

The Cancer Insights Panel

**Understanding the reality of
living with cancer**

A WARM WELCOME FROM THE PFIZER UK CANCER INSIGHTS PANEL MANAGER, DENISE HUNT

“ We are delighted to present the first Cancer Insights Panel report. The Cancer Insights Panel was created to enable us to listen to patients’ stories relating to their cancer journey first hand, allowing us to hear what they experienced but also where there were gaps that perhaps we could seek to find solutions for. It has always been our intention to share our findings with Patient Organisations and the NHS, ensuring that everything we hear from the panel members goes somewhere in the cancer services ecosystem. This could be the sharing of best practice or highlighting where change is needed.

Working with the group of patients and carers has been a humbling experience. Listening to the stories they have to tell based on their real life experiences and hearing their bravery will live with me for a very long time. Their desire to help others is life-affirming and leaves one with an enormous sense of responsibility to ensure their voices are heard. We hope you enjoy reading this report but most importantly that it sparks some determination to create changes that will benefit cancer patients of the future.”



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CANCER INSIGHTS PANEL



More than **400 applicants**



Around **80 applicants shortlisted**



More than **50 preliminary coffee chats**



Culminating in **30 panel members enrolled**

- Including patients, carers, and parents
- Accounting for more than 12 types of cancer
- Ages of participants ranging from 20 - 70



A total of **7 Cancer Insights Panel meetings** held covering different stages of cancer journey, including:

- Pre-diagnosis
- Diagnosis
- Treatment
- Post-treatment



More than **33 hours connecting** with panel members



More than **120 mind maps completed**

- Covering **4 key questions**



More than **2,700 insights recorded**

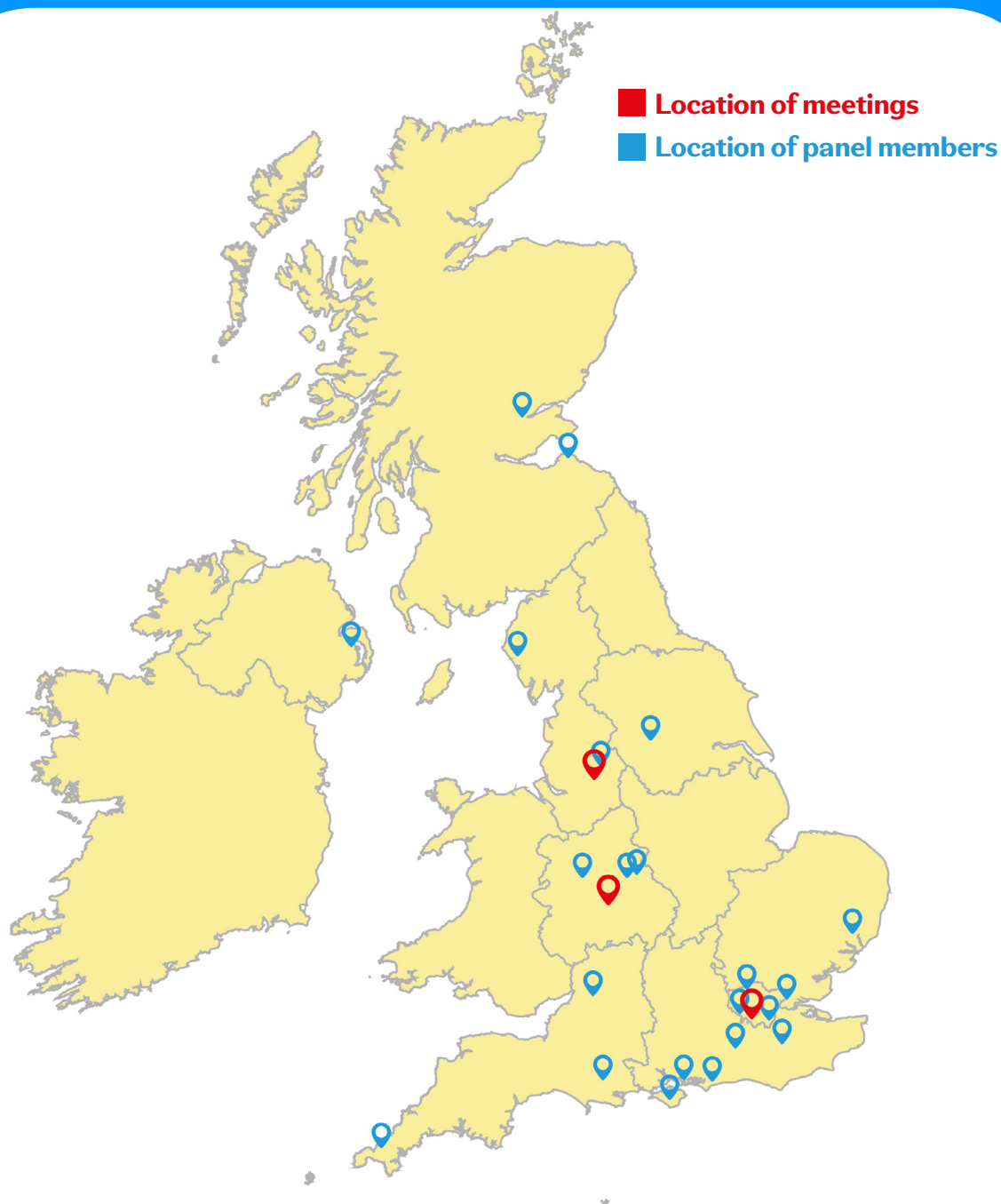
- Covering **15 core topics** surrounding lived experiences of cancer



