Connecting audiences via online tools

How to deal with change?
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Yesterday's just a memory, tomorrow is never what it's supposed to be.

Bob Dylan, "Don't Fall Apart On Me Tonight“ (Infidels 1983)
What is in change?

- **Cancer therapies**: combinations, individual in many ways: genetic variations, age, other diseases, physical conditions, life situations
- **Patients**: more involved in decision-making
- **Channels**: traditional face-to-face, telephone to email, chat, Skype, virtual reality
- **Geographic variations**: cities vs countryside
- **Time spent in hospitals**: short stays
Critical times

- Suspicion of cancer
- Diagnosis
- Time before getting treatment
- After treatments
- Suspicion of recurrence
Why does this affect counselling services?

- Patients need to be instructed to take responsibility of their treatments – patients have rights but also responsibilities
- Globalisation: a son searches information for his mother and challenges nurses and doctors with his knowledge
- Choice of many treatment alternatives
- Quality information, listening skills and patient’s experience of surviving and coping in one dialogue
- Interaction and communicative skills

(Äkkinen, 2016: Nurse and the patient – today and tomorrow)
08 | Survivorship and rehabilitation

Work package 8 develops recommendations for high-quality survivorship care and rehabilitation

This work package will develop a European framework for high-quality cancer survivorship care and rehabilitation that could be promoted at EU level. It will also develop tools, a European "distress barometer", and personalised rehabilitation and survivorship care plan.

The approach will consider the contextualisation and the applicability in EU member states and associated countries.

The recommendations will:
- deal with all fields across the cancer control continuum from clinical guidance to psychological and social rehabilitation,
- take into account patients’ status,
- include subsequent policy recommendations, which take care of the feasibility and acceptability of recommendations by all member states and associated countries, and
- have a special focus on employment issues.

The existing best practices in survivorship and rehabilitation management in the member states are a starting point for the recommendation frame and tools.

More Information
The French National Cancer Institute, INCA, is the leader of the work package 8. For further information, contact Claudia Ferrari at claudia.ferrari@inca.fr.

Associated partners involved in the work package:
- Cancer Society of Finland, CSF, cancon@cancer.fi (Finland)
- Istituto Tumori "Giovanini Paolo II", ITB-IRCCS, vmattiod@oncologico.bar.it (Italy)
- National Institute of Public Health, dr.albrecht@njirz.si (Slovenia)
- Norwegian University of Science and Technology, NTNU, postmottak@adm.ntnu.no (Norway)
- Catalan Institute of Oncology, ICO, ngo@iconcologia.net (Spain)
New skills need training

- Understanding online communication
- Understanding difference segments of users
- Realtime chat language
- Seeking online information
- Multitasking: seeking online information plus chatting/ or speaking on the phone at the same time
- Much more demanding that telephone only: need to rest between sessions
Timeline of training and new skills

- Oncology, familial cancer, psycho-social aspects
- Information seeking online
- How to write chat texts
- How to use different chat services: online 1-to-1 and group chats (reservation for meeting times) and online realtime chats (without reservation)
- Nurses are more easy to reach: earlier there were online reservations, now online chat-box opens up and nurses answer right away – new kind of sense of professionalism and know-how
Developing clever chatboxes, marketing digitally

- Online and mobile development
- Social media
- Chat services become more intelligent (bots)
- How to find ways to autofills and other features that help nurses in their work?
- Using analytics better
- Marketing digitally
- **Collaboration** of counselling, IT, communications and marketing
Change is exciting, empowering and evolving

Thank you!