



A companion guide for health care professionals

to encourage more productive
communication with metastatic
colorectal cancer patients

MyDialogue Program

Welcome to the MyDialogue companion brochure

MyDialogue is part of the **Support Harmonized Advances for better Patient Experiences (SHAPE)** program: an international, multi-stakeholder initiative that aims to transform the lives of patients with metastatic colorectal cancer (mCRC). The SHAPE program is funded by Servier.

As you know, a cancer diagnosis is almost always a shock for patients. They may feel confused and alone. Medical terminology may be incomprehensible or overwhelming. There may be elements of the diagnosis or treatment plan that some patients don't understand or simply don't want to talk about. Some patients will want to hear a lot of information; others will not want much at all.

Clear and simple communication is vital so that decisions about care and treatment can be shared with patients, as much as they are willing and able to be involved.

The MyDialogue patient brochure is designed to help patients get the most from their discussions

with health care professionals. It reminds patients about the importance of sharing decisions with their health care professional to make choices that are right for them and that they feel comfortable with; it helps them to prepare before appointments and evaluate what was discussed and how they feel about their ongoing treatment plan after appointments.

This MyDialogue companion brochure reiterates the importance of shared decision-making and effective communication with our patients to help support best outcomes.



Developed with special input from:

- **Professor Alberto Sobrero**, oncologist, Italy
- **Mark Moss**, patient representative, carer – Digestive Cancers Europe
- **Claire Taylor**, oncology Nurse, UK
- **Maja Juznic Sotlar**, patient advocate – Digestive Cancers Europe
- **Barbara Moss**, mCRC survivor and patient advocate – Digestive Cancers Europe

“ At the heart of shared decision-making is recognizing that health care professionals and patients bring different, but equally important, forms of expertise to the decision-making process. Positive, open communication with our patients is critical to identify each person's own preferences and values – and help them to gain a clear understanding of their diagnosis and treatment options – to ultimately reach decisions that work for their personal circumstances. ”

Professor Alberto Sobrero,
San Martino Hospital, Genoa, Italy

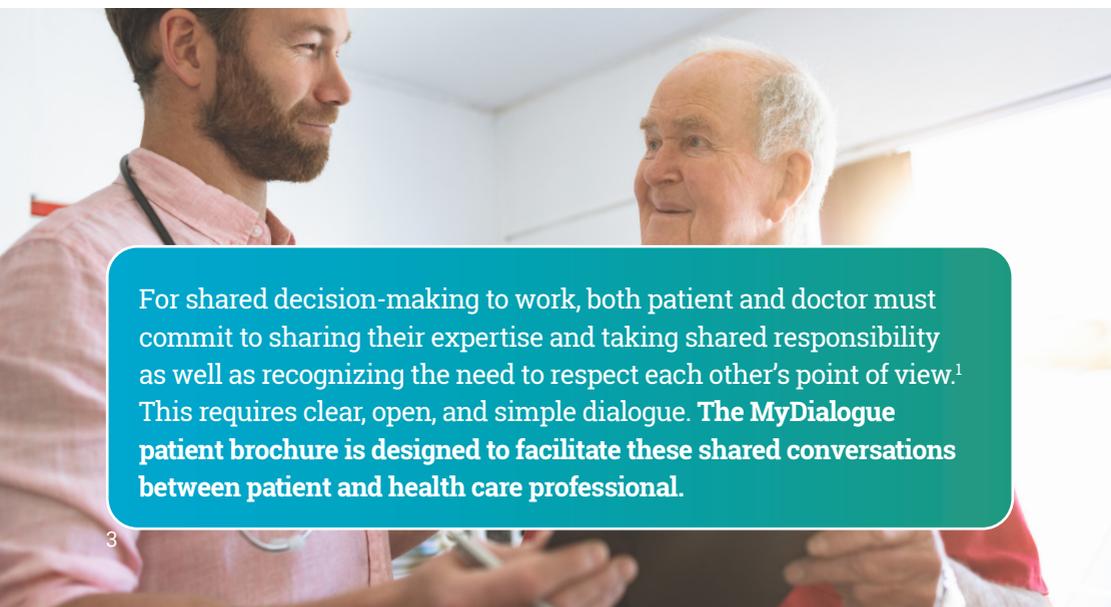
Shared decision-making: Working with patients to reach decisions that are right for them

Getting to know your patient:¹

When working with patients, try to ask questions which get them thinking about what matters to them. It's good to acknowledge the important role they play when making decisions about their treatment. This will help lead to better decisions and also tailor support more appropriately to that individual.

