



Designing Better Access to Holistic Care for Cancer Patients

*A Case Study Looking at
San Francisco, San Mateo, and Alameda Counties*

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DES 852 Final Presentation

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Agenda

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Project Overview



Experiencing a diagnosis of cancer, no matter what type or stage, is an extremely traumatic experience for people. Slowly, treatment for cancer is moving from a disease-centric approach to patient-centric treatment utilizing holistic care. Research on this topic is conducted to examine how accessible holistic care is for cancer patients who are looking to obtain it or if it is advertised to patients in conjunction with their standard clinical treatment.

What is Holistic Care?

It is an approach to wellness that simultaneously addresses the physical, mental, emotional, social, and spiritual components of health. This may include diet, exercise, psychotherapy, relationship, and spiritual counseling, or complementary and alternative therapies including acupuncture, chiropractic care, homeopathy, massage therapy, naturopathy, and others. Western medications and surgical procedures are typically not considered holistic care.

Literature Review

Highlights



Whole-Person Approach is Essential

Treatment for cancer is moving from a disease-centric approach to patient-centric treatment utilizing holistic healthcare. When this approach is taken, 77% of respondents were very satisfied when holistic care was added to their treatment plan at Bloomhill Cancer Center (Cadet et al., 2016).

Support is Diverse

The patient-caregiver relationship is essential to success, but having only one caretaker can make the patient feel like a burden. It is important to have multiple sources of support during and after your treatment process (Myrhøj et al., 2023, 1-12). If you are already part of a marginalized group, finding specialized support groups has shown to increase moral through a study conducted on queer youth with cancer (Thaarun et al., 2023, 100).

Support can be a Hobby

Having patients take up a hobby during their treatment or while quarantining after a stem cell transplant has helped them better process what their body is going through (Hickey et al., 2023, 2998-3014)

Web Search is Not Effective

Finding out about additional services is difficult for the people who need them as Google search results prioritize the expensive care as they are able to sponsor advertising space in the results. As well, search results are not always relevant, as shown through a case study for people searching for suicide support resources, where 26% of results were either irrelevant or provided the client with harmful suggestions (Thornton et al., 2017).

Expert Interviews



Rajinder Singh

Chief Scientific Officer at Circle Pharma

- Working on developing new pharmaceuticals for cancer patients that mitigate side effects, namely white blood cell counts (wbc or immunosuppression)
- Though results have been promising, common treatments are not going away so long-term side effect mitigation is important



Charlotte Lux

Principal Design Researcher at Kalidescope

- Conducted her own Master's Thesis on Mammogram experience design improvement
- Emphasized the important to verbiage in recommendations; always use “recommend” instead of “should”
- Think about rebranding the term “holistic.” Does the crunchy-granola connotation turn people away?
- Suggested connecting with a Nurse Navigator (in progress)

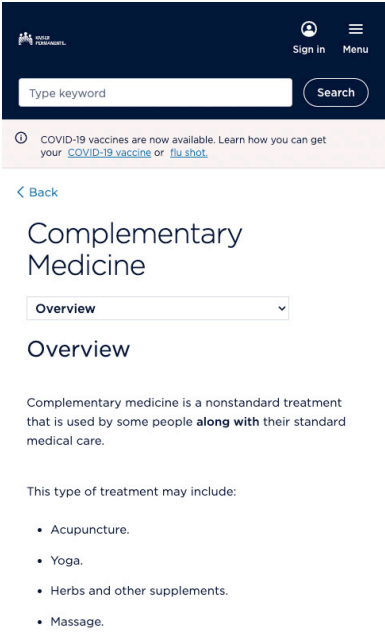


Jan Yaeger

Human Factor Designer at UCSF

- Working on holistic service efforts for children with chronic and life-threatening conditions
- Branding is essential when introducing new service design in healthcare
- Previously a UI/UX designer in healthcare; continuing the conversation once further in prototype development

Market Analysis



Kaiser

- No in-page links
- Unclear on services
- Locations of services unclear
- No imagery

