



Development of a patient-friendly lung cancer lexicon

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Background

The mission

- Make scientific language more accessible, understandable, and empathetic to help minimize confusion and empower patients and study participants
- This project aims to develop a patient-friendly lexicon for lung cancer communications intended for adoption within a major pharmaceutical company

The lexicon objective

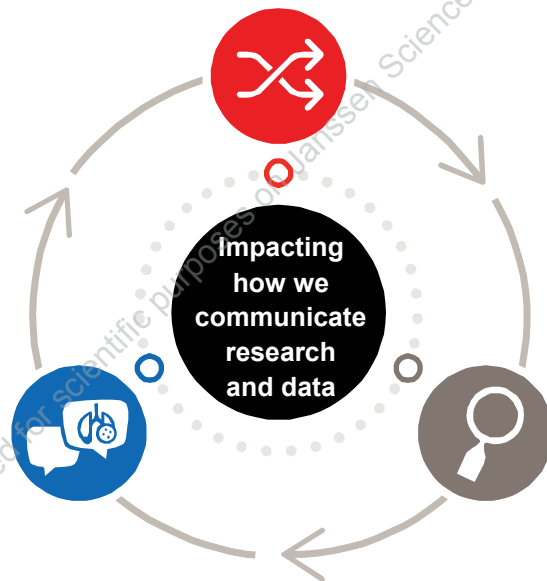
- To make it easier for patients to understand advances in lung cancer research by leveraging language that is more broadly understood outside of the medical and lung cancer expert community
- The lexicon is **NOT** meant to:
 - Suggest that members of the medical community change their language in how they communicate as researchers and colleagues
 - Suggest that health care providers change how they communicate with patients
 - Compromise the integrity of scientific communications



Purpose: Starting a Virtuous Cycle

Changing how the company internally communicates
about research and data

Supporting a shift in how the lung cancer community talks about research, data, and living with lung cancer

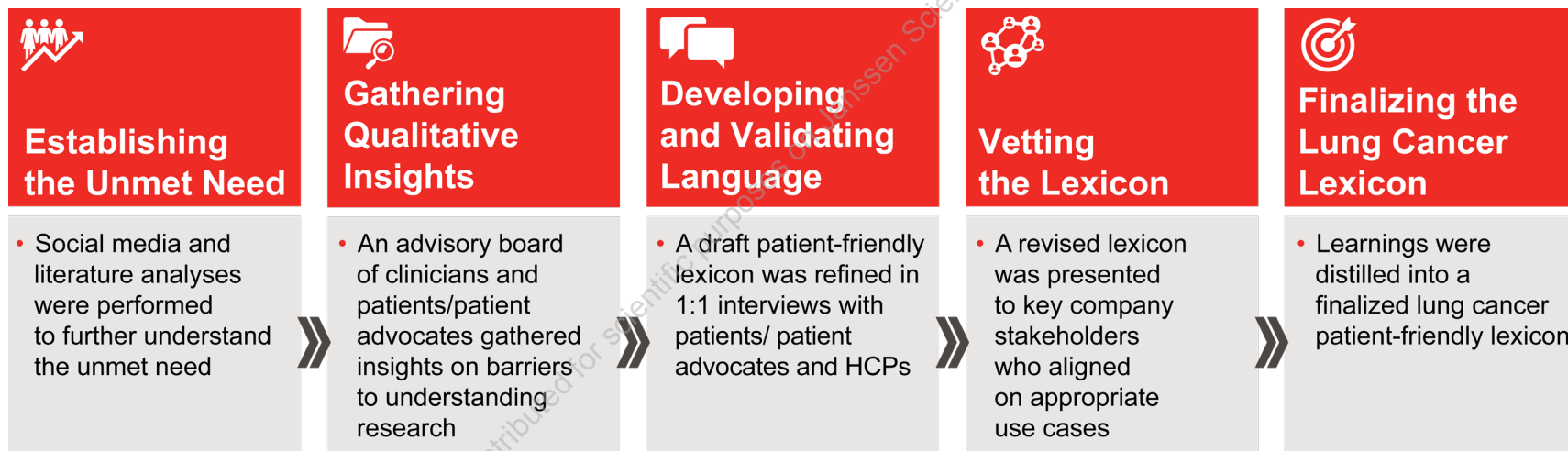


Clarifying how research and data
are externally communicated



Methods: The Lexicon Development Process

- A multistep process was conducted to develop the patient-friendly lung cancer lexicon



HCP, health care provider.



Results

- A total of 19 terms were included in the lexicon and grouped into 3 categories: safety, efficacy, and other
- A sample of lexicon terms is shown below

| Technical language | Patient-friendly reframing | Rationale |
|--|--|---|
| Adverse event | Side effect | Simpler term with meaning |
| Median outcome (eg, PFS, OS) | <p>Half of patients on treatment (eg, did not progress until, survived beyond)</p> <p>Alternatively, use landmarks (eg, 45 of 100 patients were without disease progression at 12 months)</p> | <p>Median can be a difficult concept for patients to understand and for physicians to explain</p> <p>Landmarks are easier to comprehend</p> |
| Genetic mutation | Genetic alteration | Reduces stigma |

OS, overall survival; PFS, progression-free survival.



Conclusions

- As pharmaceutical companies strive to be more inclusive of patients (eg, including patients as partners in research, advisory boards, steering committees, and strategic planning), they must incorporate and utilize language that allows patients to be included in the dialogue
- The patient-friendly lung cancer lexicon was developed for use at a major pharmaceutical company and includes terminology that can be utilized in scientific discourse that is more empathetic and inclusive
- By employing the lexicon, the company hopes to change how research is communicated and shift scientific discussions to be more patient centric; the lexicon will allow the company to evolve more effective partnerships with patients, caregivers, and advocates
- The full poster and complete lexicon are available and can be accessed by scanning the QR code below



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