

A COMIC AND ILLUSTRATION-BASED PATIENT GUIDE TO IMPROVE HEALTH LITERACY FOR BREAST CANCER PATIENTS UNDER TREATMENT WITH RIBOCICLIB

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INTRODUCTION

Numerous studies have shown that poor health education leads to poorer outcomes, higher premature mortality rates, poor adherence to medical recommendations and increased direct and indirect costs. For this reason, the promotion of health literacy is a growing field, especially in the United States and European countries.



In addition, studies show that **40-80%** of the medical information shared during a consultation is immediately forgotten, and that almost half of the information retained is incorrect

Communication in oncology can be very difficult for multiple reasons. Because of this, the development of material to improve medical communication is essential

There are several published studies that validate illustration, infographics and comics as a means of health education in general, and in oncology in particular. The symbiosis between text and image makes it possible to transmit complex information that does not usually reach the reader through more traditional channels

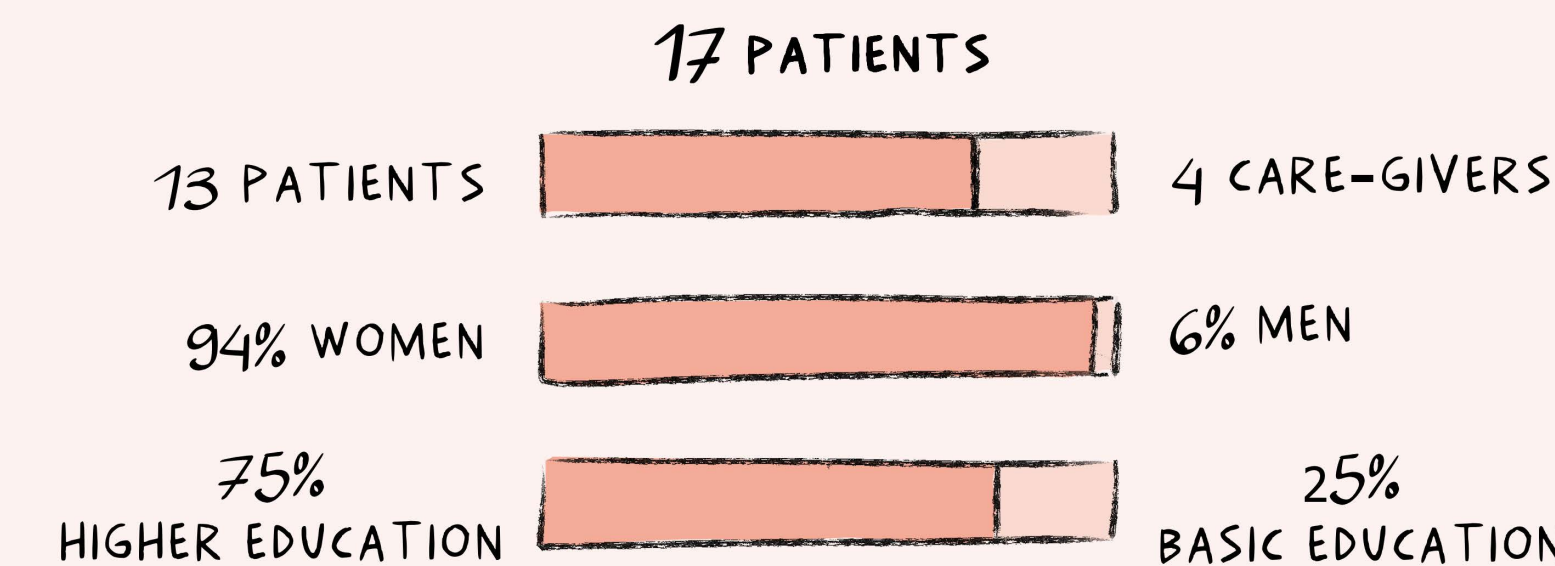
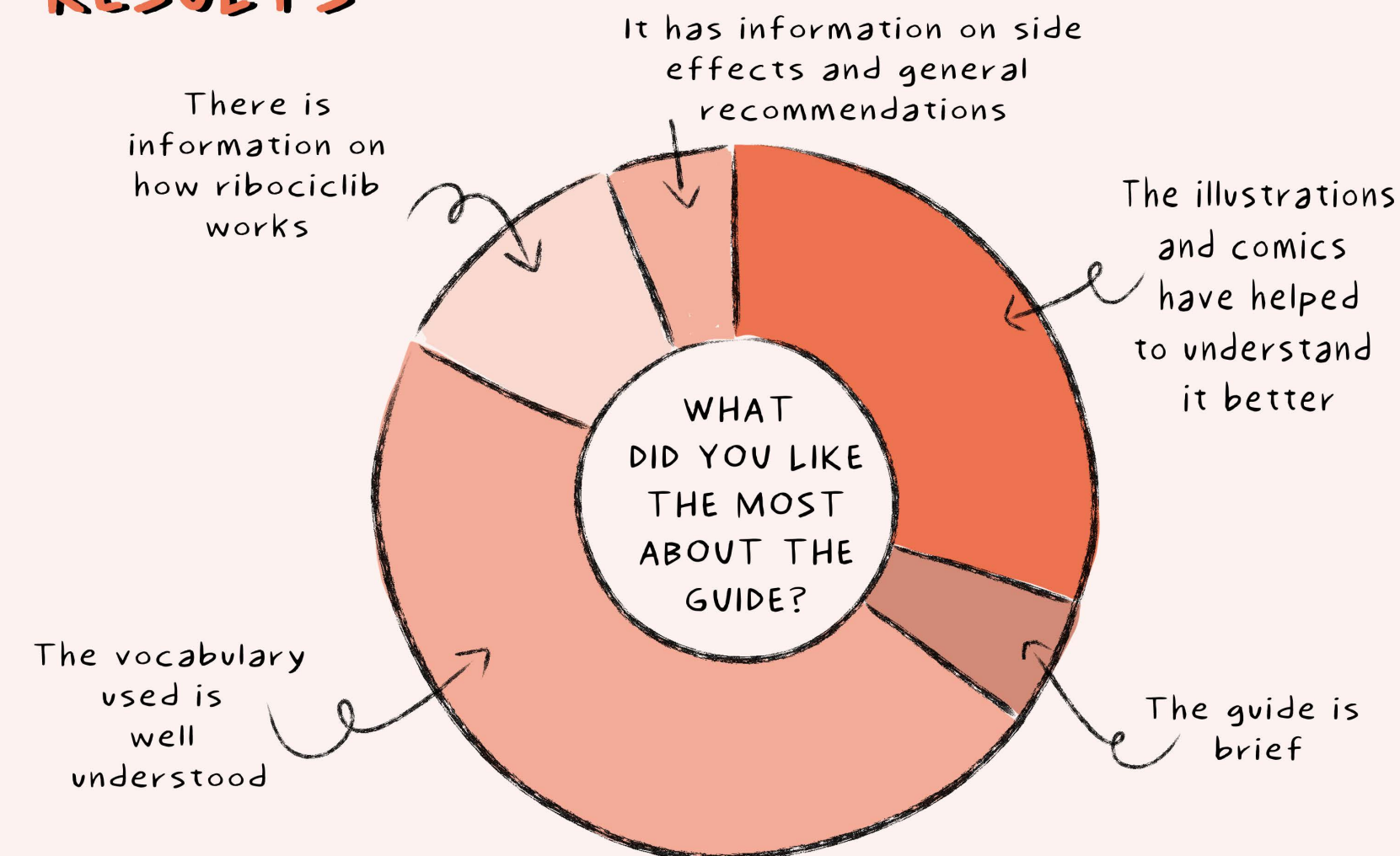
METHODS