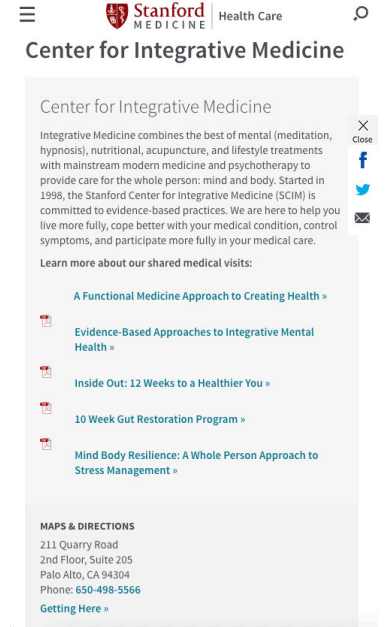
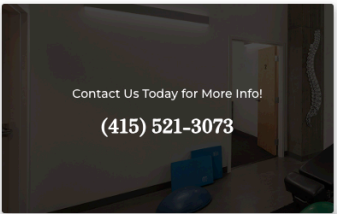


SF Chiro

- Had to call for additional information
- Cost was \$200+ per session, next day booking
- Imagery had overlays



Existing Patients: Give us call at (415) 521-3073.
New Patients: Please click the button!



Stanford

- No in-page links, must already be a Stanford patient to receive services
- Only 7 providers
- Only imagery is provider headshot



Integrative Cancer Support in San Francisco

It's care that works for you. Find out about convenient care options for Integrative Cancer Support Services in San Francisco at Sutter Health. We're taking extra precautions every day to help keep patients, staff and providers safe.



Featured Services in San Francisco

Acupuncture and Traditional Chinese Medicine

Functional Medicine

Sutter Health

- Have many Bay Area locations, but only 2 offer holistic care services (none in Alameda County)
- Cost starts at \$362 without insurance



Charlotte Maxwell Clinic

- Only available to low-income women
- One location in downtown Oakland
- Free, but 1+ month wait time for appointment



TRANSFORMING THE LIVES OF LOW-INCOME WOMEN WITH CANCER

Our vision is that all low-income women with cancer achieve the highest attainable health during their cancer journey. We do this by providing free access to compassionate, integrative care with our network of licensed and certified volunteer practitioners.

Since 1991, the Charlotte Maxwell Clinic has been improving health outcomes and quality of life for San Francisco Bay Area low-income, under-served, and immigrant women with cancer.

BECOME A CLIENT



UCSF

- Offers the most services (11) of any other on this list
- Called for additional information and did not receive anything relevant