More than **18,000 patients reached**

(estimated through responses from 22 panel members)

PANEL MEMBERS WERE RECRUITED FROM FAR AND WIDE



PANEL BACKGROUND

What was the Cancer Insights Panel?

The Cancer Insights Panel was a Pfizer-led initiative developed to gather the perspectives of people impacted by cancer. The panel was formed of 30 people who were carefully selected based on their ability to share the needs and voices of a range of people affected by cancer, including patients and carers alike.

The panel ran from June 2022 to January 2024 and consisted of seven in-person meetings. During these meetings, we listened to the lived experiences of a range of people – including people that have had cancer themselves and their support networks, including patients, family and caregivers.

Through the meetings we sought not only to understand what went well during their experience with cancer, but also what could have been better. With this information, we have been able to identify potential areas of improvement that, with carefully developed solutions, could make a difference to people affected by cancer in the future.

Hear about how the Cancer Insights Panel came to be, from the Pfizer UK Patient Experience and Service Lead, Geoff Rollason

“The concept for the Insights Panels programme grew out of the work that the Pfizer UK Oncology Patient Experience Team (PeX) has been doing since around 2012. Over that period the team has, in tandem with numerous NHS sites, been working on projects in a range of tumour sites that have all been aimed at improving the experience of people receiving NHS cancer services.

The idea for the Cancer Insights Panel was to bring together a group of people who could guide Pfizer Oncology in our thinking, steer our strategy—not through one-off ad board type arrangements, but over an extended period—so we could build relationships through a longitudinal experience for us and them and really get into co-creation with the people who matter the most – patients”.



PANEL BACKGROUND

Who could be part of the Cancer Insights Panel?

Anyone with lived experience of cancer could apply to be part of the Cancer Insights Panel. Specifically, we were interested in hearing from people who:

Could represent the needs of a broad range of people affected by cancer

Had a passion to improve patient experiences

Had experience of cancer either as a patient, carer, or relative

Had confidence to voice their own opinions clearly and participate in group discussion