A **patient-guide** based on comics and illustrations on the management of ribociclib (an oral treatment indicated for metastatic breast cancer) was designed by a clinical oncologist. This guide was given to **17 patients** undergoing treatment with ribociclib. After reading it, the patients or their primary caregiver responded to an anonymous **survey** on its usefulness.

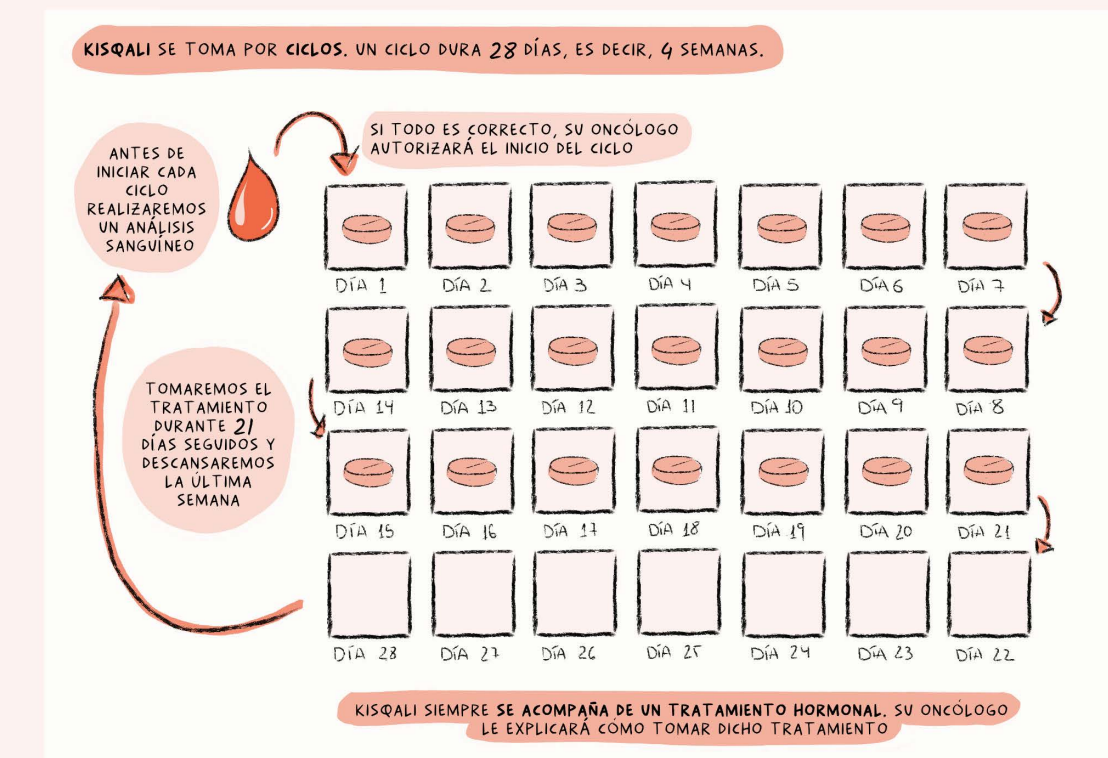
THE USE OF A COMIC AND ILLUSTRATION-BASED GUIDE TO IMPROVE HEALTH LITERACY WAS RATED VERY POSITIVELY BY THE SAMPLE SURVEYED

88% consider that the guide has helped them very much to understand how the drug works
88% would recommend it to other patients

RESULTS



PATIENT-GUIDE



DOWNLOAD THE FULL GUIDE HERE

