



# 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

*(Häkkinen, 2016: Nurse and the patient – today and tomorrow)*



# CanCon

## Cancer Control Joint Action

### 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 [cferrari@institutcancer.fr](mailto:cferrari@institutcancer.fr).

Associated partners involved in the work package:

- [Cancer Society of Finland, CSF](#), [cancon@cancer.fi](mailto:cancon@cancer.fi) (Finland)
- [Istituto Tumori "Giovanni Paolo II", ITB-IRCCS](#), [v.mattioli@oncologico.bari.it](mailto:v.mattioli@oncologico.bari.it) (Italy)
- [National Institute of Public Health](#), [tit.albreht@nijz.si](mailto:tit.albreht@nijz.si) (Slovenia)
- [Norwegian University of Science and Technology, NTNU](#), [postmottak@adm.ntnu.no](mailto:postmottak@adm.ntnu.no) (Norway)
- [Catalan Institute of Oncology, ICO](#), [ico@iconcologia.net](mailto:ico@iconcologia.net) (Spain)

#### NEWS & PUBLICATIONS

**19.10.2016 | The future of survivorship in cancer plans**  
Claudia Ferrari will present the work of Cancon WP 8 at the WCC in Paris.

**30.09.2016 | Subscribe Cancon newsletter**  
The latest Cancon newsletter is just out.

# 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 than telephone only: need to rest between sessions

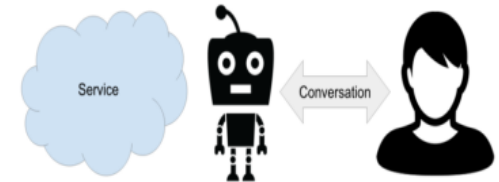


# Timeline of training and new skills

- 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!