

PATIENT CENTRICITY IN ACTION

Ipsen Assist

Ipsen Australia collaborated with Neuroendocrine Cancer Australia to gather insights from people living with neuroendocrine tumors (NETs) that would help evolve its support program.



ONCOLOGY



Rationale

People living with NETs, caregivers and community healthcare professionals can be trained to administer medication effectively through an Ipsen support program, known as assistBEYOND. In 2020, the program was revisited to respond to needs identified by people living with NETs.



Co-creation

Ipsen Australia collaborated with the patient organization Neuroendocrine Cancer Australia to better understand the unmet needs among people living with NETs. The insights were used to implement changes to their existing program, assistBEYOND, to create Ipsen Assist, which supports home visits by nurses to enable community administration of injections.



Project description

The assistBEYOND program has been running for many years and continues to evolve, now as Ipsen Assist, based on insights from those living with NETs, either through direct consultation with those individuals or their representatives.



Impact/results

The program has been adapted to provide Home Nurse injections when an individual's circumstances require it. A core principle of the program is building independence, so program nurses look for opportunities to build self-reliance among people living with NETs during their visits, while also supporting their immediate needs.



Learnings and next steps

Being open to feedback from people living with NETs and having agility to adapt to circumstances encountered in a dynamic manner were important for this project. Open, transparent, and authentic communication was also important for driving constructive, improved outcomes for people living with NETs, their families and caregivers.

As every person living with NETs is an individual it can be a considerable challenge to align patient support programs with each and every patients' needs. Nevertheless, with Ipsen Assist we listen and take action to be flexible where possible.

Warren Brooks, Head of Patient Centricity, Australia

