Charting the Cancer Patient Journey

**DIAGNOSIS**
To attract patients, it’s critical to understand how they’re deciding where to go for care and what they’re looking for in a provider.

Which resources do patients use when deciding where to go for their care?

- 81% of patients consulted their doctor
- 48% of patients looked online for information
- 33% of patients consulted their health insurance company
- 23% of patients consulted friends and family

Which online resources are patients using to research providers?

1. Hospital, cancer center and/or physician practice website
2. Cancer-specific website (e.g., Cancer.gov)
3. Major search engine (e.g., Google)
4. Medical-focused ratings website (e.g., WebMD, ZocDoc)

Which features are most important to patients when deciding where to go for their care?

1. Doctor who specializes in my particular cancer
2. Technology and treatment options
3. Recommendations from my doctor
4. Clinical quality
5. In-network for my insurance

**TREATMENT**
It’s not enough just to attract patients—you also need to retain them across their journey by investing in the services they value most.

How many patients changed providers at some point during treatment?

- 11% of cancer patients switched provider during treatment

Why did patients change providers?

Top 3 reasons

- 28% Found a different doctor specializing in their care
- 23% Wanted more/different treatment options
- 20% Wanted better customer service

How involved do patients want to be in their care decisions?

- 50% My doctor and I make the decision together
- 41% I make the decisions after considering my doctor’s opinion or with little or no input from my doctor
- 9% My doctor makes the decisions after seriously considering my opinion or with little or no input from me

**SURVIVORSHIP**
The number of survivors is growing rapidly. You need to understand how to effectively manage survivors and meet their diverse needs.

Which survivorship services do patients value most?

Top 5 services

1. Specialized symptom management
2. All of my care takes place in one building
3. Multidisciplinary care
4. One person to answer my questions
5. Online portal to view tests and contact team

Which services do patients value most across their experience?

Top 5 services

1. Specialized symptom management
2. All of my care takes place in one building
3. Multidisciplinary care
4. One person to answer my questions
5. Online portal to view tests and contact team

Which support services do patients want?

- 75% Relaxation therapies
- 45% Access to fitness classes
- 44% Information on medical marijuana
- 39% Creative expression therapies
- 47% Very or somewhat interested in a group survivorship visit

How interested are patients in attending a group survivorship visit?

- Very interested
- Somewhat interested
- Not too interested
- Not at all interested

**Explore our survey findings and key insights**
advisory.com/or/CancerPatientExperience