

# Mapping patients perceptions to differentiated thyroid cancer to improve treatment outcomes



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## Lenvatinib

Oral tyrosine kinase inhibitor

To treat **differentiated thyroid cancer** patients who are no longer responding to radioactive iodine



## Clinicians

Do not consider adherence a problem

Assume patients have high necessity beliefs for lenvatinib as it is often their last treatment option

Expect patients to raise side effect concerns during consultations<sup>3</sup>

## Patients

Health outcomes **compromised by non-persistence** as suffer side effects at the start of treatment<sup>2</sup>

## Methodology

1 Inductive thematic analysis of social listening insights on patients' experience with lenvatinib

2 In-depth 60-minute patient and carer interviews



Perceptions and Practicalities Approach™	Three Components of Behaviour Change Model™
Necessity-Concerns Framework™	Three Dimensions of Side Effects™

Discussion guide informed by 4 models used extensively to explore medicines-taking behaviour<sup>4-6</sup>

3 Data analysis using models as a deductive framework to assess attitudes, behaviours and beliefs about lenvatinib

## Research questions

What are **patients' perceptions** of lenvatinib?



How can patients be **better supported** to persist with treatment for **improved quality of life** and health outcomes?

## Findings

### Clinical confidence

Patients feel clinicians' knowledge can be out-of-date so they are reluctant to discuss side effect concerns them



### Family and friends

Are considered to have a key support role



### Varied support needs

The content level and method of support they require varies, indicating patients need support tailored to their individual needs



### Experience

Patient treatment perceptions impacted by previous negative treatment experience



### Perseverance

Patients who persevere with lenvatinib despite early side effects note an improved quality of life



### Expectations

Patients expect side effects to be worse than they are



These findings provide a **framework** of key considerations for developing resources to meet these unmet needs, **to achieve optimal patient outcomes.**

## References

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## About Spoonful of Sugar

**Spoonful of Sugar** are a behaviour-change consultancy founded on **over 25 years research expertise** in understanding health behaviours. Through applying insights from behavioural science research, SoS develop effective interventions to **optimise medicines use and health outcomes.**

