



CASE STUDY FROM MALAYSIA - CANCER INFORMATION SERVICE
(CIS) , NCSM, KUALA LUMPUR, MALAYSIA

History

- The president of NCSM, Dr Saunthari went for a Cancer Information Support Service Workshop in Geneva, Switzerland, in 2008
- She was inspired to start a dedicated line in Malaysia in order to support the cancer journey of Malaysians by empowering patients with strength and knowledge to face cancer
- She and a few representatives from NCSM went for a training workshop with Cancer Council Victoria, Australia and CRUK to understand and learn about cancer information support and ways to implement it in the country

Background

- Accurate provision of health information remains a public health challenge¹.
- Patient with poor levels health information are associated strongly with poor health decision-making, especially in patient with different chronic disease such as cancer¹.
- In Malaysia, evidence shows that up to 20% of patients forego cancer treatment upon diagnosis; or opt for alternative, non-proven therapies^{2,3}.
- The National Cancer Society of Malaysia (NCSM) established a (CIS) system in 2016, which is a dedicated information service staffed by healthcare professionals (HCPs) and offering an interactive mode of communication via a toll-free hotline, email and social media about all cancer aspects to patients and caregivers.

References:

1. Koay K, Schofield P, Jefford M (2012). Importance of health literacy in oncology. *Asia Pacific Journal of Clinical Oncology*, 8(1), 14-23.
2. Mohd Mujar NM, Dahlui M, Emran NA, *et al.* (2017). Complementary and alternative medicine (CAM) use and delays in presentation and diagnosis of breast cancer patients in public hospitals in Malaysia. *PLoS One*. 12:e0176394.
3. Chan CM, Wan Ahma WA, MD Yusof M, Ho DF, Krupat E. (2015). Prevalence and characteristics associated with default of treatment and follow-up in patients with cancer. *European Journal of Cancer Care*, 24(6): 938-44.

