CANCER SUPPORT COMMUNITY
COMMUNITY IS STRONGER THAN CANCER

MyCancerSupport: Providing Compassion, Community, and Knowledge via Mobile Health Technology *(Clinical – General)*

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BACKGROUND

- Cancer patients use the internet in three main ways associated with their disease, for: (1) information seeking like treatment options, clinical trials, and nutrition, (2) professional and peer support and social connection, and (3) practical uses including communication with their healthcare team and appointment management.[1]

- As internet access is increasingly recognized as a 'super determinant' of health, the strong relationship between broadband access and health outcomes has inextricably linked digital health and health equity.[2]

- Research continues to show internet adoption has a strong correlation to positive health outcomes.[2]

- American Indians are more likely to be diagnosed with advanced disease and have poor survival outcomes.[3]
  - For example, 41% of breast cancers in American Indian women are diagnosed after they have spread beyond the local stage, compared to 33% in White women.

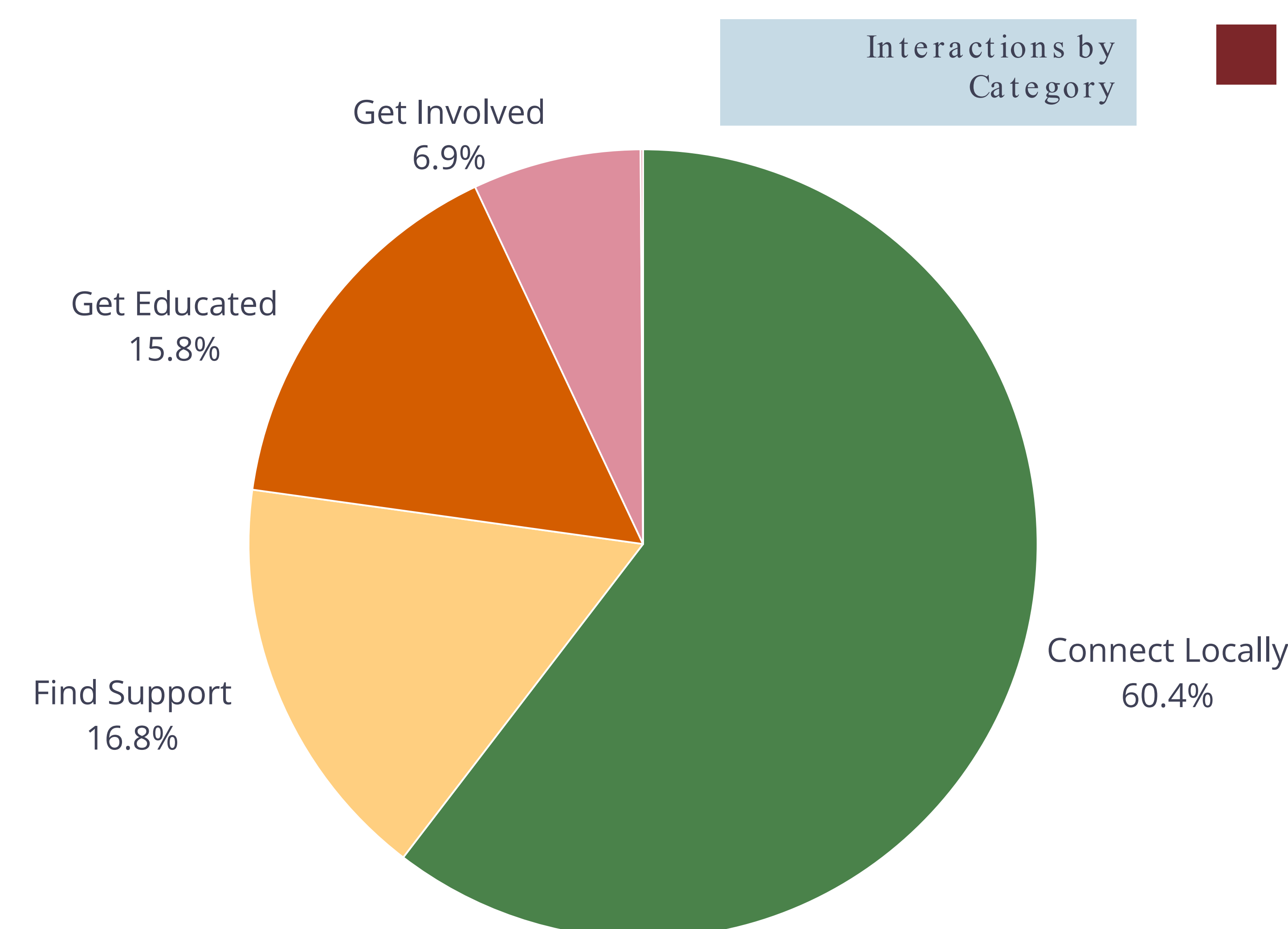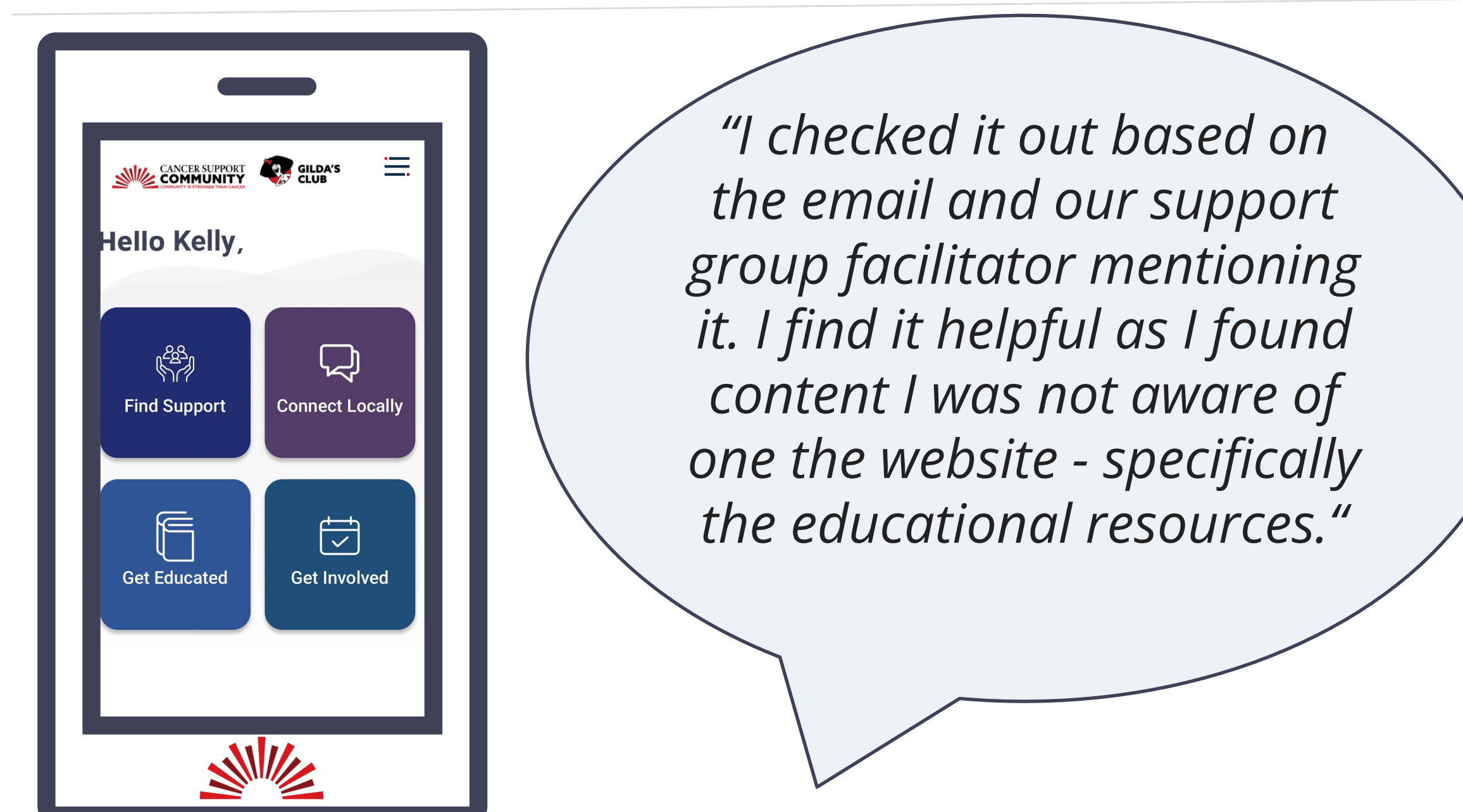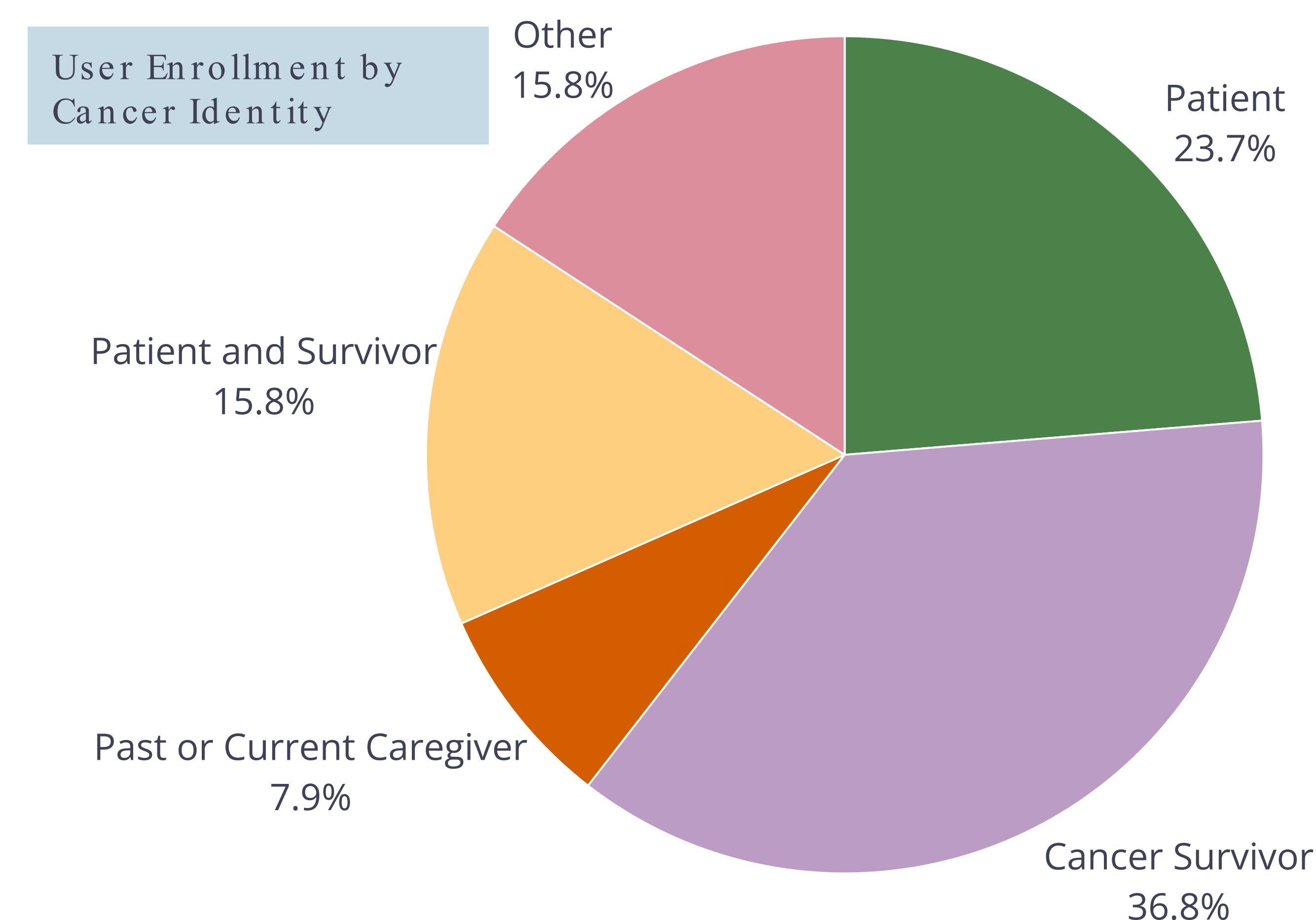- On tribal lands, 33% of residents rely on smart phones for internet access.[4]

