



Newly diagnosed patients remain on therapy longer when educated

Navigating Cancer and IQVIA, an industry-leading data partner, collaborated to measure the efficacy of digital patient education through the Navigating Cancer platform.

15%+
Lift at 30 Days

22%+
Lift at 120 Days



Background:

Navigating Cancer ran a patient education program for leading breast cancer drug from Jun 15–Sep 30, 2020 with 653 patients enrolled.



Results:

Newly diagnosed patients receiving treatment education through the Navigating Cancer platform are more informed and engaged in their treatment journey resulting in higher retention.