CANCER INFORMATION SERVICE (CIS) OPERATIONAL



1800-88-1000
help@cancer.org.my

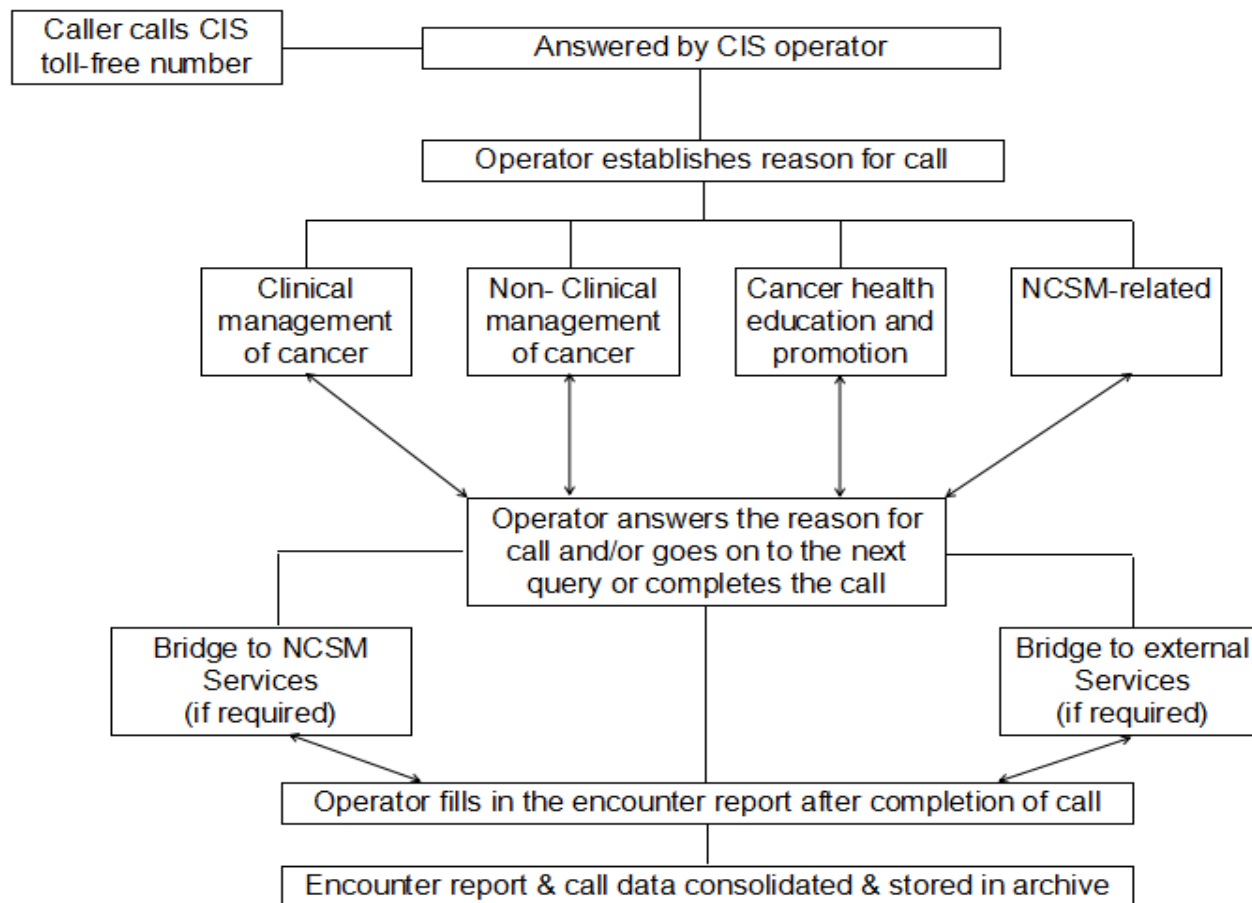
The National Cancer Society of Malaysia (NCSM) established a (CIS) system in 2016, which is a dedicated information service staffed by healthcare professionals (HCPs) and offering an interactive mode of communication via a toll-free hotline, email and social media about all cancer aspects to patients and caregivers.

- Toll-free Cancer Helpline
- Operated by **nurses** (including oncology nurses)
- **Free**, multilingual and **confidential** service

Why a Cancer Helpline?

To address the **lack of professional and accurate cancer information** and support services

CIS Workflow





We provide **information** on cancer as well as **support** services to **cancer patients**; their **families** and **friends**; **healthcare professionals** and the general public.

CIS nurses provide **one-on-one** interaction.

Respect and **support** to **patients** and to their relationship with their doctor(s)/healthcare professional(s)



CIS nurses do **NOT** dispense medical advice.

- Information provided by CIS is **general in nature** and does **not** replace the advise or consultation with a physician.
- When appropriate, a CIS nurse will inform a user of options for seeking a second opinion.



Service is **non-judgemental**
Enquiries are kept **private** and **confidential**

