

PATIENT CENTRICITY IN ACTION

Recipe guides for people living with kidney cancer

Ipsen France partnered with the patient organization Association pour la Recherche sur les Tumeurs du Rein (A.R.Tu.R.) to create recipe guides to tackle undernutrition in people living with kidney cancer.



ONCOLOGY



Rationale

Weight loss is experienced by 30-50% of people living with **kidney cancer** and many suffer with undernutrition before treatment begins. The Ipsen France team wanted to tackle this by supporting individuals to make better choices regarding food and helping them to **overcome the side effects of cancer treatments**.



Co-creation

To address this problem, Ipsen partnered with French patient organization [A.R.Tu.R.](#), experts in nutrition, and a dietician specializing in oncological nutrition.



Project description

This project led to the development of **4 seasonal guides** (fall, winter, spring and summer), which include simple appetizing recipes using seasonal ingredients that are easy to prepare. The goal of these guides was to provide ideas that encourage people living with kidney cancer and their caregivers to eat well by giving them dishes they could enjoy.



Impact/results

- As of November 2021, **14,000 seasonal guides** have been sent out to people living with kidney cancer and healthcare professionals, helping to increase patient/caregiver knowledge about the importance of nutrition.
- Training sessions for healthcare professionals have been developed to allow them to better identify and support those with poor nutrition.



Learnings and next steps

- At present, healthcare professionals are not sufficiently trained to identify people living with kidney cancer who are undernourished.
- The training sessions will allow doctors to better understand the link between diet and oncology, improving health outcomes for those affected.

It's really great to see the finished guide, the PDF we worked on didn't allow us to imagine the final result! It really looks good. Hopefully this will inspire patients.

A.R.Tu.R. Patient Organization

