

Animated patient’s guide to melanoma: Assessing patient understanding, shared decision-making, and health outcomes

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BACKGROUND

- Patients with melanoma who participate in informed, personalized-care discussions with their healthcare providers are better prepared to carry out shared decision-making (SDM) and achieve best attainable health outcomes.
- In a 2018 Cancer Registry Experience study of 114 melanoma survivors, a majority of respondents did not feel knowledgeable or prepared to discuss treatment options with their healthcare team.¹
- The complexity of melanoma treatments and patients' limitations due to poor health literacy are obstacles to SDM.
- In November 2018, the *Melanoma Research Foundation* introduced *An Animated Patient’s Guide to Melanoma (APGM)*, an online resource aimed at improving patient knowledge, informed SDM, and achieving best outcomes.

METHODS

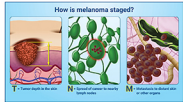
- APGM was developed with highly visual formats of learning on a website, comprised of melanoma educational animations, expert videos, patient experience videos, slide shows, infographics, and self-assessment tools.
- Learners on the website have the option to voluntarily participate in evaluations, including pop quizzes and surveys.
- From the website, learner responses were collected from surveys over a period of 72 months, ending January 2025.
- Patient responses to these questions were aggregated to measure outcome-based questions, and patient intention to discuss key decisions with healthcare providers.

RESULTS

- Our 6-year reported data is based on 443,015 total views and 272,191 unique visitors aggregated from the APGM online resource.
- Unique US visitors were 54% (N=146,983); and 46% (N=125,208) from other countries.
- In terms of US participants/learners: 72% (N=105,828) were patients; 12% (N=17,638) were family and caregivers; 6% (N=8,819) were healthcare providers; and 10% (N=14,698) were other/undisclosed. (Figure 1)
- Of the patients who volunteered to respond to the specific survey questions, 95% of 1,059 (N=1,006) reported they ‘will use information learned to better self-manage their melanoma’; 93% of 969 (N=901) reported they ‘will discuss information learned with their doctor’; and 95% of 694 (N=659) reported they ‘will discuss melanoma treatment options with their doctor’. (Table 1)



Animation: Understanding Melanoma



Animation: Diagnosing Melanoma



Animation: Treating Melanoma

You and Melanoma
An Animated Patient’s Guide to Melanoma

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RESULTS

Figure 1 – U.S. Visitor Demographics

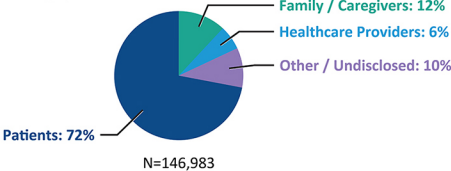


Table 1 – Patients Reporting Improved Outcomes

Respondents Reporting Improved Outcomes	Total Responses (N)	Commitment to Change N (%)
Will use new information to better self-manage their melanoma	1,059	1,006 (95)
Will discuss information learned with their doctor	969	901 (93)
Will discuss melanoma treatment options with their doctor	694	659 (95)

CONCLUSIONS

- Our data shows that animated formats of learning tailored to the needs and learning styles of patients with melanoma provide effective translational learning resources, improve self-management skills, and facilitate engagement in SDM.
- Visual formats of learning are effective resources in helping inform patients with melanoma and improving outcomes.
- Our APGM initiative validates the utility of visual formats of learning which may be utilized in other oncology settings to benefit patient outcomes.

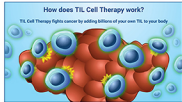
ACKNOWLEDGMENTS

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Reference 1: Buzaglo JS, Miller MF, McManus S, Gupta NK, Zalta AK. Treatment decision-making priorities and satisfaction among melanoma survivors. *J Clin Oncol*. 2018 May;36(15 Suppl):e21618. Available at: www.ascpubs.org/doi/abs/10.1200/JCO.2018.36.15_suppl.e21618



Animation: Genetic Mutations and Melanoma



Animation: TIL Cell Therapy for Melanoma



Animation: Clinical Trials in Melanoma