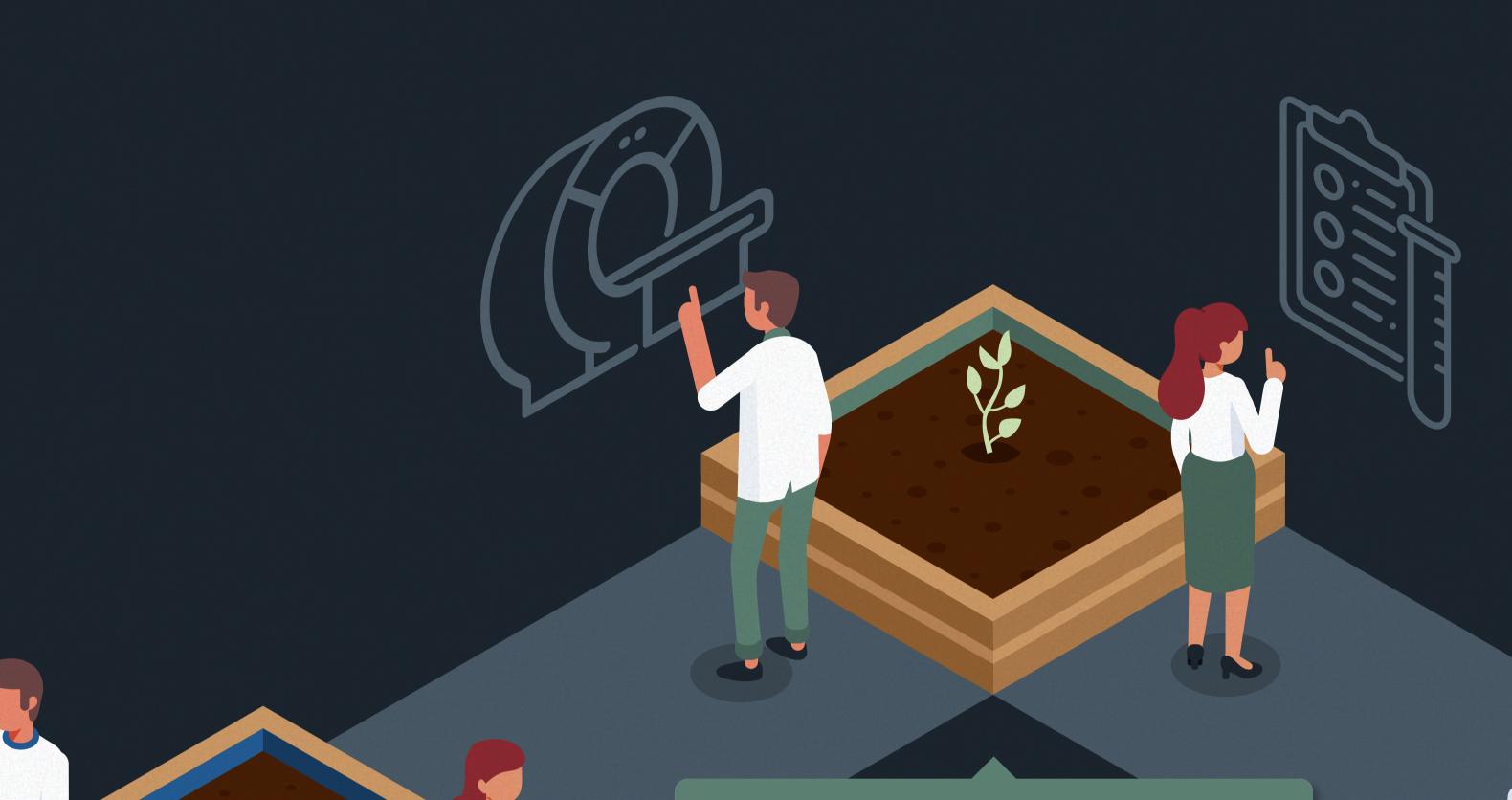


BLADDER CANCER

Patient Journey Mapping





PRE-DIAGNOSIS







KEY CHALLENGES

Symptoms mistaken for something minor Long wait times for appointments Insurance is hard to understand Concerns not taken seriously



Know when to see a doctor Find where to get tests Speak up if not being heard



SUPPORT NEEDS

Symptom awareness materials Open discussion of symptoms Early screening protocols Bladder Cancer Advocacy Network's

(BCAN) patient advocacy resources









KEY CHALLENGES

Hearing "cancer" is very shocking Long wait times for test results

Medical words are hard to understand Difficult to take in bad news



DECISIONS FACED

What cancer stage means for you Picking the right doctors Deciding who to tell, what to say



