



# COLONTOWN University increases engagement for CRC patients and HCPs

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## Background

PALTOWN's Facebook community, COLONTOWN, serves 8,000 colorectal cancer patients and caregivers. The majority (81%) are late stage patients or caregivers, and 85% are under the age of 60. Finding reliable information about treatment options as quickly as possible is life-saving for them.

COLONTOWN University (CTU), a novel online patient-created education platform generated from the thousands of information journeys in COLONTOWN, includes 6 Learning Centers on topics of high interest to patients.

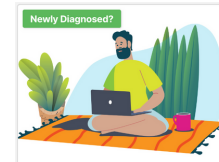
Content for CTU's learning centers is created using a collaborative, iterative process with a dedicated patient and caregiver team who can draw on their shared lived experiences.

## Methods

In order to understand the utilization and impact of CTU, the authors created an 8 question Google survey. The survey was posted in the COLONTOWN Facebook community for 3 weeks, and responses collected and analyzed. The survey results will aid development of strategies to help disseminate the content as well as tailor the content based on end-user needs.

5 questions looked at awareness of and access to CTU by community members. 3 asked those who had used CTU to assess ease of use and respond to questions around specific value propositions such as whether the resources had facilitated better conversations with a patient's care team.

## CTU Learning Centers



CRC 101

A crash course for the newly diagnosed



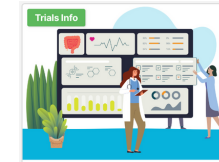
Diagnostic and Surveillance Testing

Demystifying biomarker testing



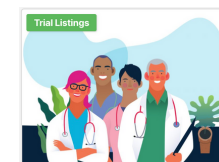
The Lecture Hall

50+ video conversations with leading clinicians and researchers



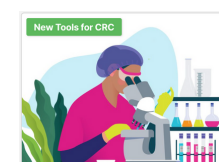
Clinical Trials Basics

Navigating the trials ecosystem



Featured Clinical Trials

Patient-friendly explanations of select currently recruiting trials



Precision Medicine

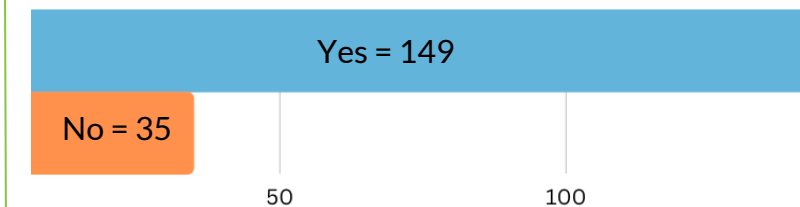
How new tools are changing treatment options

## Results

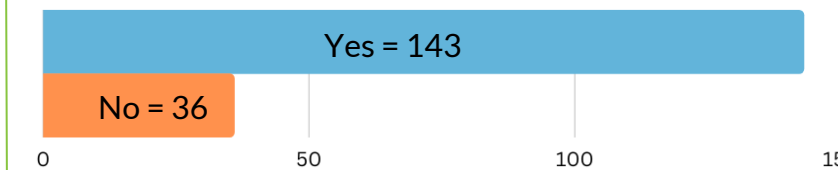
COLONTOWN members surveyed (9/22) on their use of and attitudes towards CTU [n= 187]

### Qualitative question results:

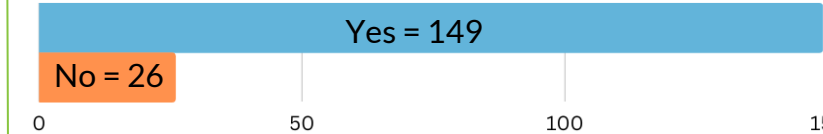
Has the info you have learned supported your treatment plan?



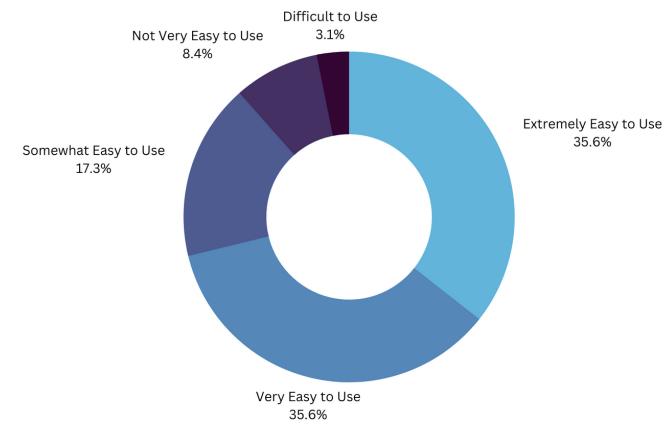
Has CTU helped you feel less overwhelmed?



Has CTU helped you feel more confident talking to your care team?



If you have visited COLONTOWN University, did you find it



## User Feedback

"Simple to navigate. Very good job making complex situations and science understandable."

"Trusted information all from people who understand a patient's perspective."

"Empowering me to make the best decisions possible and learn what else I can push for..."

## Conclusions

The results indicate that CTU's patient-centric model for creating relevant and actionable information may help patients reduce anxiety, manage expectations, and help them feel more confident in dealing with oncology staff. CTU analytics and user surveys provide insight into resource utilization and questions such as whether patients feel they have more productive interactions with their care teams as a result of using CTU. This novel platform has the potential to reach thousands if not millions of CRC patients and inform their cancer journeys with a suite of resources and support unique in the oncology space.

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