instituto

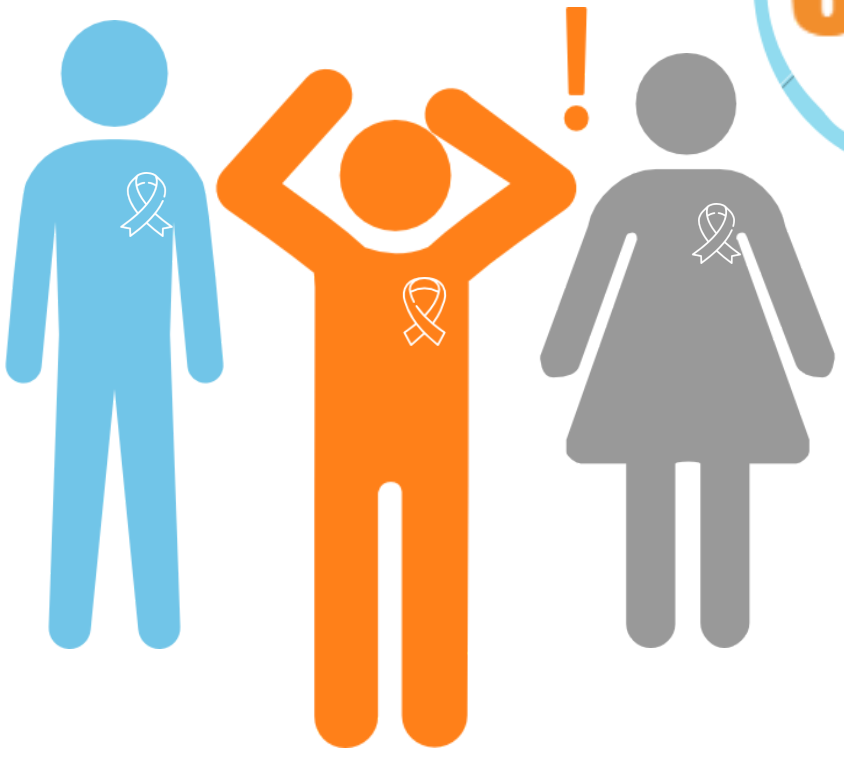
Oncoguia

Você não está sozinho

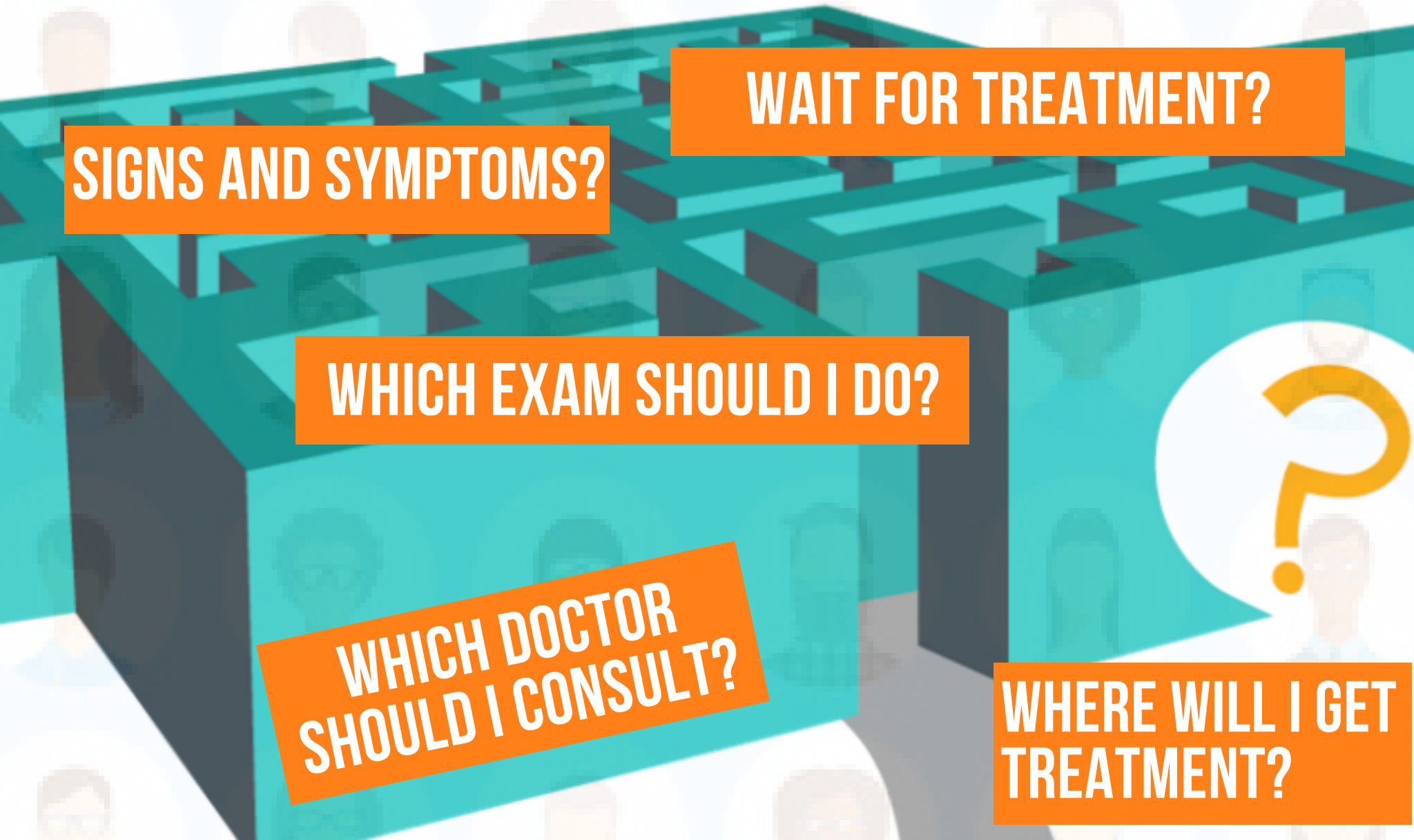
