Multi Stakeholder Journey

Petra and her journey

Meet Petra

Petra is 64 years old. She is team manager at a mid-sized Dutch company that produces biodegradable packaging for various industries.
At home, she's wife to Max and mother to a son and daughter. Her children are both in their mid-thirties and live with their own families in a nearby city. Petra takes care of her 93 year old mother, who lives in an elderly home on the other side of town. Her father died 33 years ago of lung cancer, when he was only 65.

Scenario

In this scenario, we follow Petra during the two years she was diagnosed and treated for non-small cell lung cancer. She starts her treatment in a mid-sized hospital close to where she lives. Sometime during her journey, she switches to a specialised center to continue her treatment.

Goals and expectations

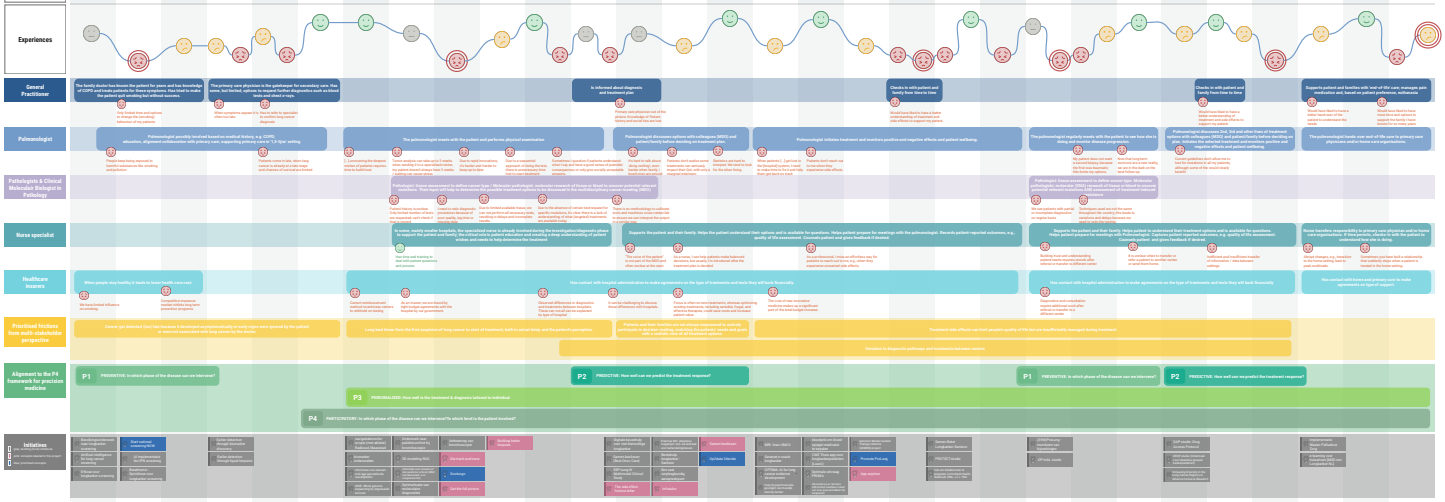
Although Petra's initial thought is to fight and live, she realizes during her journey that undergoing treatment and participating in family life can sometimes be challenging to combine. The fact that there are only limited treatment options makes her reconsider her goals and re-set expectations.

Medical history

Smoking history: >20 pack years
Mild COPD, inhaled combination therapy
Father died of lung cancer

Biased for frictions

The set-up and visualisation of this journey might suggest a poor state of Dutch cancer treatment. That is not the message we want to bring across. Our approach, *focussing on frictions*, allows us to rapidly uncover opportunities for improvement. Consequently, we created a blind-spot for all those things that are going well or great.

Interviews

1 Lung cancer NL (patient advocacy representative)
7 patients and caregivers
8 lung physician /oncologist from local and specialised centers
5 Pathologists and microbiologists
2 Case managers / Nurse specialist
2 Hospital pharmacists
1 General Practitioner
1 Radiation oncologist
1 Healthcare Insurer