

## Challenge 1: Early Detection and Personalised Management of Cancer



**Name: Maria Lopez - Early Detection Tools**

### Demographics:

- Age: 52
- Gender: Female
- Ethnicity: Hispanic/Latina
- Location: Los Angeles, California, USA
- Occupation: School Teacher
- Family Status: Mother of two

## Technical Skills and Access:

	Skill Level (0-10)	Access (0-10)
Preference for Digital Services	3	7
Health Apps	6	6
Health Portal (Web)	5	5
Telehealth & Video Consultation	5	6
Wearable & IoT Devices	3	4

## Biography:

Maria is a proactive and health-conscious school teacher with a deep concern for her well-being and that of her family. Raised in a close-knit Hispanic community, she values communication and relationships. With a family history of breast cancer, and following the removal of a benign breast lump, she is motivated to stay informed and engaged in her health management, regularly attending screenings and health workshops.

## Medical Conditions:

- Primary Condition: Family history of breast cancer
- Common Secondary Conditions/Comorbidities: Hypertension, Anxiety, Obesity

## Behaviours When Interacting with Services:

- Prefers in-person consultations for initial discussions but is open to telehealth for follow-up appointments.
- Actively participates in discussions about treatment options and asks questions about her health.
- Engages with health apps to track symptoms and medications but may struggle with more complex technology.

## Goals:

- To have a single view of her health record and be able to use this with her healthcare providers.
- Access to early detection tools and screenings for breast cancer.
- Personalised treatment options based on her medical history.
- Clear and open communication with healthcare providers about her concerns and treatment plans.

## Pain Points:

- Problems with healthcare providers not having access to her data from her other providers.
- Anxiety about what will happen if she is diagnosed with cancer.
- Concerns about the adequacy of follow-up care and support for mental health.
- Difficulty navigating the healthcare system and understanding insurance coverage and how to seek pre authorisation for treatments.

## Key Challenges:

- I want to maintain clear communication with my healthcare providers to ensure that my concerns are understood and addressed effectively, allowing me to feel more empowered in my health journey.
- Balancing my health management with my responsibilities as a mother and teacher can be overwhelming; I need solutions that integrate easily into my busy life and provide support without adding stress.
- I need a personalised cancer detection and management plan that considers my family history and individual preferences, so I can feel confident in my healthcare decisions.

## Empathy Map

### Says:

- “I worry about my family history of breast cancer. I want to catch it early if it happens to me and have my wishes respected.”
- “I’m not sure if I fully understand all my treatment options for my conditions, and I need my doctor to explain them more clearly in the context of my history.”
- “I just want to be sure I’m doing everything I can to stay healthy for my kids.”
- “Waiting for screening results always makes me anxious, getting results quickly matters to me.”
- “I hope the technology I use actually helps and doesn’t make things more complicated.”

### Thinks:

- “Am I at a higher risk because of my family history? What more can I do to protect myself?”
- “I need to stay on top of my health, but sometimes it's hard to manage everything with my job and family.”
- “Is there a way to make my health management easier and more personalised?”
- “I’m not sure I understand all the medical terms and options—am I making the right decisions?”

## Does:

- Regularly scheduled check-ups and cancer screenings, but may delay appointments due to anxiety or being overwhelmed by other responsibilities.
- Uses health apps to track symptoms and medication but occasionally struggles with keeping up due to limited time or technological challenges.
- Seeks clear, straightforward communication with her doctors in multiple healthcare providers, asking questions when she feels uncertain about her options.
- Researches information online about healthcare risks and prevention but sometimes feels confused.

## Feels:

- Anxious and fearful about the possibility of developing breast cancer due to her family history.
- Overwhelmed by the complexity of healthcare, especially when trying to balance family life, work, and managing her health.
- Conflicted between the need for proactive health management and the fear of bad news from screenings.