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Member of the Board
Hellenic Association of Women with Breast Cancer
“Alma Zois”

eHealth Forum 2016, Athens, Greece
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• Hellenic Association of Women with Breast Cancer, established in 1988 by breast cancer survivors, who aspired to offer to other women the necessary support for dealing with their illness and achieving a better quality of life.

• Every member (incl. BD) is a breast cancer survivor.

• Nowadays grown and expanded, numbering up to 1.500 members and many associate members.

• Scientific work is designed by full-time employed mental health professionals and approved by a multidisciplinary Scientific Committee.

• Organized Psycho-social, Legal, Marketing & PR Departments.

• Services are based on donations and sponsorships.

• Represented within the Hellenic Cancer Federation (ELLOK).

• Audited by external auditors (Deloitte).

28 years of service
To offer:

information on breast cancer prevention & early detection
to every woman in Greece

full psycho-social & legal support
to every woman who deals with breast cancer.
OUR MISSION ...

- Organized peer support
- Psychosocial support to breast cancer patients and their family members
- Breast cancer awareness campaigns
- Advocacy campaigns for the breast cancer patient’s rights

28 years of service
Can apps help cancer patients?

Yes! Provided they ...

- Are adequately assessed & validated for their effectiveness
- Ensure privacy and patient data protection
- Shall comply with the European Code of Conduct for mHealth apps, under preparation
- Can be trusted by patients/caregivers and medical personnel after training, in order to understand the benefits/limitations of the health services supplied
- Are adopted by Health Care Practitioners and their relative associations, who should then recommend them to patients/caregivers
Can apps help cancer patients? (II)

Yes! Provided they …

- Monitor therapy undesired effects or events (i.e. chemotherapy) and supply responsive contact points at the right time
- Promote lifestyle changes positively affecting health
- Are carefully designed to capture specific patient’s needs (team including patient/consulting patient organization)
- Are user-friendly, addressing needs of advanced age patients
- Contain reliable information on medical choices/therapy, including co-morbidities
Can apps help cancer patients? (III)

Yes! Provided they ...

- Promote the close communication between patient and doctors/nurses, especially important in remote rural areas
- Will not replace the face-to-face meeting with HCPs
- Include link or alert to professionals or/and organized patient peer support to address psycho-social needs and emotions (i.e. distress)
- Allow networking among patients in a safe environment
- Are offered free (ideally), or at a very low price
- Are free of advertisements
Thank you for your attention

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