CIS is **TAILORED**

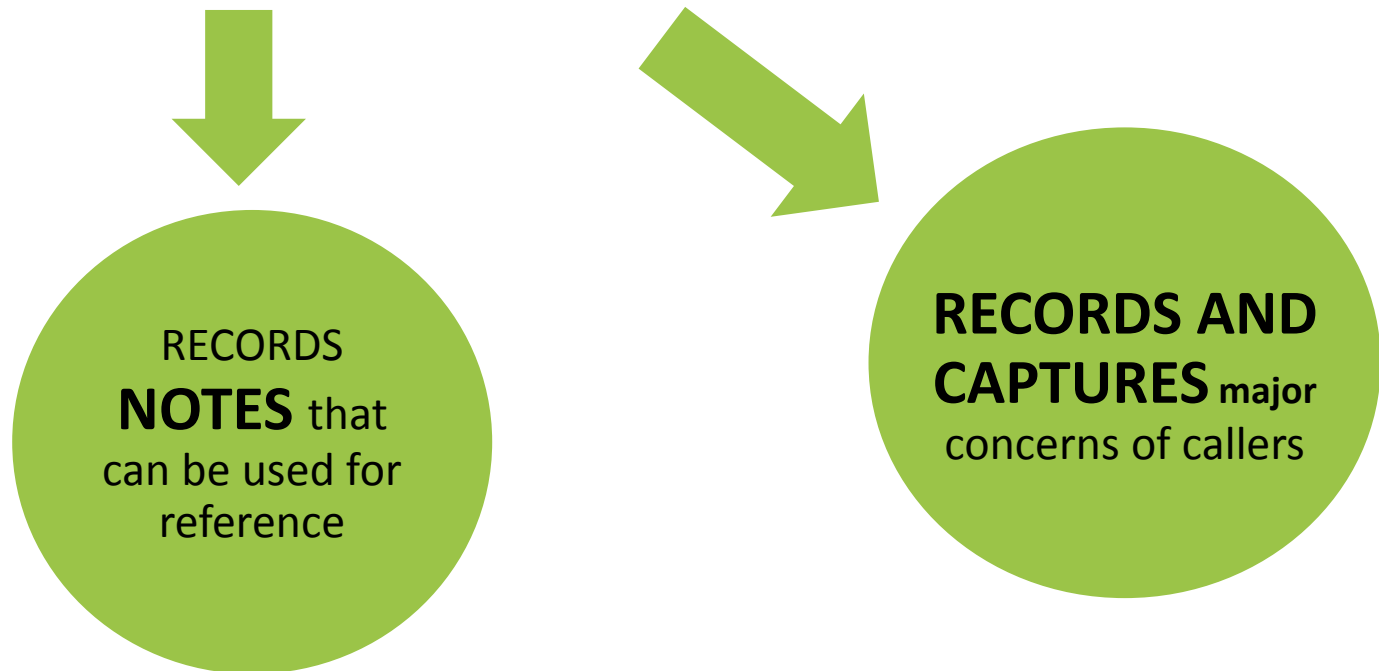
- **Dedicated, direct** helpline (not a general line)
- **Knowledge base** obtained from leading cancer organisations worldwide



