

PATHFINDER: Accelerating the lung cancer patient pathway

Problem

The UK have some of the lowest global survival rates for lung cancer.

Early diagnosis is critical for patients to be able to access AstraZeneca's life-saving, innovative products and improve outcomes, but NHS workers do not have capacity to address this challenge on a systematic scale.

The goal was therefore to ensure that patients get access to the right treatment at the right time, to ultimately eliminate lung cancer as a cause of death in the UK.

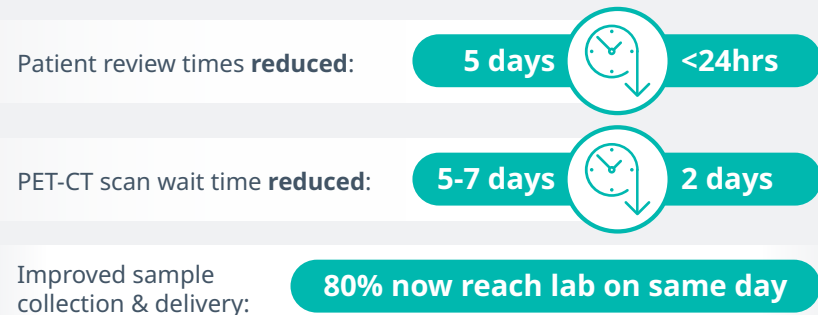
Solution

PATHFINDER was a collaborative initiative between the NHS, AstraZeneca and IQVIA aiming to support the NHS in understanding current patient pathways and implementing changes to facilitate earlier diagnosis of lung cancer.

- Analysis of quantitative and qualitative data, to identify pain points in patient pathways
- Deep-dive assessments in centres to identify local needs and develop action plans
- Implementation of key recommendations, to streamline pathways

Results

Measurable optimisation of care pathways for lung cancer within pilot centres:



2 findings incorporated into **GIRFT**, facilitating improved MDT working

Future opportunities to disseminate findings across the cancer clinical community, allowing solutions to be leveraged across other centres and other cancer areas



IQVIA Market Access and Patient Activation (MAPA): Bridging the gap between the NHS and life sciences industry

Uniquely positioned to provide the evidence, expertise and experience required to facilitate successful, compliant, collaboration at pace and scale:



Seamless integration within the NHS for optimal insights gathering, collaboration and implementation



A large workforce able to **augment NHS capacity**



Ability to access and analyse **real-world data sets** (HES, National Lung Cancer Audit, Cancer Wait Times)

UNDERSTAND
THE ENVIRONMENT



QUANTIFY
THE OPPORTUNITY



TRANSFORM
THE PATHWAY



IMPLEMENT
THE CHANGE



SUPPORT
THE PATIENT