Were able to listen and respect differing opinions

Understood the needs of equality and diversity

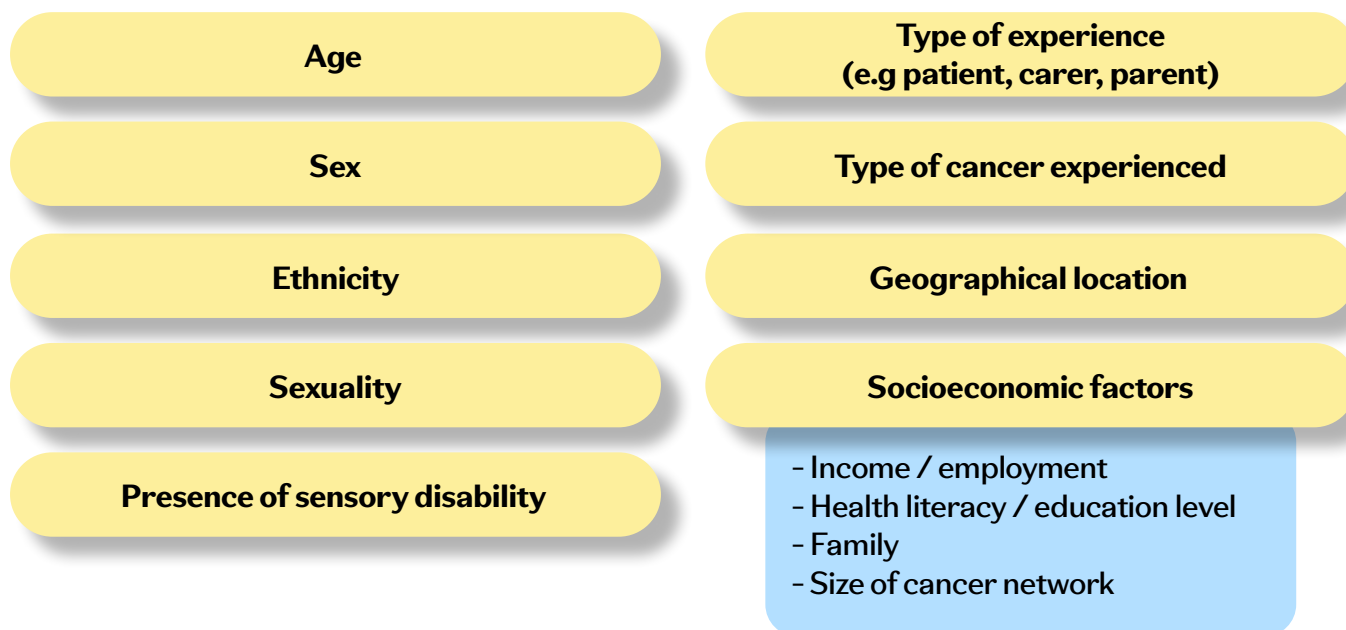
Were based in the UK

Were over 18 years of age

PANEL BACKGROUND

How were the panel members selected?

In order to ensure the panel was both inclusive and able to represent the needs of as many people affected by cancer as possible, some details were carefully considered when enrolling panel members, including:



What was the role of the panel members?

Our intention with the Cancer Insights Panel was to foster an open and inclusive environment, so we weren't prescriptive when it came to what we expected from the panel members. We established just three core expectations from the panel.

To:

- **Prepare for each meeting by reading any relevant material required**
- **Share their opinions and respect the viewpoint of others in the group**
- **Ensure that discussion is helping to drive patient benefit**

HEAR FROM THE PANEL MEMBERS

Introducing the panel

A total of 30 people with lived experience of cancer were recruited to the Cancer Insights Panel. Each member was carefully selected, and we're pleased to say this came through strongly in the meetings, where we received high levels of engagement and well-considered, thorough and insightful input from the majority of the panel.



Branwen



Having experienced a late diagnosis of lung cancer at the age of 44, I am driven to be part of improving the systems that exist during all parts of the 'cancer journey'. This led me to applying for and being part of the Pfizer panel. The potential end results are the most practical and innovative improvements that I could have imagined to have been achieved."

Bobbie



As I live and manage my stage 4 breast cancer symptoms and learn how to successfully navigate cancer world I wanted to lend my voice and represent those who will come after me and to contribute to the important work that Pfizer is doing. Cancer is about the person and not the disease and therefore treatments need to be holistic and give the patient choices."



Manisha



I am a mother of two girls, from Leicester. I lost my brother to bowel cancer at the young age of 35, he was young and fit and did not display the typical symptoms but knew something wasn't right. My brother wanted his family and friends to raise awareness.

I wanted to be part of the Pfizer Cancer Insights Panel to improve the care, outcomes and support for anyone else diagnosed, reach varied communities and raise awareness especially for young people. I had also worked with the charity Mesothelioma UK and wanted to highlight this in discussions."

HEAR FROM THE PANEL MEMBERS

Emily



I was motivated to join the panel to draw strength from other people's experience and to offer my support to others by sharing my story with them."



Kevin



Having been living with stage 4 prostate cancer for years I had experienced the good and bad of treatment pathways and general cancer care. I saw being part of the Pfizer Insights Panel as an opportunity to make things better for others who may sadly be in my situation in time to come."



Roubina



I was involved with this amazing project at its inception as a Pfizer colleague and also a cancer survivor. At the end of one of our meetings, we were discussing how difficult it was for patients to explain and put across to the medical world how they felt both emotionally and physically about their condition and how each individual sufferer and their families deal with this life changing experience.

For me the experience was priceless, not only it helped me to address some of my own demons but I believe it identified and offered solutions for many areas where cancer sufferers felt they were not being heard."



Diane



I am a semi-retired psychologist, and wanted to take part primarily because I had experience of a primary then secondary diagnosis of cancer, which were 25 years apart. I particularly wanted to flag the insights of people with secondary disease, who are challenged at biological, psychological and social levels, simply to live."



HEAR FROM THE PANEL MEMBERS

Helen

“As both a patient and a caregiver living with cancer, I know that when diagnosed with cancer, people cycle through fear, anxiety, anger, sadness and guilt. The work with Pfizer has been crucial for developing a road map for people living with cancer so that they can reweave the threads of life that have been broken, optimising quality of life so that people are not patients and are able to face their challenges with resilience, resourcefulness and purpose.”