SUPPORT NEEDS

Clear communication Community support

Emotional counseling Information in plain language



TREATMENT CHOICE







KEY CHALLENGES

Too much information at once How to pick the right treatment Worried about side effects Costs and insurance are stressful



ECISIONS FACED

Choosing between all the different types of drug therapies or surgery Finding top cancer care centers Balancing treatment and daily life



SUPPORT NEEDS

Decision aids Patient navigator (finances, etc.) Support/peer groups Shared-decision making and second opinion resources



TREATMENT & SIDE EFFECTS







KEY CHALLENGES

Managing pain and tiredness Treatment plans getting interrupted Care team not well coordinated Coping with body changes



DECISIONS FACED Handling treatment side effects

Navigating daily life while receiving treatment Knowing when to change treatment

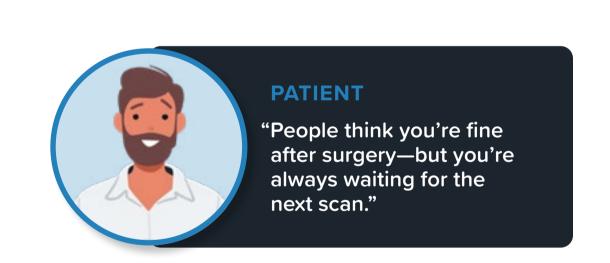


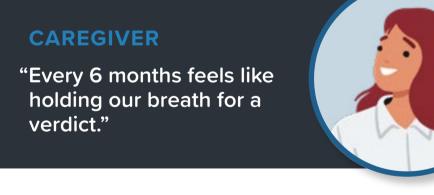
SUPPORT NEEDS

Symptom management Scheduling help Therapy or wellness support Transportation assistance



SURVIVORSHIP







KEY CHALLENGES

Scan anxiety ("scanxiety") Feeling alone or isolated Stressed about going back to work Adjusting to bladder changes/loss



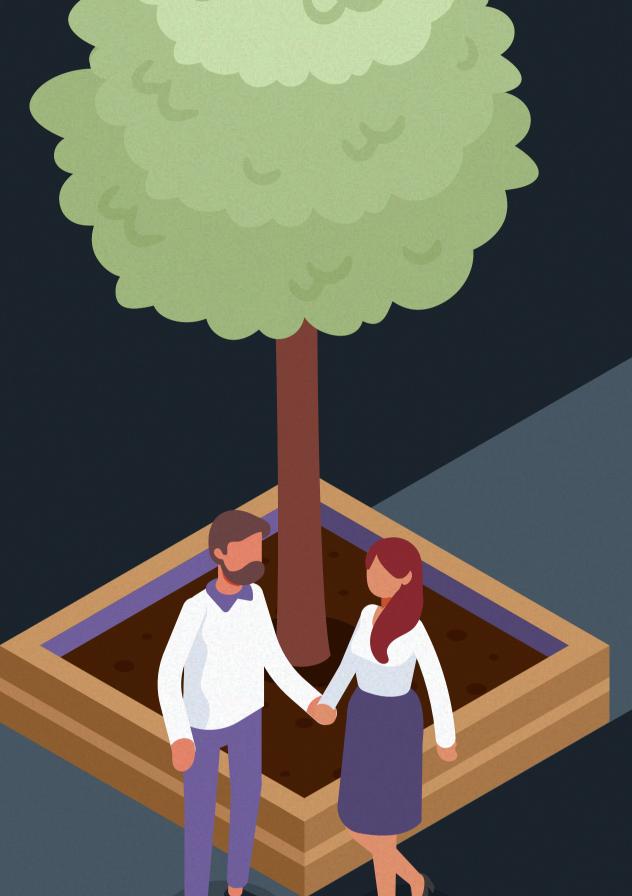
ECISIONS FACED

When and how to get back to daily activities Dealing with lasting side effects Adjusting to a "new normal"



SUPPORT NEEDS Clear survivorship plan

Peer support groups Mental health resources Physical therapy



RECURRENCE







KEY CHALLENGES Feeling scared and frustrated

Figuring out next treatment steps Being emotionally worn out Hoping while facing the possibility of cancer re-recurrence



DECISIONS FACED

Options if first treatment fails Thinking about clinical trials Considering palliative care options



SUPPORT NEEDS

Emotional support Continuity in care

Fast access to re-treatment

Financial assistance

A good team of medical professionals who work together

