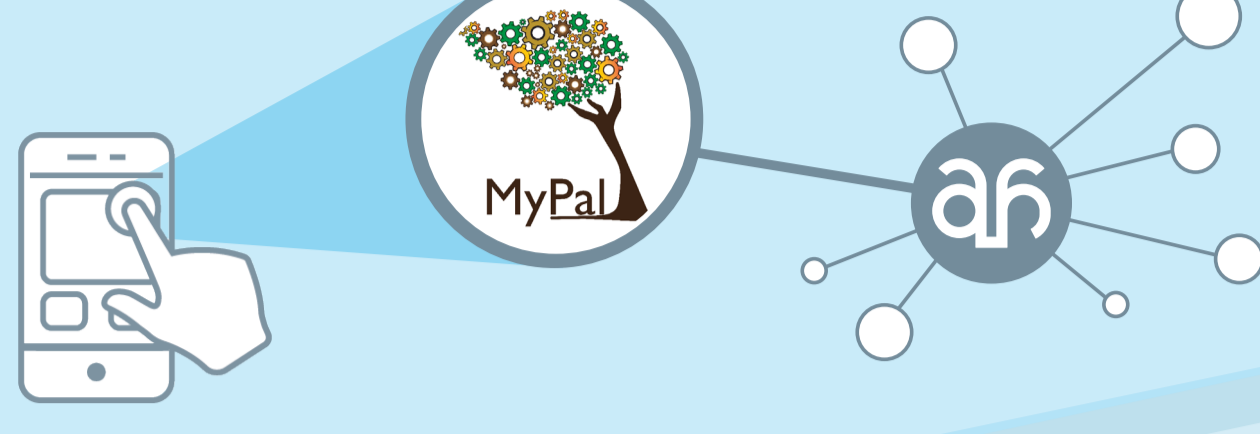


# An innovative tool to support HCPs and their patients with rare cancer using electronic Patient Reported Outcome (ePRO) data

An EU funded randomized controlled trial, **MyPal-ADULT** aims to foster palliative care by using this app-based PRO data to, among other things, provide personalized support for people with myelodysplastic syndromes (MDS) and chronic lymphocytic leukemia (CLL).<sup>1,2</sup>

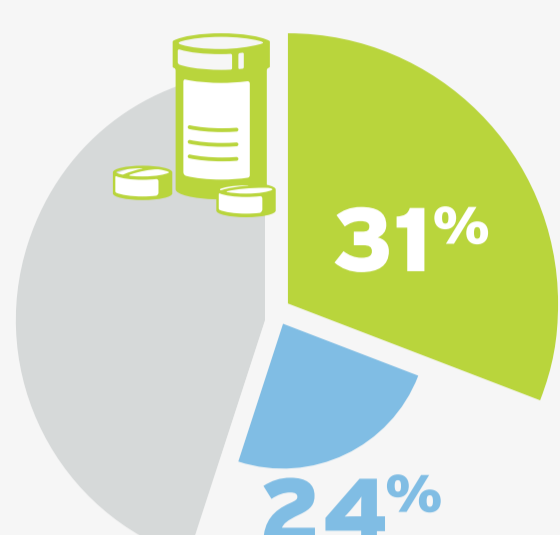
Atlantis Healthcare is providing behavior change and technical expertise as a member of the MyPal research consortium, leading the way in developing the digital doctor-patient communication tools.