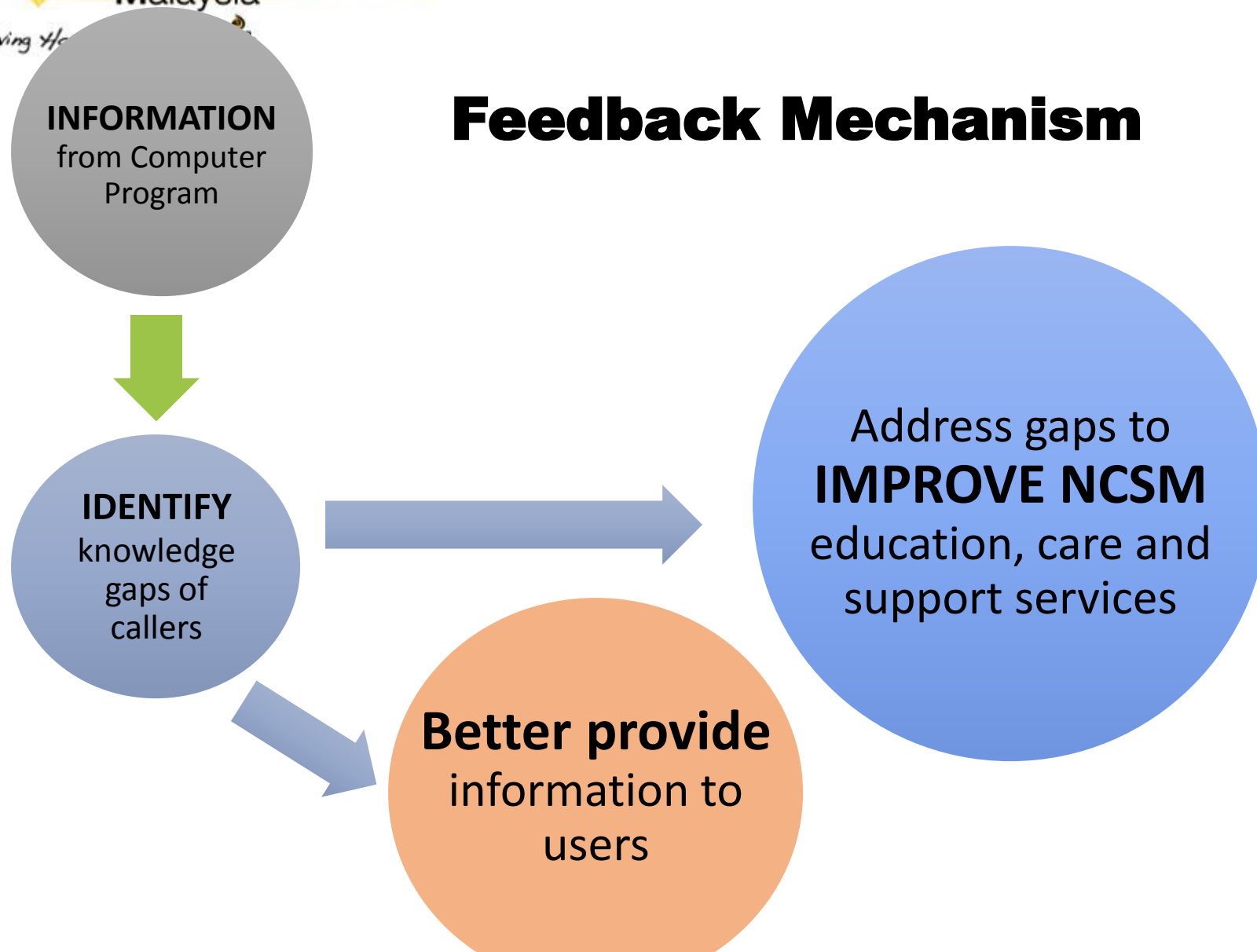
Tailored to suit Malaysian society

- **Uses international guidelines** set by the International Union for Cancer Control (UICC) and worldwide organisations (e.g. Cancer Research UK, American Cancer Society)

Specialised computer program



Feedback Mechanism



Main Areas Covered

**General
Info**

Basic
Cancer
Information

Types of cancer, treatments
Side effects

**Patient
Support**

Coping
with
Cancer

Emotional and nutritional support
Survivorship

Directory

Available
resources

Hospitals, home nursing, palliative
care, support groups

**Financial
Support**

Financial
Assistance

Assistance navigating services such as
insurance, EPF, SOCSO, religious bodies,
NGO funds, government

CHALLENGES

- Setting Up System
 - technical technicalities
(changing providers)
 - Toll-free service provision
 - Vendor management
 - Sustainable Funding
- Increasing usage of service



**"I have
CANCER.
Who can
I talk to?"**
“我患上了癌症。
我可以向谁倾诉？”

**"I **DON'T
KNOW**
what
to do."**
“我不知道
我该怎么办。”

**"WE CAN
HELP."**
“我们可以帮助您。”



National
Cancer
Society
Malaysia
Giving Hope Celebrating Life

CALL our **TOLL-FREE** helpline
您只需拨打我们的**免费**电话热线

1-800-88-1000
电邮至 help@cancer.org.my

Mon to Fri, 8.30am to 4.30pm 星期一至五, 早上8时30分至4时30分

STRATEGIES FOR IMPROVEMENT

- Joint-marketing
-PACED campaign
Promote at all speaking
events -200 events a year
- marketing campaign to
clinicians
 - i) through Medical
Association to all GPs
 - ii) F2F campaign in Klang
Valley first phase



Thank you



1800-88-1000



help@cancer.org.my

CIS operates Monday to Friday 8.30am – 4.30pm

www.cancer.org.my