Request appointment

(415) 514-2880

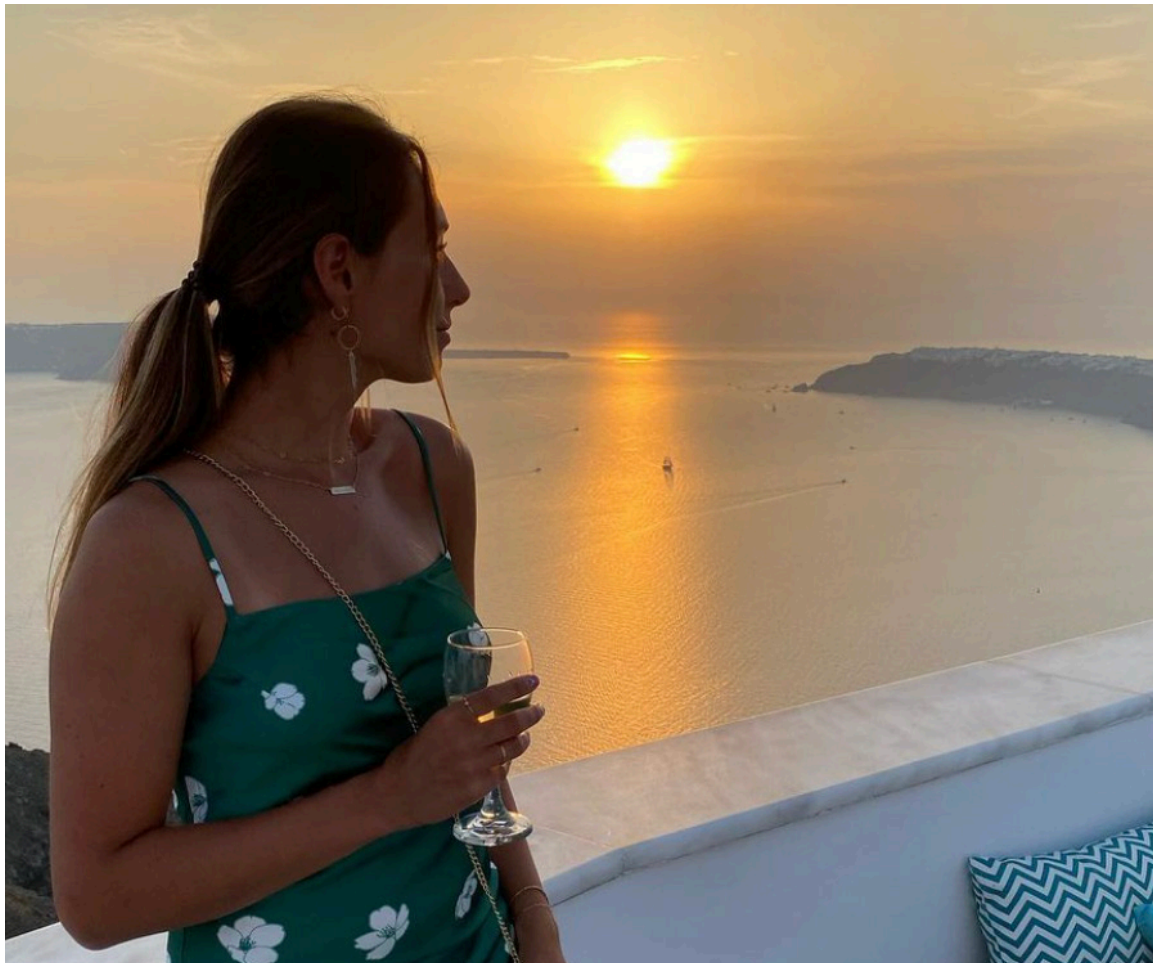


The **UCSF Cancer Survivorship and Wellness Institute** provides personalized, holistic care with the aim of improving quality of life for patients who have completed their cancer treatment. We are part of the UCSF Helen Diller Family Comprehensive Cancer Center, which is revolutionizing cancer care through use of state-of-the-art technologies; pioneering treatments, such as precision medicine and immunotherapy; and other innovations.

Overall

- No centralized database and unclear navigation
- Had to manually call places for information, and some were still vague

Persona



Annalise Pfeiffer

Age: 28

Location: Denver, Colorado

Occupation: Human Resources Professional





Diagnosis: Stage IIA Hodgkin Lymphoma

Current Status: 2 years remission

Annalise has always lived an active lifestyle, enjoying hiking and rock climbing. When she was diagnosed with lymphoma at 26, her whole world changed. Intensive chemotherapy regimens left her tired and unable to carry out the activities she usually enjoys. She has been able to get back into exercise after finishing treatment and being in remission, but still suffers from neuropathy and back pain. She would like to see a chiropractor and/or acupuncturist for this, but doesn't know where to look.

Journey Map - Current Approach



	Awareness Annalise needs additional support for her neuropathy from chemo	Consideration She begins her search for help	Decision She tries suggestions in her price range and area	Retention Nothing helped that was sustainable or affordable
Goals or Actions	Experience less neuropathy, especially during cold weather	Find affordable care in her area	Experience suggested care for neuropathy relief	Restart the process
Feelings				
Challenges	With numbness in hands, searching online and dialing is painful	Google is overwhelming Doctor suggests medication, but it would interact with existing ones		

Problem Statement



Most current treatments for cancer will leave patients with long-term side effects if they survive. A promising approach to treat these is through holistic care, but the process of obtaining this is confusing, as the information is often outdated and unclear.

To help cancer survivors obtain holistic care, a straightforward delivery of information needs to be designed that is easy to access, navigate, and receive the services they need.

