VECTOR ONCOLOGY

THE CHALLENGE

WHO IS VECTOR ONCOLOGY

VECTOR Oncology uses customized-patient surveys to collect real-world feedback from cancer patients. The data collected helps pharmaceutical companies evaluate the effectiveness of current treatments and develop new ones. VECTOR's vision is to "...enhance the speed, quality and efficiency of precision oncology research while contributing to the care, treatment experience, and health outcomes of cancer patients worldwide."

WHAT VECTOR ONCOLOGY DOES

Over the past decade, VECTOR Oncology has built a vast database. It contains over 1.5 million patient records from geographically diverse oncology practices. VECTOR surveys patients on 86 physical symptoms related to treatment side effects, impairment, acute distress, despair, and depression. By collecting electronic medical records, billing data, and patient-reported outcomes, VECTOR has positioned themselves as a thought leader in the oncology information space.

Data collection, maintenance, and update deficiencies in VECTOR's current system limited their efficacy in helping people fight cancer.

ADDITIONAL CHALLENGES VECTOR FACED

- Their survey system was outdated and cumbersome.
- Information was stored in the system in multiple places, which made it difficult to add, modify, and retrieve data.
- Patients needed to be physically present at the care facility to participate in the survey, so information was frequently limited or inaccurate as it had to be based on patients' memories of how they felt days or weeks before.
- Administrators were unable to tweak any answers provided or track survey revision history.
- Surveys were performed on older Windows-style devices that needed constant updating and were difficult to use.

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OUR SOLUTION

To help VECTOR overcome these hurdles and accomplish their stated vision, we developed a proprietary platform called the Patient Care Monitor™ (PCM). It is a web-based platform that draws on VECTOR's 14 years of experience and allows patients to complete surveys at the point of care or remotely between visits.

- Patients may use a touch-screen interface at each of the partnering treatment facilities.
- Participating patients have access to an at-home mobile interface to record changes to their condition in real time.
- The modernized interface (intuitive, responsive, and touch-friendly) provides a better user experience which has resulted in increased accuracy in survey results.
- Customizable tools allow survey administrators to control the length of time between surveys being presented to patients, skip certain questions based on previous answers, and automatically generate follow-up emails when answers requiring further medical attention are given.
- As new versions of the surveys are developed, they can be quickly deployed and updated to connected devices.
- The HL7* standard-based platform ensures that the data is seamless regardless of where it originates from.

**HL7 is a non-profit organization that provides a common "language" for healthcare providers by creating a framework for "the exchange, integration, sharing, and retrieval of electronic health information."*

TESTIMONIAL

Nunc mollis urna at blandit fermentum.
Sed commodo risus nec aliquam rhoncus.

RESULTS

Since implementing the new PCM survey system, administrators have noticed increased levels of patient engagement, greater response rates, and higher completion rates. With the data stored in one place and accessible from anywhere, VECTOR has noted considerable time savings due to the increased efficiency of a system that is reliable and only requires updates to be made once.

- Surveys can be assessed from any device, whenever it is most convenient for participants.
- The survey interface is more visually engaging and user-friendly.
- Patients who prefer smartphones or tablets are able to engage with the surveys easily.
- Improved survey logic has also resulted in greater levels of engagement and response rates.
- Time-interval alerts prevent patients from receiving too many frustrating survey requests.
- Skipping unnecessary questions helps participants stay focus and makes the survey process go smoother.
- Automated follow-up emails personalize the patient experience and save time for administrators.
- The ability to launch various versions of the surveys allow administrators to track changes, tweak questions, and get better results.