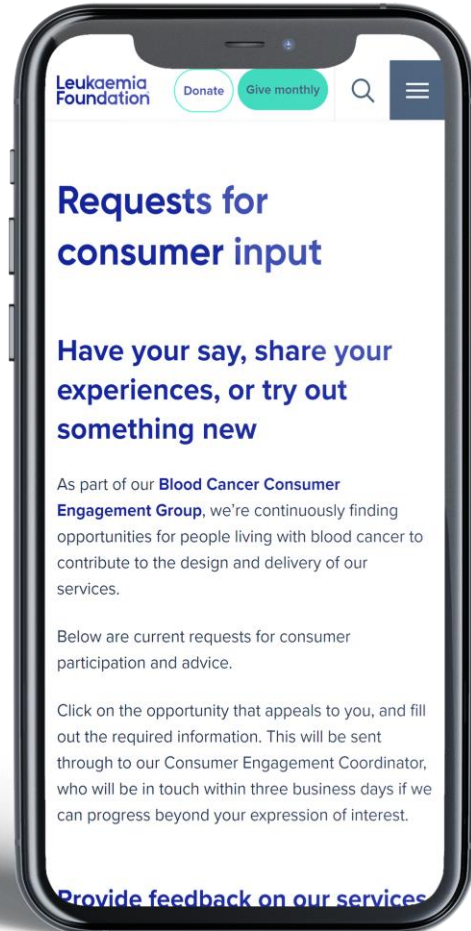
Hi Mark, as a member of our Consumer Engagement Group, don't forget to check the latest opportunities to get involved with the Leukaemia Foundation.

Follow the link for the full list <https://bit.ly/3EQTqHp>

Regards,
Matt from Leukaemia Foundation

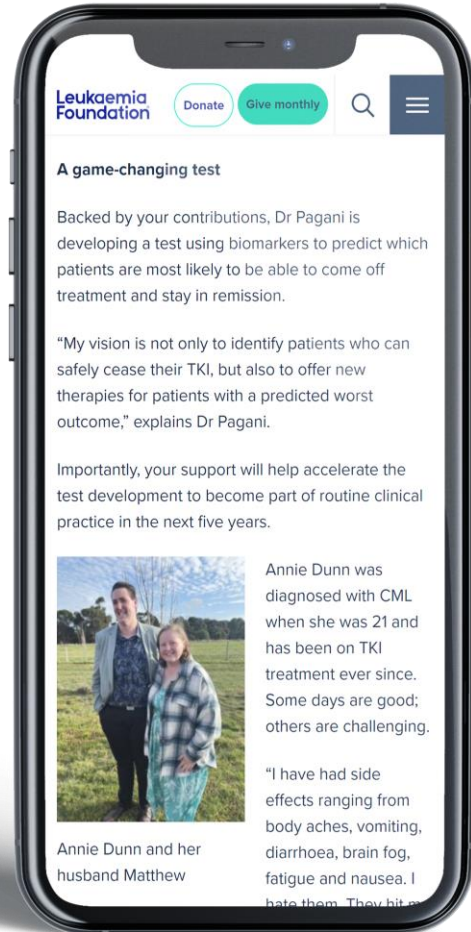
Reply STOP to opt out

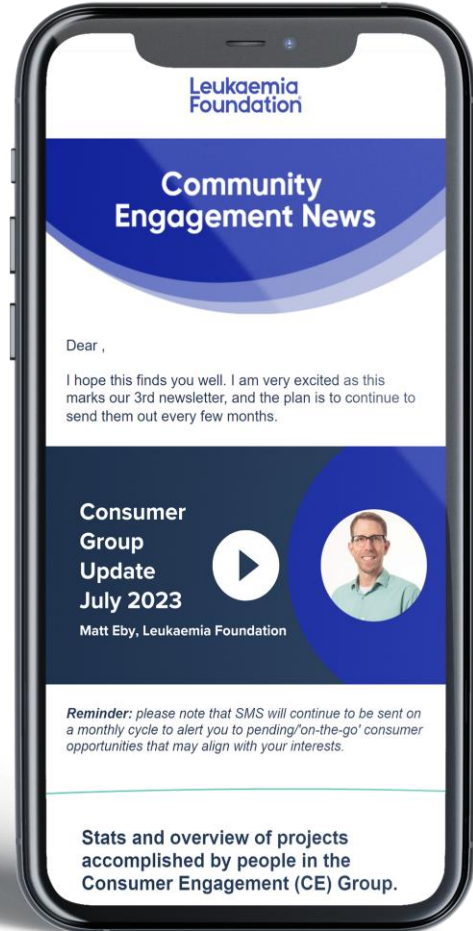
SMS alerts reminders to check out emerging consumer opportunities



Noticeboard to advertise consumer opportunities

Case study example





Bonus features of being a member of the CE Group



Optional CE Group Zoom catch-up for members

Summary

This new approach of introducing a digital solution to the consumer engagement (CE) space allows us to move forward whilst mitigating risk in *3 different ways*:

1. Implementing a supportive care framework with health-trained staff member supporting the group
2. Survey approach delivers a 'customisation experience' by empowering consumers to build their 'consumer profile' which helps determine 'best fit' and suitability for future consumer involvements
3. Prioritising our recruitment for consumer opportunities to this pool of people who have expressed desire to share their experience as a part of their survivorship

Questions, Comments,
Thoughts...

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