User-Centered Research



Where do you live?

- ☐ San Francisco County
- ☐ San Mateo County
- ☐ Alameda County
- ☐ Other

At what hospital(s) did/have you receive(d) treatment?

What was the initial diagnosis you received?

How old were you at the time of diagnosis?

How long was your treatment planned to last? Did it last this long?



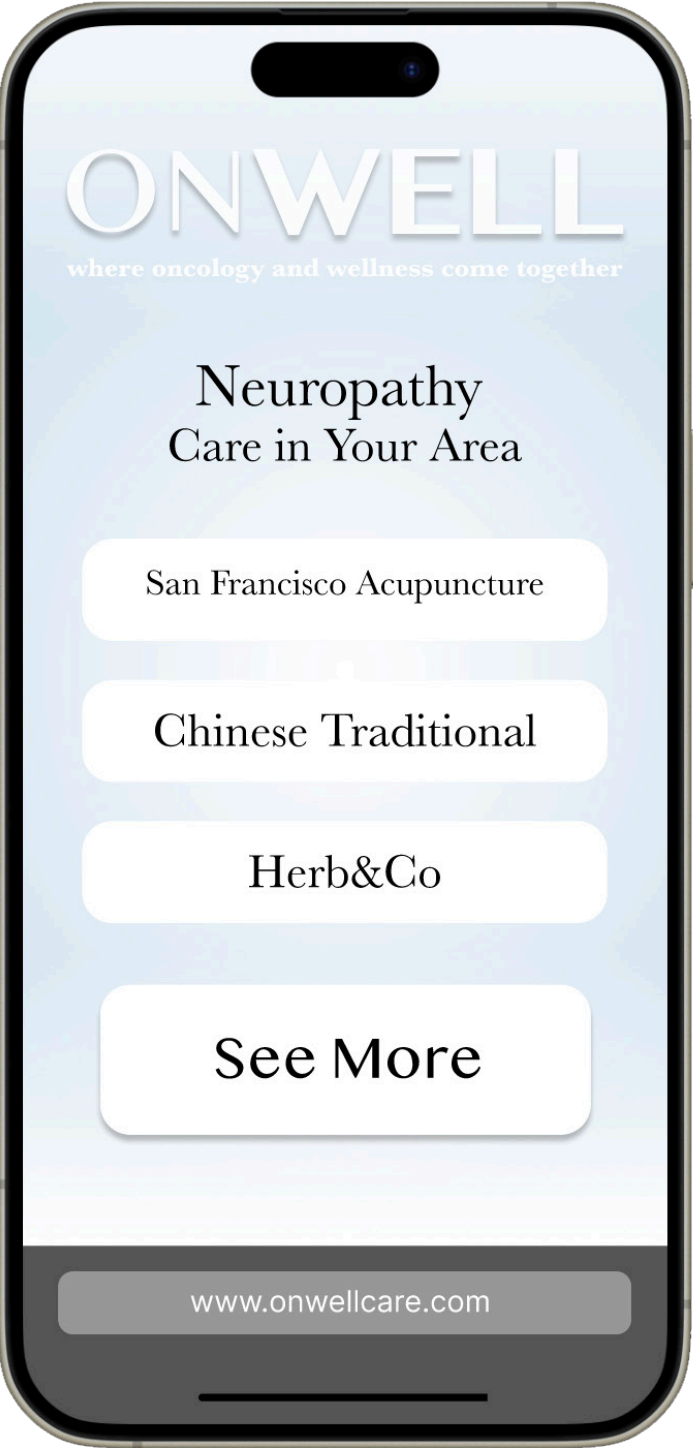
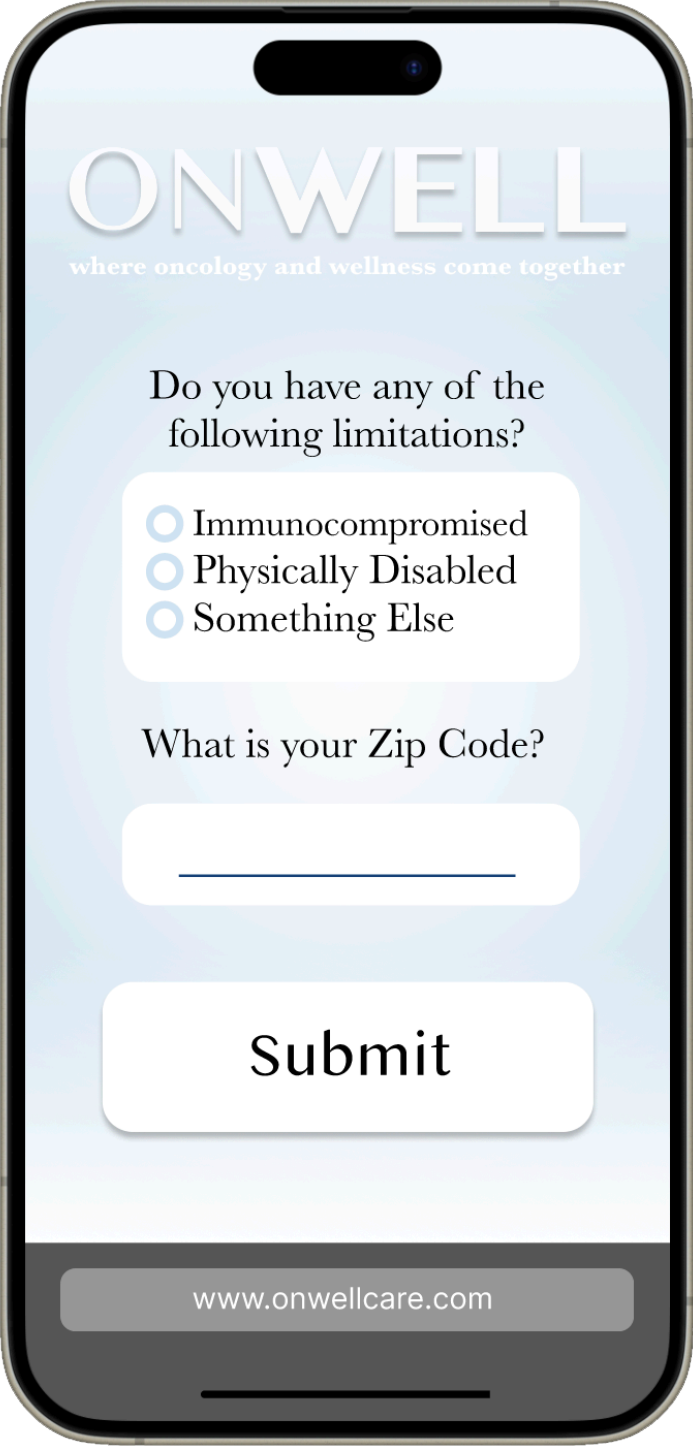
IRB is still in approval process.

Once approved, I plan to send a survey to other patients in the counties of research.

The survey is looking at what types of holistic care cancer patients have obtained before, during, or after their treatment. It also asks about their hobbies and lifestyle to obtain a larger picture of their experience.





During this phase of the project, I utilized an interview I conducted to develop the previously shown persona.

Wireframing



Journey Map - With OnWell



	Awareness Annalise needs additional support for her neuropathy from chemo	Consideration She begins her search for help	Decision She tries suggestions in her price range and area	Retention Nothing helped that was sustainable or affordable
Goals or Actions	Experience less neuropathy, especially during cold weather	Find affordable care in her area	Annalise discovers the holistic care database	She is able to try multiple approaches to help with her neuropathy
Feelings				
Challenges	With numbness in hands, searching online and dialing is painful	Google is overwhelming Doctor suggests medication, but it would interact with existing ones		She doesn't have enough time to try all of the new great suggestions

Goal Setting



	January	February	March	April	May
Survey: Data Collection	X				
Survey: Data Analysis	X				
Ideation	X				
Prototyping					
Feedback					
Iterate					
Complete Design					
Compile Final Deliverables					
Final Presentation					

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