

INTRODUCTION

- Lung cancer remains a leading cause of cancer mortality in India, with late diagnosis and limited access to care in Low and Middle Income (LMIC) settings.
- Patient-led advocacy and community engagement can improve awareness, education, and support.

METHODS

LCIF implements a hybrid digital engagement model integrating multiple platforms and expert-led support:



Key Components:

- Structured Patient Education
- Psychosocial Support
- Evidence-Based Information Dissemination
- Standardized Onboarding
- Data Collection and Analysis

DISCUSSION AND CONCLUSION

- LCIF demonstrates that a community-led digitally enabled model can achieve substantial reach and sustained engagement in an LMIC setting.
- Integration of education, psychosocial support and clinician interaction improves patient awareness, treatment literacy and access to evidence-based care.
- Further research is warranted to evaluate impact on clinical outcomes and health system integration.

REFERENCES & ACKNOWLEDGEMENTS

References

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- Noronha V, Mahajan V, Prakash R et al. Patient advocacy and support groups in India: focus on lung cancer. *The Lancet Regional Health - Southeast Asia*, 2024; 27

Acknowledgement

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More information about our work can be found on our website linked in the QR code:

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Artificial Intelligence (AI) Use Disclaimer

*All tools such as ChatGPT were used solely for sentence structuring and grammatical error checking.

RESULTS

Engagement Across India

- 188 consecutive monthly support group meetings, with 40% of participants requesting weekly sessions.
- Multi-geographic reach across metropolitan, Tier-2 and rural regions, including Kanthi, Ratlam and Bhabua.
- 550+ individuals received one-to-one support through Buddy Program over 12 months.

Impact Highlights



Awareness



70,000

Patients and
Caregivers
Supported



**Patient
Empowerment**



15,500

YouTube
Subscribers



Peer Support



12,200

Watch
Hours on
YouTube



**Treatment
Literacy**



6,33,300

Community
Reach for past
one year

Digital Outreach **8.8** Million