Shashi

“My name is Shashi and at age 50 I was diagnosed with stage 4 small cell lymphoma. After 6 cycles of chemotherapy and an autologous stem cell transplant - I am now cancer free and have been for the past 10 years with no ongoing need to take any medication. I wanted to join this insight panel to share my success story of my cancer treatment and to say a cancer diagnosis is not always the end of our story.”



Dave

“I am an oesophageal cancer survivor. From setting a support group networks soon after treatment in 2006 it was obvious that new patients needed help in understanding and finding out about their diagnosis, treatment pathway and what to expect beyond treatment, something that was not available for me when I was diagnosed.”



Steve

“In 2015 I was diagnosed with colon cancer. I survived, my brother did not. He died of the same disease in 2018. Participating in the Pfizer Cancer Insights Panel was an opportunity to explore the cancer landscape and find ways of doing things better. It's not all about new treatments. How we do things makes the difference.”



HEAR FROM THE PANEL MEMBERS

Frances



I am 26 years old and a policy officer at the Academy of Medical Sciences. I was diagnosed with blood cancer when I was 19 and jumped at the opportunity to be involved with the Cancer Insights Panel after my treatment.

Young people face unique challenges with cancer and I was excited at the opportunity to represent the voices and experiences of those I had met throughout treatment. I want to make the journey through cancer even slightly easier than it was for me.”



Sarah



I wanted to join the panel to help change the way that cancer and other health professionals interact with disabled, blind, visually impaired people, and how information is told to them. My hope is for all stages of the journey to be accessible in all areas and information to be available in alternative formats, which includes audio. Everybody should be able to access healthcare.”



Adesewa



As a PhD student in cancer sciences and a carer of a parent that was diagnosed with breast cancer diagnosis, I was drawn to the Cancer Insight Panel. This initiative stood out to me because it wasn't merely a platform for patients and carers to share their experiences. Instead, the panel's insights are actively used to develop more support resources for patients and carers and to influence policy changes. This approach strikes me as uniquely reflective of a truly patient-centric method for enacting meaningful change.”



Debbie



I believe in kindness and empathy to build connections and make positive impacts on people's lives. I wanted to take part in the CIP to give my experiences, to enable the insights to be utilised, and also to gain knowledge from others to be used in my own circle of people.”



HEAR FROM THE PANEL MEMBERS

Richard

“ I lost my daughter to cancer and my son has had many health challenges with cancer. I took part in the Pfizer Cancer Insights Panel as I always felt there so many parents, survivors, patients and more are people who are stuffed full of experiences and with such a relevant pool of information, that it is a crying shame that nobody has reached out to this group to ask what we think.

When Pfizer asked, I jumped at the opportunity. And what an experience it has been. Packed full of emotion, with a huge sense of connection to others on the panel and to our kind hosts and hopefully in some small way we were able to make a difference.”



Alan

“ I have been a head & neck cancer patient, having had surgery, chemotherapy and radiotherapy some 15 years ago. Since then I have become involved in a number of cancer related projects using my experience as a patient.

I joined the Ipswich Hospital Board as a Non Exec Director and championed patient involvement at board level whilst volunteering in the Macmillan information centre. My day job is the Quality Of Life (after cancer) Project manager for the Suffolk and North East Essex Integrated Care Board working in all our local Trusts and Primary care units. Through my work and volunteering I meet cancer patients most days and I try to represent them as best I can.”



Melanie

“ Being part of the Pfizer Cancer Insights Panel was an empowering experience. I'm a lived experience consultant and speaker, living with multiple disabilities, chronic pain, PTSD, neurodivergence, and surviving breast cancer. I'm proud to have had the opportunity to contribute such diverse and valuable insights. Looking forward to the next steps!”



David

“ I am a man with now stage 4 breast cancer, and wanted to take part in the Insight Panel, because I felt I wanted to be heard. As a rare cancer (in men), I wanted to speak for my small community giving male breast cancer a voice in public.”



HEAR FROM THE PANEL MEMBERS

Charlene



I was motivated to apply for the Cancer Insights Panel having been diagnosed with an osteosarcoma (a rare form of bone cancer) in 2011. Over the years I have featured in many awareness campaigns, media interviews and newspapers as a patient advocate and this opportunity allowed me to include the voices of the wider cancer communities that I am involved with."



Iain



I was diagnosed with stage 4 colorectal cancer in June 2018. The nature of the spread to other organs was inoperable and I faced the very grim prospect of a short survival time. It was then found that I had a certain gene that made me a candidate for one of the new, at that time, targeted therapies. That got me to surgery and after all this time I am still here.

I realised that all that was because of all the research that goes on into cancer and I began to look at opportunities to use my experience to help others. I was absolutely delighted to be asked to join this group where it has been a real pleasure to contribute but also to learn so much from the other members."



