

19 april 2017

13.00 - 17.30

Ziekenhuis Gelderse Vallei,
Het voedingsziekenhuis
Willy Brandtlaan 10, 6716 RP, Ede

Workshop

Lifestyle monitoring in breast cancer patients

From idea to value proposition

In Western countries, breast cancer occurs in one out of nine women. A large percentage survives but suffers from decreased quality of life and increased risk of comorbidities. Healthy lifestyle including diet, physical activity, sleep and stress is crucial for cancer patients and survivors to improve their quality of life and long-term survival. These patients often look for information and advice, but also support and coaching will assist them with the challenges they are facing.

To support breast cancer patients during and after their treatment, we will develop a tool (mobile phone app) that enables patients to keep track of their own behaviour as recognition of your habits is the starting point for successful behaviour change. Many misconceptions exist about a healthy diet and the use of dietary supplements. Also, extreme tiredness can last a long time after treatment and can make it hard to be physically active. Both diet and physical activity need attention in relation to a healthy weight, but also mental wellbeing is affected. Besides diet and physical activity, also sleep and stress will be monitored to make patients aware of potential trends and interrelations. Besides self-measurement, (a selection of) the data become available to their health care provider who can intervene if judged valuable. Separate modules make it possible to personalize the app to individual needs and extensions towards e-coaching are anticipated for the second phase, but will be taken into account in the design from the start.

Knowledge and technology are needed to arrive at scientifically acceptable products and services. A multidisciplinary team of nutritionists, ICT professionals, behavioural psychologists, and health care providers will work together with the input of patients to arrive at a tool that is not only scientifically sound but also accepted by its users.

Challenge

How to improve the quality of life, well being of breast cancer patients, during and after treatment with e-coaching solutions.

Outcome

- Connect relevant 'stakeholders' to tackle this challenge.
- Define and share pains and gains for patients, care takers.
- Define and share a preliminary value proposition.
- Define follow up actions for research and innovation.

PARTICIPANTS

Pre selected and invited 'stakeholders' from:

Hospital, fieldlab - medical doctors, paramedics, health care professionals, patients

Science - food, nutrition, health-care, (coaching)technology, researchers

Companies - develop and market solution

Other - insurance company, patient association, government (incentives, rules and regulations)

Should you feel to be of essential value to participate, drop us an email (info@i3B.org) with reasons to be present.

ORGANISERS

Nutrition & Healthcare Alliance in collaboration with [Health Valley](#), [Food Valley NL](#), [i3B](#) & [DOON](#)



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Schedule

- 13:00 Entry participants with coffee and sandwiches
- 13:15 **WELCOME - NUTRITION & HEALTH CARE ALLIANCE**
Introduction Nutrition & Healthcare Alliance (*Menrike Menkveld*)
Introduction C.I.A.L.E. (*Simon Haafs*)
- 13:25 **DEFINE CHALLENGE**
How to improve the quality of life, well being of breast cancer patients, during and after treatment with an e coaching solution (*Wilfred Roos, surgeon ZGV and Dr. Anouk Geelen, WUR*).
- 13:55 **COMPOSE TEAMS**
We will compose several teams consisting of the different stakeholders (companies, sciences, health care, etc.). A team consist of approximately 6 to 8 persons (*Coaches DOON + experts*).
- 14:00 **EMPATHY MAPPING, JOBS, PAINS AND GAINS**
Empathise with the breast cancer patient. What is she trying to get done (jobs/goals), what are her pains, what gains does she expect to get, what does she think/feel/see/hear/say and do? Design thinking and Lean innovation tools are utilised (*Coaches DOON + experts*).
- 14:30 **WHAT IS YOUR SOLUTION?**
Individual team members “sketch” 5 radical ways to meet the needs of the breast cancer patient. Share the solutions and research questions in your team and capture feedback. Reframe your solution or generate new solution (*Coaches*).
- 15:10 **CHOOSE THE “BEST” SOLUTION(S)**
As a team choose the (potential) best solution. Ofcourse, combining ideas/solutions is an option!! Technique: Dot voting (red hat) (*Teams*).
- 15:30 **CREATE SHARED VALUE PROPOSITION (“FROM IDEA TO CUSTOMER VALUE”)**
Create a shared “Value proposition”. Put selected solution(s) on the Value Proposition Canvas and match with identified pain/gains and jobs to be done of our “user”, the breast cancer patient (*Coaches*).
- 16:30 **PITCH IT**
Every team “pitches” their solution (based on Value Proposition Canvas) 3 min - 2 min questions.
- 17:15 **WRAP UP**
Evaluation and possible next steps , follow up meeting date (*Simon Haafs, Anouk Hamer, Wilfred Roos*).
- 17:30 **DRINKS AND SNACKS**

