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PT2.07.01: Nationwide Digital Psychological Support for Lung Cancer in Greece: Implementation Outcomes of the BREATH Program, 2022–2025

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Disclosure

- **Financial Relationships & Funding Disclosure**

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INTRODUCTION

Lung cancer is the leading cause of cancer-related mortality in Greece, with approximately **8,583 new cases** and **7,156 deaths annually** (2022 WHO estimates).

Greek country data from the 10th LuCE Report show that **71.7% of 146 Greek respondents** affected by lung cancer experienced a negative mental health impact.

Despite this burden, structured and accessible psychological support was historically unavailable in Greece. To address this systemic gap and advocate for patient rights, FairLife L.C.C. launched “**Breath**”, the first nationwide, fully digital, **free** psychological initiative in Greece.

Aim: To report the implementation outcomes and user-reported acceptability of the program in empowering the lung cancer community from June 2022 to June 2025.

METHODS

Design

Real-world implementation evaluation of a free, nationwide, digital-only psychological support program delivered across **three implementation cycles** (2022–2025) to ensure equitable access across remote regions.

Intervention

- **Individual psychological counseling**
- **Specialized support groups** for patients, caregivers and family members
- **Mourning support**

Data & Analysis

Synthesis of **963 service requests** and **223 voluntary, anonymous post-service evaluation questionnaires** completed after psychological support sessions.

Analysis focused on implementation reach, clinical profiles and overall service satisfaction.

DISCUSSION AND CONCLUSION

Conclusions

“Breath” demonstrates **high reach, sustained growth and strong acceptability** of a free, nationwide digital psychological support model for the lung cancer community in Greece.

While this real-world evaluation shows high participant satisfaction, the observed **gap in molecular-testing awareness** highlights a specific area for future targeted patient advocacy.

Actionable Take-Away

- Fully digital delivery can overcome geographic barriers and equitably extend psychosocial care to patients in remote mainland areas and islands.
- Structured digital interventions offer a scalable framework for integration into existing oncology care pathways.

Future Direction

Embed targeted biomarker-literacy advocacy within the program and evaluate longer-term quality-of-life outcomes across future cycles.

REFERENCES & ACKNOWLEDGEMENTS

References

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2. Lung Cancer Europe. 10th Lung Cancer Europe Report on the mental health impact of lung cancer in Europe. 2024.
3. FairLife L.C.C. “Breath” Psychosocial Support Program — Implementation data, 2022–2025.

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“Breath” Program

RESULTS

From June 2022 to June 2025, “Breath” received **963 service requests** and supported **823 participations** across **1,368 sessions** and **34 psychological empowerment groups**, delivering **5,828 hours** of psychological support.

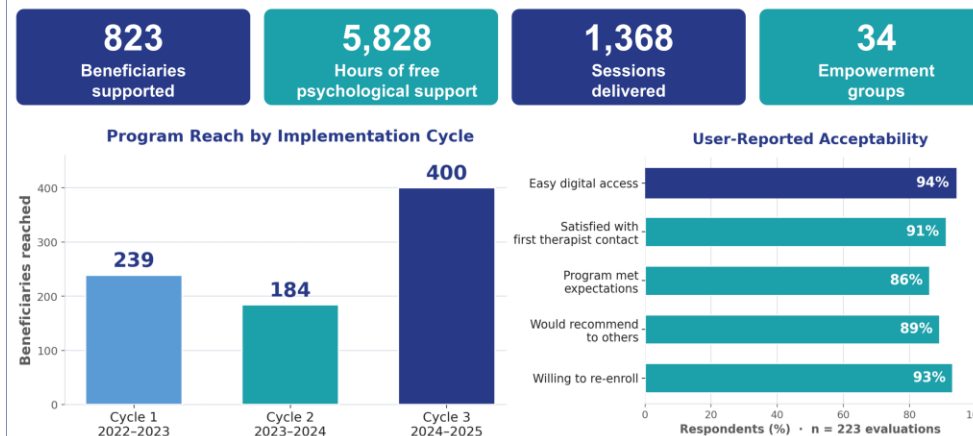


Figure 1. Program reach grew across cycles, peaking at 400 beneficiaries in 2024–2025.

Figure 2. High acceptability across all evaluation (n = 223).

Geographic Distribution of Requests



Figure 3. 58% of requests from Athens; the remaining 42% were from the rest of Greece.

Precision-Medicine Awareness Gap

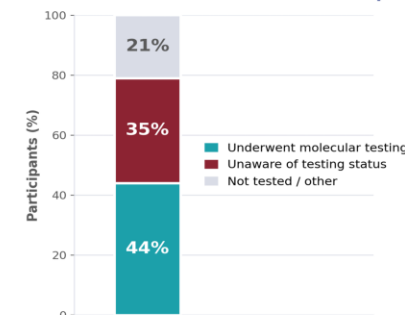
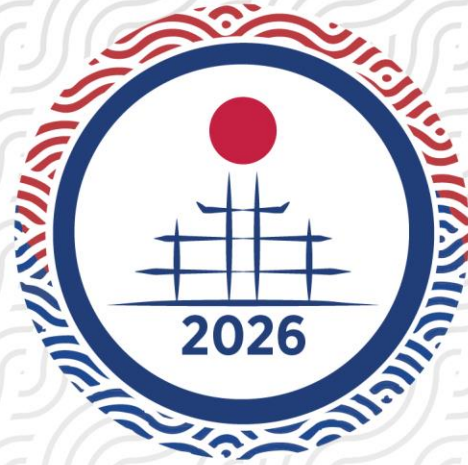


Figure 4. 44% underwent molecular testing, yet 35% were unaware of their status.

Participant & Clinical Profile

- **81%** of requests came from women, while patients were balanced (49% F / 51% M)
- **69%** diagnosed with NSCLC (59% stage III–IV)
- **70%** in active treatment upon enrollment

- **49%** reported current smoking behaviour; 26% a history of smoking
- **94%** easy digital access; 89% would recommend the program
- **93%** willing to re-enroll in future cycles



Thank You.