Nicki



I am a Lung Cancer Clinical Nurse Specialist with over 30 years of nursing experience. I am dedicated to providing exceptional clinical care, supporting patients and families, and advocating for underrepresented groups. Establishing a Lung Cancer Support Group in 2019 has been the pinnacle of my career, witnessing the positive impact on patients, who find strength and support within this community, has been incredibly rewarding.

I wanted to take part in the Pfizer Insight Panel to ensure that the voices of lung cancer patients, often stigmatised and underrepresented, are heard and prioritised. Representing lung cancer on this panel was important to me because it allowed me to advocate for a group that faces unique challenges, ensuring their needs and perspectives are addressed in the development of innovative cancer care strategies."



HEAR FROM THE PANEL MEMBERS



Paula

“ Having been on a cancer journey, I am passionate about representing the experiences of myself and of others; recognising the things that went well and the areas that could be improved.

I loved working with Pfizer on the Cancer Insights Panel. Throughout the duration, it felt like our views were always valued and we were treated with the utmost of respect, so much so that I found the entire process cathartic.

The Panel was focused and methodical, enabling us as a diverse panel to consider and reflect on our individual and collective health experiences. I applied hoping that there would be potential opportunities to inform future strategy and I am confident that the work we did will absolutely make a difference to those who find themselves on the same trajectory in the future.”

Rosemary

“ I am living well with cancer since 2016. I was keen to join the cancer insights panel to share my experience and that of family, friends & those I've met who have been affected by the disease first hand or have been close to someone who has. I am adding this picture of my six grandchildren. It pretty much sums up what life is about for me.”



Lorna

“ As someone with stage 4 cancer I wanted to take part because I feel like sometimes our stage 4 voices aren't heard loud enough.

My children were 9 & 12 when I was diagnosed & I also wanted to represent those parents who have navigated their children growing up alongside their cancer patient parent.

I thought the panel was an amazing opportunity & it met all my expectations & more.”

HEAR FROM THE PANEL MEMBERS

Colin

“I was lucky enough to survive bowel cancer some years ago. My recovery was long, drawn out and very lonely as at that time there was not enough support to help me through it.

I wanted to take part in the Cancer Insights Panel as I thought that this was more than just giving back. It was a chance to put forward the views of the hundreds of patients that I had contact with and try to make a difference by helping to shape the future of cancer care. I hope that my input has been useful and that I have represented the people of Shropshire to the fullest.”

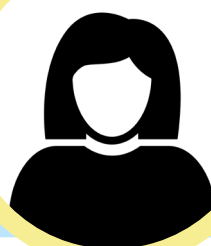


Steven

“Having lived with leukaemia for almost 20 years and feeling the way I do about positivity, I am always looking to help the cancer community in lots of different ways. The Pfizer Cancer Insight Panel is one of those ways and I hope that what we have done within the panel will help loads of people for years to come.”



Alison, parent carer



Louise, cancer patient

THE PANEL IN ACTION



WHAT DID WE LEARN FROM THE PANEL?

The next few pages provide a snapshot of the core insights we received and suggest potential areas for improvement during an experience of cancer. These cover:

Experiences inside the healthcare setting and at home

Physical and mental wellbeing

Experiences relating to not only the patients, but their support networks (including family, friends and caregivers) as well

The insights and potential areas for improvement have been grouped into six themes for ease of reading. The six core themes are:

Access to reliable information

Healthcare professional and patient relationships

Wellbeing

Mental health

Confidence in the healthcare system

Family, friends and caregivers

All panel members consented to the sharing of their contributions following the Cancer Insights Panel meetings. Quotes from panel members can be found on the following pages in quotation marks; these are shared verbatim. Pfizer has carefully reviewed these insights to provide suggestions on how pain points and gaps in cancer care could potentially be remedied moving forward.

THE INSIGHTS: CORE THEMES

Access to reliable information

Reliability of information dominated many conversations during the panel meetings. Insights surrounded availability, access and reliability of information – with some patients being unsure of where to go for information, what to believe, and how to know whether the information was accurate or up-to-date.