## Treatment non-adherence is common among patients prescribed medication for CLL/MDS<sup>3-11</sup>

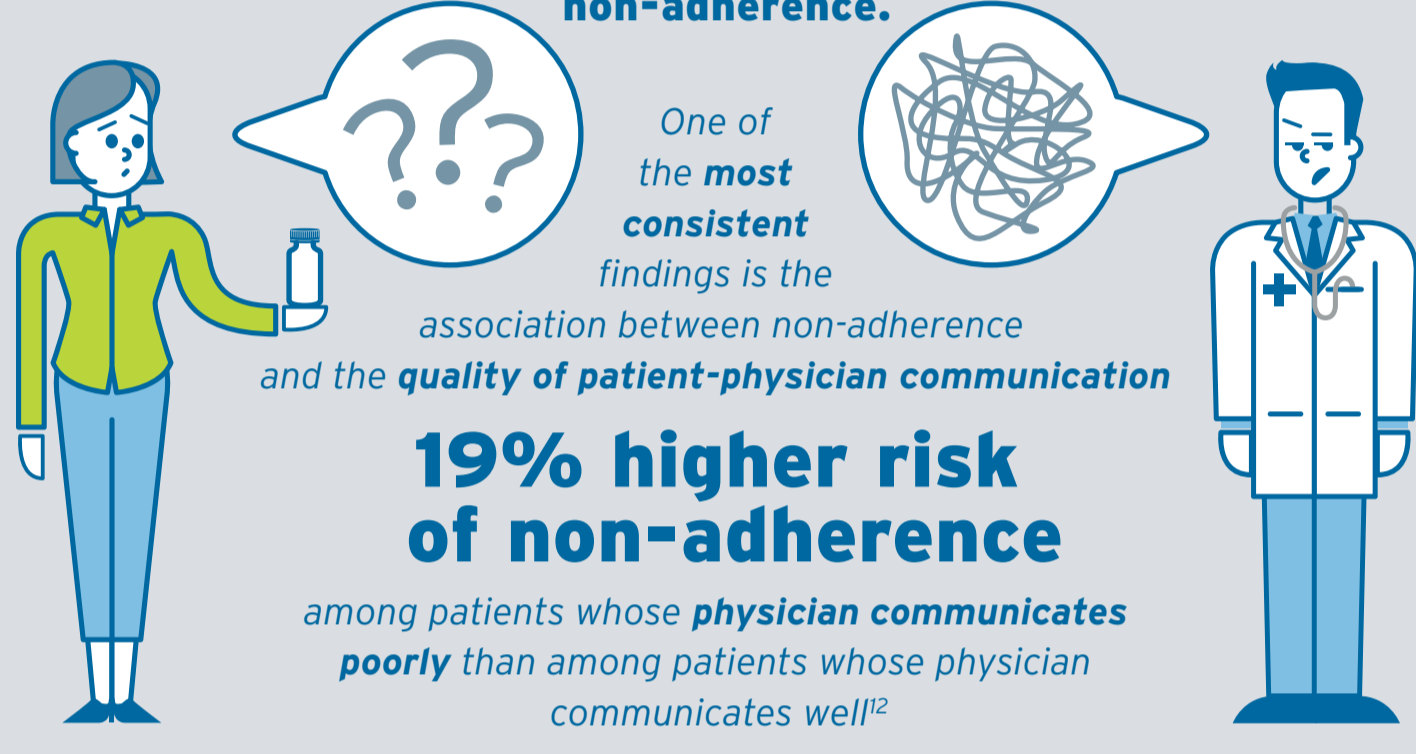
**Non-persistence:** An average of **31%** across studies of CLL & MDS patients discontinue their oral medicines

**Non-adherence:** An average of **24%** across studies of CLL & MDS patients still taking their oral medications do not take them consistently as prescribed.



## Role of patient-physician communication

There are many factors that can affect treatment non-adherence.



## Drivers of non-adherence

A review of the scientific literature identified that poor HCP-patient communication can affect adherence in many ways, such as through a lack of consensus and feeling of disempowerment for the patient<sup>13</sup>

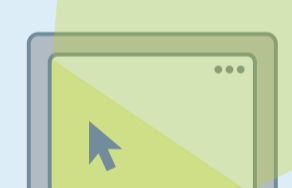
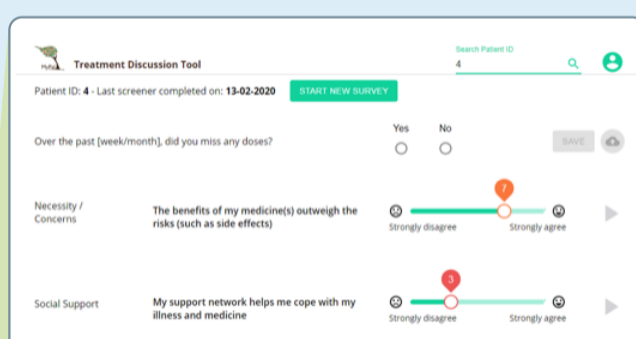
Additionally, a further **6 key drivers of non-adherence** were identified, that could be addressed in the consultation



## Using communication tools to address non-adherence factors

Atlantis have developed a digital discussion tool, for use by HCPs in the consultation, that:

- Tailors advice based on PRO responses collected via MyPal patient app
- Prioritized profile of factors to address
- Provides guided interventions and advice based on Behavior Change Techniques



## Atlantis Healthcare empowers better health outcomes

We design and deliver person-centered solutions that apply health psychology, personalization technology and data-driven communications to help patients, caregivers and healthcare professionals build their skills, confidence and motivation to adopt positive health management behaviors.



For a demo or to learn how we can help you improve outcomes with personalized health behavior solutions:

[www.atlantishealthcare.com](http://www.atlantishealthcare.com)

MDS: Myelodysplastic syndromes, CLL: Chronic lymphocytic leukemia

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