

LUNG CANCER PATIENT JOURNEY DEVELOPMENT PROJECT

During recent years healthcare focus has shifted from diseases to people and how best to support them in maintaining health and coping with illness. In this context the term **patient journey** is getting more discussed day by day: is this journey smooth or fragmented, does the person get the services he/she needs from the system? How big is a risk of getting lost in there and being left without help? **Journey-based approach is built into both the Population Health Development Plan of Estonia as well as Health Insurance Fund's development plan.**

Cancer is major cause of morbidity and mortality worldwide and in Estonia, causing suffering to patients, burdening society and is costly to healthcare. Lung cancer is the number one cause of cancer death, killing more people each year than breast, colon and prostate cancer combined. The journey of cancer treatment is usually long and complex. Patient meets different specialists, moves between different healthcare institutions as well as social system and workplace. Therefore, the **development of cancer patient journeys is one of the priorities in Estonian Cancer Control Plan**. In Estonia, the journey of a cancer patient has been mapped to narrower extent, mapping only treatment stage of the journey and viewed from the point of view of specific treatment institution. At the moment, there is **no overall view of the cancer patient's journey** – i.e. national, holistic and indication-based.

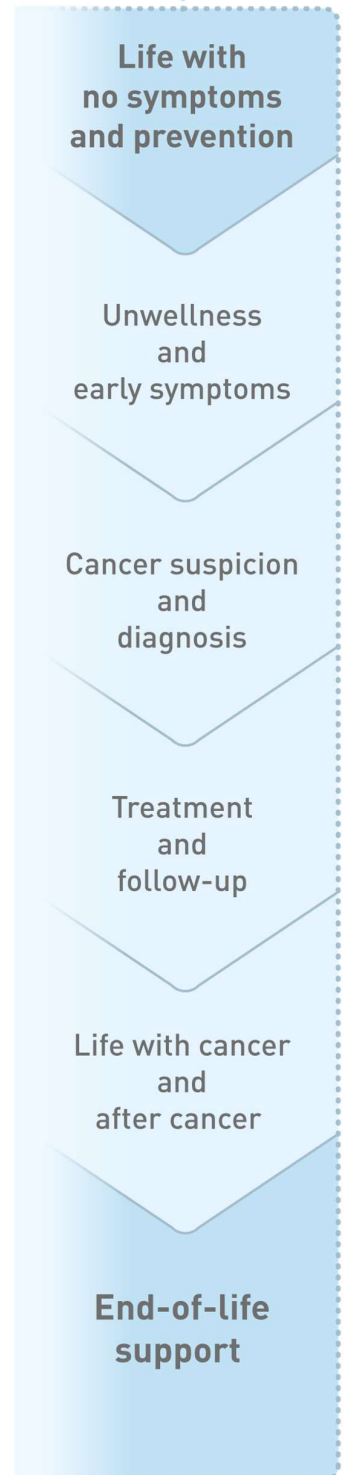
The goal of the lung cancer patient journey development project is to improve lung cancer patient journey to be comprehensive and ensure opportunities for better coping with disease. We can achieve this by involving different parties into the project to ensure nationwide view. Journey will be mapped starting from time period prior first symptoms of disease until death or recovery, regardless where a person lives. This will be followed by validation of the journey and prioritising of pain points. **In the last stage, we are looking for innovative solutions for pain points**, so that the goal of making the cancer patient's treatment journey smoother can also be realized in practice.

Stages of lung cancer patient journey mapping development project		
1	2	3
INVOLVEMENT of stakeholders MAPPING of the journey	VALIDATION of the journey PRIORITISATION of pain points	GENERATING innovative solutions
Year 2023		Year 2024

The project will be implemented in partnership between private and public sector: public sector (Ministry of Social Affairs, Health Insurance Fund) and private sector (healthcare companies AstraZeneca, MSD, Roche) and cooperation platform Connected Health Cluster. Problem holders will be in centre of the project implementation: lung cancer patients, their relatives, all important parties of the patient's journey (medical doctors, other specialists, professional associations, hospitals, social service providers etc.) as well as decision-makers in health system. In third (generation of solution ideas) stage of the project, health technology companies will be involved as potential developers of solution providers-developers

The service design methodology OneCustomer will be used as a journey mapping tool. This is healthcare-specific tool for structured analysis and visualisation of customer journeys and experiences. In parallel to service design methodologies **data-driven analysis of the journey** will be performed. One of main outputs of the project is a patient journey mapping standard that could be widely used in the Estonian healthcare system.

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