More than **550** insights related to reliability of information, with particular areas of interest including:

- Medical information
- Information about the impacts of cancer
- Information about patient support groups

Hear some insights from the panel members:

“It would be more useful to have a written record of the intended plan for check-ups going forward to help patients feel more in control – e.g. tests once a month for a year, or once every three months for the year after, etc.” – patient, acute lymphoblastic leukaemia

“[Would like] more info on your rights, as some companies expect you to work full time while having treatment & everyone reacts differently.” – patient, metastatic breast cancer

“I have found a lot of help and support with online communities but didn’t find them until a year after my treatment. It would be helpful to be signposted to these websites at the time of diagnosis.” – patient, colorectal cancer

Key areas of potential improvement the panel members identified were:

- **Access to their medical information**
- **Format of medical information (e.g. large print or audio required for visually impaired)**
- **Access to clinical trial information**
- **Access to relevant and up-to-date supportive information following a diagnosis of cancer (e.g. how to manage side effects)**
- **Support in telling loved ones about a cancer diagnosis**
- **Awareness of available legal, financial and employment support**
- **Information about patient support groups, from day 1 of their cancer experience**

THE INSIGHTS: CORE THEMES

Mental health

Mental health came through as a strong talking point during the panel meetings. More than 290 insights related to mental health; these could be further grouped based on where someone was in their cancer experience of cancer – for example:

- Mental health during diagnosis and treatment
- Mental health post-treatment

Hear some insights from the panel members:

“No expert professional or counselling support was available to address my psychological challenges. Ultimately it fell on me to talk some sense into myself – to learn to live with gratitude and be able to move forward.” – patient, breast cancer

“I have found there is complete lack of understanding of what each patient goes through on an emotional level. Physically your cancer is treated, but you are left adrift dealing with the fall out completely alone.” – patient, colorectal cancer

Regarding mental health, the panel insights indicated potential to improve:

- **Patient access to mental health support, from day 1 of their cancer experience**
- **Access to a variety of sources of mental health support**
- **Recognition of the differing mental health needs for patients in remission or considered to be ‘cancer-free’, as well as people as well as people who continue to live with treatable but not curable cancer**

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THE INSIGHTS: CORE THEMES

Healthcare professional and patient relationships

Many panel members shared positive commentary regarding relationships between healthcare professionals and patients during an experience of cancer. However, not all feedback was positive – with more than 240 insights surrounding these relationships. Core themes that emerged were:

- Compassion and empathy
- Transparency and clarity

Hear some insights from the panel members:

“I have found there is complete lack of understanding of what each patient goes through on an emotional level.” – patient, colorectal cancer

“Healthcare professionals drop in words like stage 4, palliative care, end of life (all scary terms) and no reassurance or clear explanation is given around these terms.” – carer, bowel cancer

The insights indicated that relationships between healthcare professionals and patients could potentially be improved by:

- **More focus on compassion and empathy**
- **Seeing patients to be seen as an individual – not ‘just another cancer patient’**
- **Ensuring clear and consistent communications**
- **Being transparent, as appropriate**
- **Carefully considering health literacy level and tweaking communication based on individual levels**

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THE INSIGHTS: CORE THEMES

Confidence in the healthcare system

Similar to the positive feedback regarding healthcare professional and patient relationships, many panel members reported strong feelings of confidence and trust in the healthcare system. However, more than **340** insights indicated that confidence in the healthcare system can be an issue for some patients.

The insights fell into two sub-themes based on where somebody was in their cancer experience:

- Confidence in the healthcare system during diagnosis and treatment
- Confidence in the healthcare system post-treatment

Hear some insights from the panel members:

“My heart always sinks when I have to get in touch with oncology because either there is no answer or, if you leave a message, no one gets back to you. Even e-mails are unanswered.”
– patient, metastatic breast cancer

“The majority of people feel they didn’t get enough information about issues experienced after treatment” – patient, colorectal cancer

The insights indicated confidence in the healthcare system could potentially be improved by:

- **Reassuring patients that they will receive the support and information they need – both during and after their diagnosis and treatment**
- **Fostering a more joined up healthcare system**

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THE INSIGHTS: CORE THEMES

Wellbeing

Linked to mental health but more general, is wellbeing. This topic came through as a sometimes neglected element of cancer care, with significant potential for improvement. More than 80 insights related to wellbeing, and these covered:

- Nutritional and physical wellbeing
- Complementary wellbeing

Hear some insights from the panel members:

“[Would like] access to trustworthy integrative medicine support – i.e. vitamins and diet. Everything I read is contradictory and you don’t know if you are doing the right thing or not.” – patient, metastatic breast cancer

“[HCPs should] consider holistic services – acupuncture, complementary therapy, yoga, pilates.” – anonymous

The insights relating to wellbeing indicated potential to improve:

- **Access to, and quality of, dietary and nutritional information for people with cancer**
- **Access to, and quality of, exercise and physical wellbeing information for people with cancer**
- **Conversations around complementary therapies (to be discussed as appropriate)**

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THE INSIGHTS: CORE THEMES

Family, friends and caregivers

As well as insights relating to the patient, the panel shared important insights surrounding the support networks of people affected by cancer – including family, friends and caregivers. More than **400** insights related to the experiences of the support network and these broadly aligned to:

- Coping and mental health
- Their relationship with the patient
- Their relationship with the medical team