ONCOGUIA.ORG.BR

CANCER

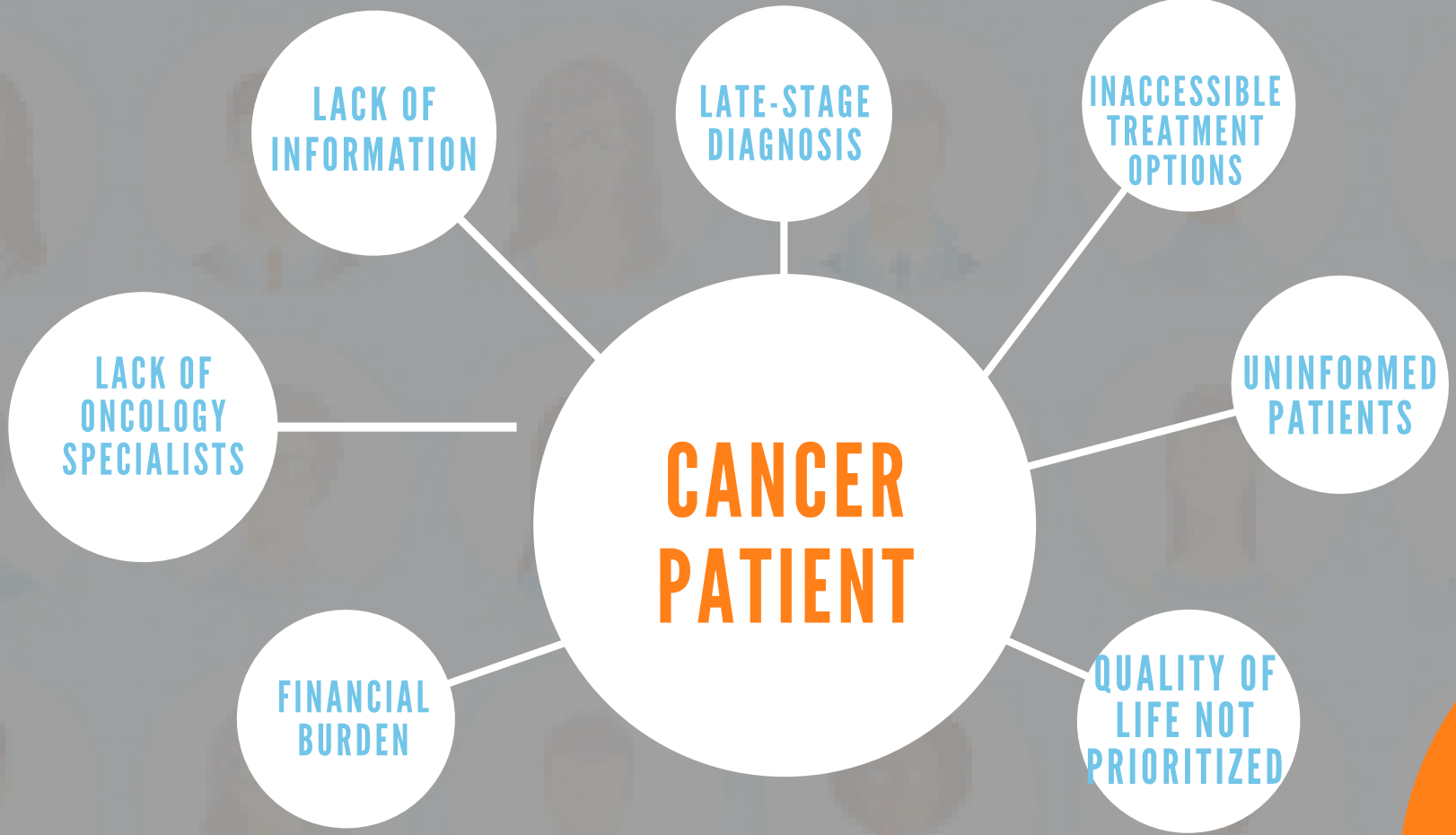
Tears
Cure
Why
Despair
Faith
Death
Sadness
Life
Fear
Treatment



