

# ‘My B-Pathway’ Innovative Online Portal for Breast Cancer Patients by LOGEX Patient Engagement



## About the Project

‘My B-Pathway’, developed by the Dutch Breast Cancer Association under the leadership of Cristina Guerrero Paez (Director, Dutch Breast Cancer Association), is an innovative online portal designed to guide breast cancer patients through their treatment journey. Aiming to provide patients with relevant, stage-specific information and support them in making important choices, My B-Pathway offers a personal and safe environment. The portal was developed in collaboration with LOGEX Patient Engagement, an expert in patient portals.

*“We aim for transparency for breast cancer patients so that well-informed choices can be made. By collecting questionnaires and information, we can give patients insight and take them through their journey step by step.”*

Cristina Guerrero Paez

## Challenge

Breast cancer patients are often overwhelmed by the diagnosis and the subsequent flood of information. The challenge was to create a solution that would not only guide patients through their treatment journey step by step but also provide them with the right information at the right time. Additionally, there was a need for a platform that would enable personalised counseling and increase patient satisfaction through the use of PROMs questionnaires (Patient Reported Outcome Measures), which ask patients how they are feeling and doing.

*“The project has been challenging and valuable, especially filling content and pointing patients to correct information. Involving patients and volunteers made for a well-tuned final product.”*

Cristina Guerrero Paez

## Solution

LOGEX Patient Engagement worked closely with the Dutch Breast cancer Association to develop My B-Pathway. This portal offers patients a step-by-step guide through their treatment journey, from diagnosis to aftercare and follow-up check-ups. Patients have access to personalised information appropriate to their specific situation. The platform uses PROMs questionnaires to monitor the patient's emotional and physical state, allowing for better care delivery tailored to individual needs. The portal has been extensively tested for functionality and understandability, with input from both caregivers and patients. After the launch of the platform, it was promoted through social media, the website, newsletters, and information packs. It has also been brought to the attention of healthcare providers, so doctors can give leaflets with information to patients.

*Cristina emphasised, “We want women who need more information to know how to find the portal. Out of 17,000 new cases a year, we want to reach and help a few thousand interested people.”*

Cristina Guerrero Paez

## Results

With the implementation of My B-Pathway, breast cancer patients now have a reliable, user-friendly guide to help them through one of the most difficult periods of their lives. Over 160 breast cancer patients are now using My B-Pathway. The PROMs questionnaires allow healthcare providers to better tailor treatment to patients' specific needs, resulting in improved quality of life. Additionally, anonymised data from other patients helps make informed treatment choices. LOGEX Patient Engagement has successfully delivered a platform that not only helps patients but also optimises healthcare delivery.

In the future, Cristina plans to link with hospital data and DICA (Dutch Institute for Clinical Auditing) so that the information is widely and readily available. Continued development together with physicians and improvement of ease of use and accessibility are important here.

## Tips from Cristina for healthcare organisations that want to set up a patient portal

1. Think carefully about the purpose and added value of the portal.
2. Strive to link with hospital data for maximum value.
3. Ensure it contributes to transparency and informed choices for patients.
4. Collect interesting data such as the number of questionnaires completed, repeated use of the portal, and the number of different hospitals from which patients come. This will help determine information needs and next steps.
5. Develop the portal with physicians and work to improve ease of use and accessibility together with patients.



**Cristina Guerrero Paez**  
(Director, Dutch Breast Cancer Association)