Hear some insights from the panel members:

“After my brother passed away, the family tried to reach out for counselling but these services were overstretched and unfortunately, my brother’s wife only managed to get a couple of sessions in.” – carer, bowel cancer

“Many people experience a significant change in relationships with friends and family.” – patient, colorectal cancer

“Accessing medical records takes time, especially when the patient’s family members are requesting information on their behalf.” – carer, bowel cancer

The panel members identified the following potential ways to improve the experience of cancer patients’ support networks:

- **Provide signposts to mental health support, from day 1 of the cancer experience**
- **Provide access to emotional support after the passing of a loved one**
- **Provide Information and resources to help them support their loved one with cancer**
- **Improve dialogue and provide better access to medical staff/information**

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REFLECTIONS

Panel feedback

After an incredibly productive 18 months of connection and collaboration with the panel members, the Cancer Insights Panel ended in January 2024 (as scheduled). Here at Pfizer, we were delighted with the panel outputs and thrilled to be able to begin sharing the insights and potential areas for improvement that were uncovered.

Feedback from the panel members was overwhelmingly positive, with many participants feeling grateful to have been able to share their personal experience of cancer and contribute towards potential advancements in cancer care.

Looking back at their time on the Cancer Insights Panel, here's what some of the panel members said:

"Being part of the panel meant so much to me. I felt valued and listened to at each step and it's something I won't forget. Thank you also for allowing me to share my late brother's cancer journey and legacy and letting me get involved in new things such as writing a poem (I have never written one until now) to doing a podcast. It has been amazing to be working with Pfizer staff who you can clearly see are so passionate about changing the future landscape for cancer patients. You guys deserve an award for this work!!!"

"Thank you for your drive, empathy & will power to set up & lead the first Pfizer cancer insight panel. Seeing the projects on the final day and knowing the difference they will make to people's cancer experience was awe inspiring and such a privilege to have been part of. I met some amazing, lovely people, you included! and the whole experience was fab."

"The past 18 months working with Pfizer in this panel has been a fantastic experience for me. I am struggling to put into words how I really feel. But am glad to think that even just one thing I may have said contributes to the success of the outcome."

"If we can make the cancer journey better for one person it will have been worth it, but of course if we can make it worth it for thousands of people then that would be even more fantastic."

"It has been a privilege to have been part of this awesome collective."

"To be able to map out all the different stages and possible routes working with so many experienced advocates on the Insights Panel was extraordinary in understanding our different pathways led to the same conclusions and needs for cancer patients, and to be part of something that will make a difference to others was fantastic."

WHAT'S NEXT

The purpose of the Cancer Insights Panel was to gather perspectives of people affected by cancer and explore areas of unmet need during a cancer experience – with the aim of yielding actionable outputs that have the potential to ultimately advance cancer care.

Since completion of the Cancer Insights Panel, we have already utilised the outputs and key learnings to:

Start sharing insights with healthcare professionals

When we developed the Cancer Insights Panel, we knew we wanted to share the potentially practice-changing insights not only within our organisation, but also with external audiences – such as the NHS and Patient Organisations

We have developed a website to host insightful digests and downloadable resources covering key takeaways from the panel – this is being launched in Q1 2025

Embed the insights into Pfizer patient related activities

Implementing the Patient Information Forum (PIF) tick into Oncology Patient materials.

Improved signposting to external Patient Organisations in patient materials

Develop and initiate more Insights Panels

Following the success of the Cancer Insights Panel, we successfully launched our Myeloma Insights Panel in January 2024 – with the aim to collect valuable insights from the multiple myeloma community

As with the Cancer Insights panel, we hope to unearth areas of unmet need that, with carefully developed solutions, can make a difference to those affected by cancer – in this case, multiple myeloma

But the work doesn't stop here. There's still more that can be done, both by Pfizer and others, to improve the experience of those living with cancer.

[Read our report](#) supplement to discover more.

A REFLECTION ON THE SUCCESS OF THE CANCER INSIGHTS PANEL, FROM PFIZER UK ONCOLOGY LEAD, STEFANO PODESTA

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“I believe that everything has to start from the patients. By being able to listen to them, we can really understand their needs and challenges.

Through the Cancer Insights Panel, we were able to unlock valuable insights surrounding common pain points in the cancer care pathway. It’s now our responsibility to drive the development of co-created solutions addressing these pain points and ensure the insights are shared with external audiences, including the NHS and industry.”



THE PANEL SPOKE, WE LISTENED

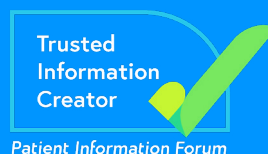
Where we can, we've started acting on key insights from the panel. We're proud to share some of our progress and next steps below.

