

PATIENT EDUCATION PROGRAM

An element of the Social Determinants of Health framework at The Max Foundation

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INTRODUCTION & AIMS

Access to Information

Accurate, understandable, and relevant health information is essential for chronic patients to effectively manage their condition and actively participate in their treatment.

Challenges Faced by Patients

Many patients face significant barriers in understanding their diagnosis, treatment options, and the importance of therapy adherence due to a lack of appropriate educational materials.

Program Launch

In 2022, The Max Foundation launched the **Patient Education Program** in the Latin American region to address these gaps and challenges.

Program Goals

- ✓ Empower patients with disease-related knowledge to make informed health decisions.
- ✓ Improve patient outcomes by increasing understanding and promoting adherence.
- ✓ Provide orientation and encourage active participation in care decisions.

Educational Materials

The program offers **regularly updated resources**, including printed booklets and digital content, designed to close the information gap and foster a more informed, confident patient community for diseases covered by The Max Foundation programs.

METHODOLOGY

Target Audience

Educational materials are developed to support patients diagnosed with **CML, MF, PV, GIST, and BC**, and the **caregivers** who walk alongside them, as part of The Max Foundation programs.

Tactics Employed

To ensure quality and impact:

- ✓ Research is conducted using reliable and evidence-based sources
- ✓ Content is accurate, culturally relevant, and designed in plain language
- ✓ Materials are accessible and provide ethically-driven cancer information

Educational Materials Include

Videos:

- ✓ YouTube Channels: *Educa LMC, Mundo GIST, Education CML*
- ✓ Topics reflect real-world community concerns

Brochures:

- ✓ Focus on CML, MF, PV, GIST and Breast Cancer
- ✓ Culturally adapted design
- ✓ Complements medical care and long-term support



Resources Required

Patient Education & Communication Coordinator designs and develops the materials that are distributed through **Program Coordinators** in each participating country.

Delivery methods vary by country and may include:

- ✓ Email, messaging apps, postal mail, physicians, pharmacies, depots, in-person handouts, etc.

RESULTS

Evaluation Strategy

To measure the effectiveness, impact, and patient satisfaction with the program and its educational materials, we use a **multi-channel feedback approach**:

- ✓ Satisfaction survey available online or during follow-up calls
- ✓ Feedback channels include:
 - YouTube educational video comments
 - Follow-up calls with patients and caregivers

This feedback allows us to continuously improve the quality, relevance, and accessibility of the materials. Patients are also encouraged to suggest topics of interest which are considered when developing future content.

Program Metrics (as of September 2025)

Metric	Result
Program videos produced	21
Brochures developed	23 (4 on MPNs)
Channel subscribers	371
Cumulative video views	14,009
Total likes (across platforms)	635
Viewer comments	77
Brochures printed & distributed	8,000



Program Narratives

Collected through over 70 YouTube comments, feedback from follow-up calls, and insights from healthcare professionals, the following key themes emerged:

- ✓ Clarity & relevance of topics are frequently highlighted
- ✓ Materials are described as easy to use and understand
- ✓ People value practical daily guidance
- ✓ Recognized as a trusted source for complex information
- ✓ Strengthens patient engagement in their care

CONCLUSIONS

Key Learnings

This program emphasizes the importance of providing accessible, culturally relevant, and easy-to-understand materials to empower patients. It supports a **comprehensive approach** with ongoing support, improving understanding and encouraging active participation throughout the chronic patient journey.

Challenges & How They Were Addressed

- ✓ *Distribution Across Countries*
 - Used multi-channel delivery (digital videos + printed brochures) to ensure inclusive access for all enrolled patients.
- ✓ *Creating Engaging Materials*
 - Applied active listening in follow-up calls to identify patient needs and concerns.
 - Used simple language and visual aids tailored to local contexts for clarity and cultural relevance.

Take-Home Messages

- ✓ Multi-channel education (videos, brochures, follow-ups) expands reach and impact.
- ✓ Patient feedback is essential for improving content and ensuring relevance.
- ✓ Trusted, consistent information builds patient confidence and encourages treatment adherence.
- ✓ Empowered patients actively participate in their care, leading to better health outcomes.