THE PATIENT JOURNEY IS A MAZE OF UNKNOWNS!



NUMEROUS CHALLENGES



TIME TO MAKE A CHANGE

Instituto Oncoguia is a non-for-profit organization that launched in 2009 and was created with the purpose of helping cancer patients and society live better lives.

Promoting patients' rights is the cornerstone of Instituto Oncoguia's mission. This goal is achieved through increasing access to quality information, patient support services and advocacy initiatives.

OUR GOALS

MISSION

To help cancer patients live better lives

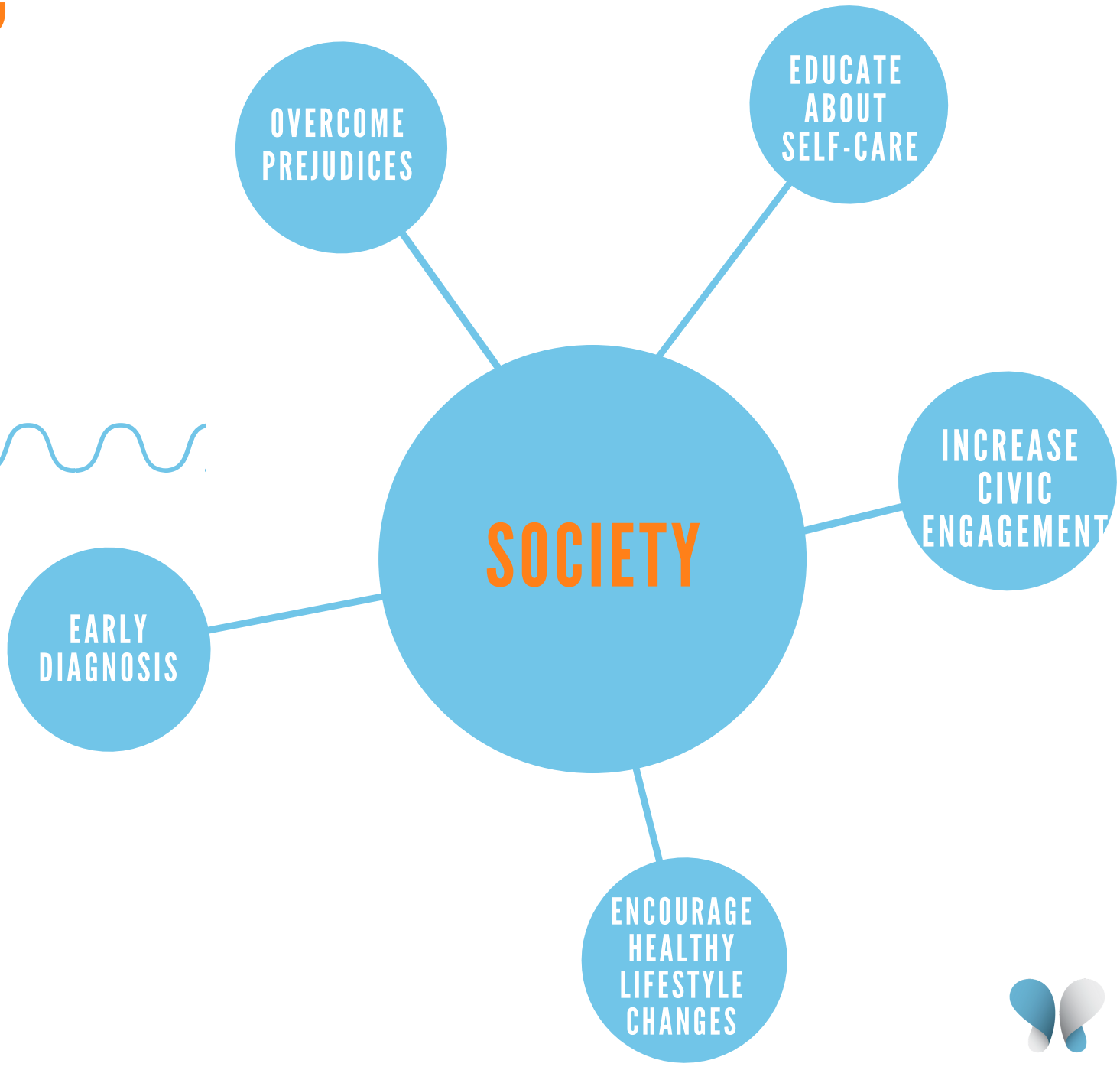
VISION

Every person affected by cancer in Brazil can access Instituto Oncoguia to receive quality support and information

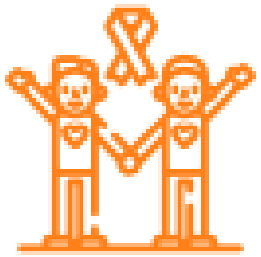
VALUES

Accessibility, Transformation, Motivation, Acceptance, Passion for the cause, Perseverance

What we want to change



OUR KEY ACTORS



CANCER PATIENTS AND FAMILIES

HEALTH PROFESSIONALS

SOCIETY

PUBLIC HEALTH POLICIES AND PRIVATE HEALTH PLANS

PATIENTS AND FAMILIES

QUALITY INFORMATION

Access to accurate information in Oncoguia Portal, innovative educational campaigns, social media outreach, events, informational materials

TOLL-FREE HELPLINE FOR PATIENTS: SPECIALIZED SUPPORT AND GUIDANCE

Guidance on early detection, treatment, quality of life, and patient access to care

EMPOWERMENT

Motivate, strengthen, and train patients through establishing networks and hosting meetings and events; conduct patient research to better understand the patient journey and patient needs

SUPPORT AND SPECIALIZED GUIDANCE

PAP- Programa de Apoio ao Paciente (Support Program for Cancer Patients)

Toll-free helpline for patients:

We are available to help patients throughout Brazil by providing them with information about early detection, diagnosis, access to treatment, side effects, legal rights, and quality of life, among other needs of the patient or family.

HEALTH PROFESSIONALS: GREAT ALLIES

Program: *Juntos Somos Mais Vida (Together we are more life)*

Motivate, empower and strengthen the capacity of social workers to support and guide cancer patients about their rights