AIMS

- MyCancerSupport (MCS) aims to break down barriers to healthcare access by closing the digital gap and equipping patients and caregivers with the essential tools and resources they need to stay well-informed and actively participate in their cancer care.
  1. Increase access to services and supports
  2. Improve psychosocial well-being
  3. Reach new audiences
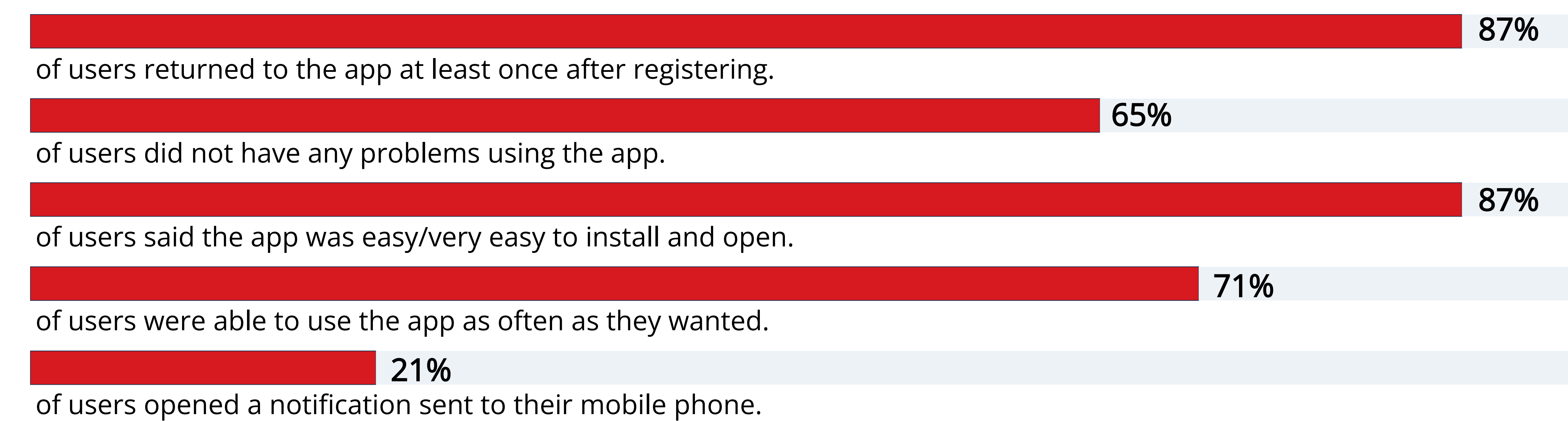 4. Enhance knowledge
  5. Increase connection

THE MYCANCERSUPPORT MOBILE APPLICATION

- MCS is a **no-cost** mobile application available to anyone impacted by cancer.

- The mobile app blends the Cancer Support Community's (CSC) unparalleled **support and navigation** services, its award-winning **educational tools and resources**, and its meaningful **community connections** into one seamless and easy-to-navigate tool.

- The MCS pilot ran from April - July 2024.

- As of April 30, 2025, 18 CSC/GC locations have launched MCS with 1,352 registrants across all app instances.
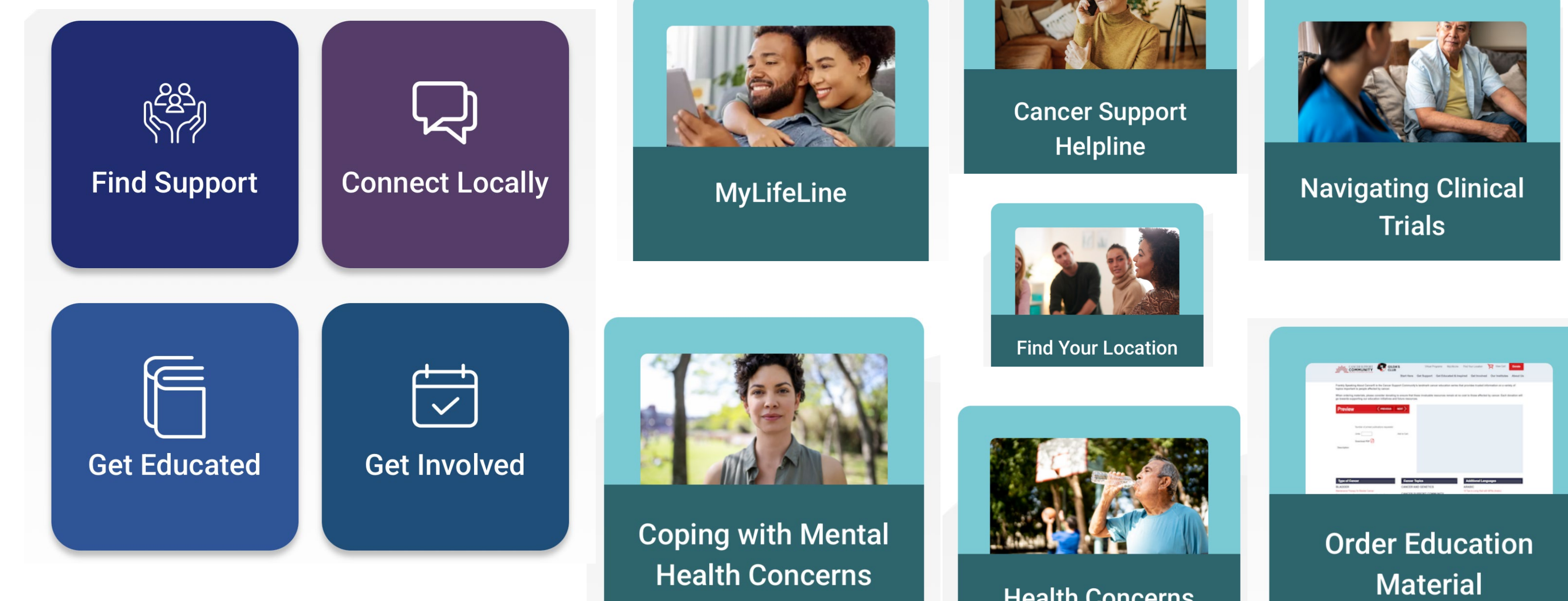
PILOT USER ENROLLMENT & ENGAGEMENT