Practising good evidence-based medicine means integrating the following into decision-making:²

- **Best available evidence** – clinically relevant research, including patient-focused studies exploring specific therapeutic regimens, prognostic markers, and diagnostic tests.
- **Individual clinical expertise** – not only encompasses effective and efficient diagnosis, but also thoughtful identification and use of patients' individual rights, preferences, and values.¹



For shared decision-making to work, both patient and doctor must commit to sharing their expertise and taking shared responsibility as well as recognizing the need to respect each other's point of view.¹ This requires clear, open, and simple dialogue. **The MyDialogue patient brochure is designed to facilitate these shared conversations between patient and health care professional.**

Health care professional expertise	Patient expertise
Diagnosis	Personal experience of illness / treatment to date
Etiology	Personal circumstances
Prognosis	Attitude to risk
Treatment options	Values and goals
Possible outcomes	Treatment preferences

*Table based on: The King's Fund. Making Shared Decision-Making a Reality.



Health care professional
Expert in health care

Patient
Expert in their own life

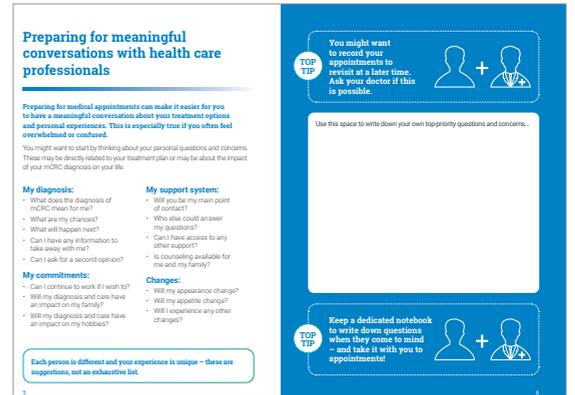


MyDialogue patient brochure: An overview

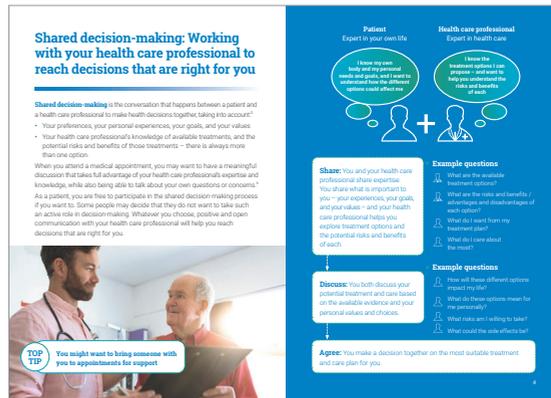
Preparing for meaningful conversations

Encourages patients to consider their own personal questions and concerns before attending medical appointments – whether these are related specifically to their treatment plan, or more generally, about the impact their diagnosis may have on their life.

As the health care professional, we should listen to and answer all of the patients' questions and concerns, ensuring we understand their priorities.



Shared decision-making



Reminds patients that they can play a role in the decision-making process – to the extent that they are willing and able.

As health care professionals, we should explore each of the care options with the patient, discussing the risks and benefits – simplifying or tailoring our recommendations as needed to the person in question – and we should work to understand each individual's own preferences, goals, and values.

Checking in before the next appointment

Encourages patients to use the time between appointments wisely – to think about how their last appointment went; evaluate how well their treatment plan is working for them; and to look ahead to their next appointment.

As the health care professional, we should encourage the patient to reflect upon their previous appointment and prepare for the next, considering any shifting personal goals.



The SHAPE Steering Committee:

- **Chair:** Professor Alberto Sobrero, oncologist, Italy
- Alexander Stein, oncologist, Germany
- Zorana Maravic, patient advocacy leader, Serbia
- Sarah Dauchy, psycho-oncologist, France
- Claire Taylor, oncology nurse, UK
- Klaus Meier, oncology hospital pharmacist, Germany

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Thanks go to our partner in patient perspectives and insight - Digestive Cancers Europe (DICE) - and its members for their collaboration.

Index of SHAPE brochures:

1. MyMove – moving more with mCRC
2. MyMood – managing your emotional health with mCRC
3. **MyDialogue – getting more from your conversations with health care professionals**
4. MyFood – managing your nutrition with GI cancers (planned)
5. MyJourney – negotiating the GI cancers journey (planned)

References:

1. Kebede S. Ask patients “What matters to you?” rather than “What’s the matter?” *BMJ*. 2016; 354 :i4045.
2. Sackett D, Rosenberg W, Muir Grey J, et al. Evidence based medicine: what it is and what it isn't. *BMJ*. 1996; 312:71.
3. The King's Fund. Making Shared Decision-Making a Reality. Available at: https://www.kingsfund.org.uk/sites/default/files/Making-shared-decision-making-a-reality-paper-Angela-Coulter-Alf-Collins-July-2011_0.pdf (last accessed September 2019).