

PATIENT JOURNEY

Head & Neck Cancer
Patient Journey



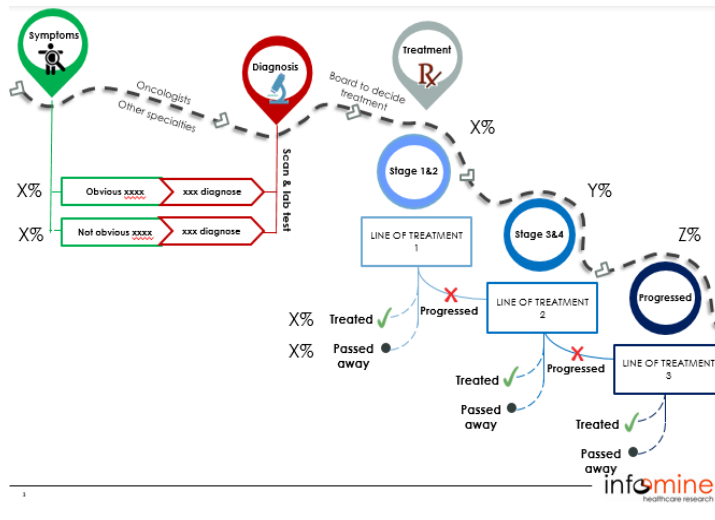
OBJECTIVE

Our client needed to understand the patient journey of head and neck cancer patients including patient load, split and classification, diagnosis, the lines of treatment, and failure and management, assess different factors that impact therapy decision, and evaluate treatment options

METHODOLOGY

1st Qualitative technique utilizing face to face in-depth interviews with oncology physicians, for detailed exploration of oncology patient journey.

2nd Quantitative technique utilizing face-to-face interviews were conducted with larger sample of oncologists at their private work place so that qualitative and quantitative data was organized, blended and analyzed.



RESULTS

Our client was able to capture the varying perspectives of all relevant stakeholders in patient journey and identified interoperability gaps and opportunities, treatment options, lines and algorithms