User Enrollment by Cancer Identity
- Other 15.8%
- Patient 23.7%
- Patient and Survivor 15.8%
- Past or Current Caregiver 7.9%
- Cancer Survivor 36.8%

"I checked it out based on the email and our support group facilitator mentioning it. I find it helpful as I found content I was not aware of one the website - specifically the educational resources."

Interactions by Category
- Get Involved 6.9%
- Get Educated 15.8%
- Find Support 16.8%
- Connect Locally 60.4%

RESULTS

- **87%** of users returned to the app at least once after registering.
- **65%** of users did not have any problems using the app.
- **87%** of users said the app was easy/very easy to install and open.
- **71%** of users were able to use the app as often as they wanted.
- **21%** of users opened a notification sent to their mobile phone.

442 TOTAL MCS APP USERS
Goal: 117 users

Goal: 30-39
NET PROMOTER SCORE
35.7

< 0 Needs Improvement   0 – 30 Good   30 – 70 Great   70 – 100 Excellent

Sample MyCancerSupport Content
- Find Support
- Connect Locally
- Get Educated
- Get Involved
- MyLifeLine
- Cancer Support Helpline
- Navigating Clinical Trials
- Find Your Location
- Coping with Mental Health Concerns
- Health Concerns
- Order Education Material

Download MyCancerSupport
bitly
https://bit.ly/mycancersupportcsc

CONCLUSIONS AND IMPLICATIONS

- MCS App can be used to increase engagement of current members and attract new participants.

- Users primarily use MCS to find local information and support, with program/event calendars being the top utilized feature across all locations.

- Users who responded to the pilot survey reported MCS was easy to use and experienced few technical issues.

- Users who responded to the pilot survey reported positive benefits from using MCS, such as the MCS app helped them "feel better mentally", the "resources and information were helpful", and they felt "more empowered to navigate their cancer experience".

- Push notifications are an exciting opportunity to reach users in real time and should continue to be utilized to maximize engagement.

- Improvements should be made to the app layout, homepage titles, and content organization to reduce confusion and improve the user experience.

- Features, such as event registration and search capabilities, and content updates should be explored to ensure an innovative, interactive, and engaging user experience different from existing organizational websites.

- Diverse promotional methods needed to maximize user recruitment. An identified marketing lead is helpful.

References
1. Holmes, M. M. (2019). Why people living with and beyond cancer use the internet. Integrative cancer therapies. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6432669/)
2. Turcios, Y. (2023, March 22). Digital Access: A Super Determinant of Health. SAMHSA. https://www.samhsa.gov/blog/digital-access-super-determinant-health#:~:text=Internet%20access%20is%20increasingly%20recognized,%2C%20employment%2C%20and%20healthcare%20access
3. American Cancer Society, Cancer Facts & Figures 2022, Special Section: cancer in the American Indian and Alaska Native population.
4. Howard, Brian and Morris, Traci, Tribal Technology Assessment: The State of Internet Service on Tribal Lands (July 27, 2019). TPRC47: The 47th Research Conference on Communication, Information and Internet Policy 2019, Available at SSRN: https://ssrn.com/abstract=3427547 or http://dx.doi.org/10.2139/ssrn.3427547