- Strengthen capacity
- Increase knowledge
- Share responsibility
- Reduce preventable patient loss

Strategic partner in caring!

Strategic partner in change!

ADVOCACY

Defending and Guaranteeing Patients' Rights

We advocate for stronger public policies related to cancer.

We work with lawmakers to pass cancer control legislation and seek to engage these officials in our cause.

UNDERSTANDING HEALTH POLICY: PUBLIC AND PRIVATE

Making policies more fair, adequate and sustainable

How?

Advocacy strategies

- Increase political awareness
- Facilitate social mobilization
- Engage lawmakers
- Influence key decision makers

What?

- Public: More transparency within public health system (SUS), specifically in terms of wait times and access
- Private: Improve private, supplementary health insurance plans regulated through ANS

THE ENTIRE SOCIETY

Without fear of cancer

Quality information

QUALITY INFORMATION

Educating and Empowering

Nearly 26 million users access the website per year

Hosts more than 14,000 educational resources, including 27 cancer specific educational guides for patients and caregivers

Detailed content about 80 types of cancer

90% of users who accessed the website reported being helped by the content provided

Oncoguia Website

Our Reach in 2019

26+ million users accessed our website

227k Facebook
62k Instagram
followers

5 new educational guides for patients and caregivers

Participated in 48 advocacy events

3,773
calls for PAP
(via hotline)

5 Health and Public Policy in Oncology Forums hosted throughout Brazil

Our Key Accomplishments

Team growth

International volunteer network

Received 2 legislative participation awards

Increased use of Portal

Conducted research of Patient Journey

Recognition from patients

ANS policy approved access to oral chemo

Developed new partnerships

Established credibility with the media

Existem opções
Quais
são
meus
direitos?
instituto
Oncoguia
Você não está sozinho
ONCOGUIA.ORG.BR
Câncer:
E agora?

Thank you!