We've also shared some potential ways others can act on the issues most important to those affected by cancer – with the aim of working together to improve future experiences for cancer patients.

Access to reliable information

What will Pfizer do?

- We are proud to have received the only independently assessed certification for health information, known as the PIF tick¹
- Through the PIF tick, Pfizer has been recognised as a provider of trusted health information
- We are working towards an improved awareness of health literacy across the business and ensuring new content is created with this in mind
- We will continue to share reliable, trustworthy content on our patient support website and app, **ByYourSide™**
- We intend to include wording across all new content, to confirm that information has been reviewed by a medical professional



What can others do?

- Ensure that information is reliable and trustworthy, and lean into reputable sources to supplement gaps
- If possible, work towards and apply for the PIF tick – upon successful demonstration of 10 key criteria, the tick may be awarded

Mental health

What will Pfizer do?

- Where we can, we will provide mental health support and guidance on our patient support website and app, **ByYourSide™**
- For any topics that are better covered elsewhere, we'll signpost to reputable sources of information and support

What can others do?

- Carefully consider the effect of cancer on mental health and for healthcare professionals to offer access to Mental Health Services on diagnosis, throughout the patient's treatment journey, and beyond as appropriate
- Provide support and guidance as able, and lean into reputable sources of information to supplement gaps

THE PANEL SPOKE, WE LISTENED

Healthcare professional and patient relationships

What will Pfizer do?

- We have shared insights from the Cancer Insights Panel with healthcare professionals, to ensure they hear the voices of their patients; we will continue to share these insights, and any others obtained through the other panels we run

What can others do?

- Focus on compassion and empathy when engaging with people with cancer
- Ensure communications are clear and transparent

Confidence in the healthcare system

What will Pfizer do?

- We have shared insights from the Cancer Insights Panel with healthcare professionals, to ensure they hear the voices of their patients; we will continue to share these insights, and any others obtained through the other panels we run
- We are in the process of creating a virtual experience of a hospital to help people better understand what to expect before a medical test or scan

What can others do?

- Ensure that patients have confidence in the care they are receiving at every step of their journey – from diagnosis and treatment, through to life after treatment

Wellbeing

What will Pfizer do?

- Where we can, we will provide wellbeing support and guidance on our patient website and app, [**ByYourSide™**](#)
- For any topics that are better covered elsewhere, we will signpost to reputable sources of support and information

What can others do?

- Carefully consider the effect of cancer on wellbeing
- Provide support and guidance as able, and lean into reputable sources of information to supplement gaps

THE PANEL SPOKE, WE LISTENED

Family, friends and caregivers

What will Pfizer do?

- We will ensure we are providing support and guidance that is relevant not only for people with cancer, but for their family, friends and caregivers too
- We have undertaken some research into the environment and needs of children living with cancer and children with a family member with cancer and are currently considering the best next steps to encourage improvements

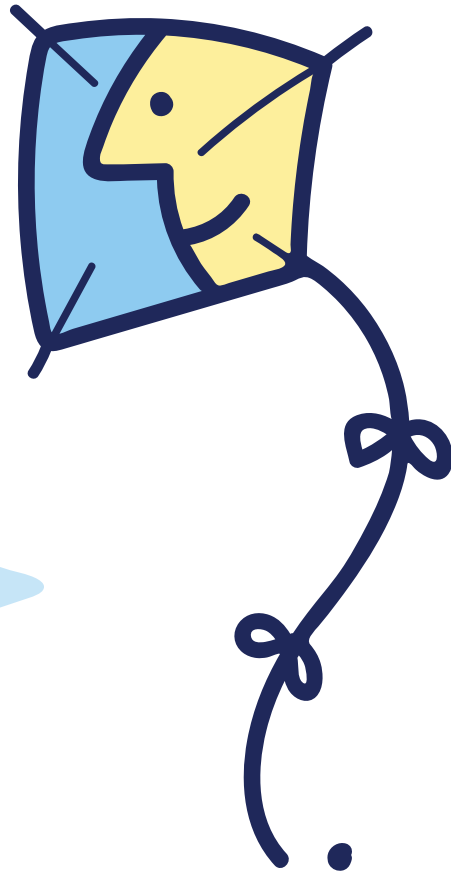
What can others do?

- Consider the needs of the support networks of people with cancer
- Provide support and guidance where able, and lean into reputable sources of information to supplement gaps

For more information about the Cancer Insights panel work please email:
cancerinsightspanel@pfizer.com

References:

1. Pfizer UK. Making patient information easier to understand. Available from: <https://www.pfizer.co.uk/news/news-and-featured-articles/making-patient-information-easier-to-understand> [Accessed January 2025].



Cancer Insights Panel

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