

## ABSTRACT

Image Consulting Service (ICS) at the Oncology Center of Sirio-Libanês Hospital (CICO-HSL) aims to address these issues, promoting self-care, self-esteem, and satisfaction. This study quantitatively describes the activities of ICS, analyzing data from 13/03/2018 to 22/12/2023. Of the 790 patients served, predominantly women (95.1%) with a mean age of 47 years, the majority (97.5%) had an oncological diagnosis. Activities included 2334 patient consultations, 32 supplier meetings, 5 educational sessions, and 40 event planning initiatives, with a mean Net Promoter Score (NPS) of 9.1. A fashion show featuring 18 patient-models garnered support from 165 attendees, fostering connection and self-esteem. ICS focuses on patient empowerment, valuing individual preferences and joy over disease. Initial data suggest positive patient experiences, justifying further research to assess intervention effectiveness.

## INTRODUCTION

Cancer disrupts an individual's visual appearance, often leading to distress. Image Consulting Service (ICS) aims at improving appearance-related issues, guiding patients in practicing self-care, maintaining self-esteem, and achieving satisfaction with their appearance. Interventions include hair care during chemotherapy, advice on wigs and hair prosthetics, restorative makeup, recommendations on inclusive fashion (for mastectomy and ostomy patients) and enhancing end-of-life patients' appearance for family events.

## RESULTS

Data from 13/03/2018 to 22/12/2023 were analyzed. Of the 790 patients served by ICS, 95.1% were women. The mean age was 47yo, with 770 patients having an oncological diagnosis. Activities comprised a) 2334 patient consultations, b) 32 supplier meetings, c) 5 educational activities for other healthcare teams, and d) 40 institutional event planning activities. The mean Net Promoter Score (NPS) for ICS was 9.1. ICS also promoted a fashion show where 18 patients-models paraded, who had never paraded before. A total of 165 relatives and providers watched them. The parade generated moments of connection, self-esteem, and support for all of them.

## DISCUSSION

The study highlights the importance and effectiveness of the Image Consulting Service (ICS) at the Sirio-Libanês Hospital Oncology Center (CICO-HSL). The high participation rate and demographic composition (95.1% women, mean age 47) underscore the need for appearance-related interventions among oncology patients, especially women. Impact on Patient Well-Being The high average Net Promoter Score (NPS) of 9.1 indicates strong patient satisfaction with ICS services. The 2334 consultations conducted demonstrate the demand for image consulting. ICS not only meets practical needs regarding appearance but also significantly improves patients' self-esteem and emotional well-being. Educational and Support Activities ICS also played a vital role in educational activities and institutional event planning. The five educational activities for other healthcare teams reflect efforts to spread knowledge about the importance of personal image in patient recovery and well-being, suggesting a multiplier effect. Limitations and Future Perspectives While initial data and experiences suggest the feasibility and benefits of ICS, further studies are needed to assess intervention effectiveness and identify which patients benefit most. Future research could explore methods to evaluate changes in self-esteem, quality of life, and psychological well-being over time.

## METHODS AND MATERIALS

This study quantitatively describe the activities of the ICS at Sirio-Libanês Hospital Oncology Center, in Brazil (CICO-HSL). Descriptive observational study, using data collected for management purposes. CICO-HSL offers scheduled ICS consultations for outpatients and inpatients as a complimentary service. Data were categorized into: a) patient assistance, b) supplier meetings, c) educational activities for other healthcare teams, and d) institutional event planning. Data were presented in absolute numbers and percentages.



Figure 1. Inclusive fashion project.



Figure 3. patient marriage at the end of life



Figure 2. Women's day meeting.



Figure 4. Makeup master class

## CONCLUSIONS

The focus of Image Consulting is not on disease, valuing pain or suffering. It seeks personal will and aims to hear about what pleases or brings joy to the patient. This initial data and experience suggest feasibility and positive patient experiences for this service. Further studies are warranted to assess intervention effectiveness and identify patients who could benefit most from this activity.

## REFERENCES

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