

### Peer-to-Peer Healthcare

- 59% of all U.S. adults looked for health information online in the past year
- 26% read about or watched someone else's experience about health or medical issues in the past year
- 30% of internet users have consulted online reviews or rankings of health care services or treatments

Source: Pew Internet & American Life Project, 2013



#### How did you choose your cancer doctor? Could it have been easier?



START A CONVERSATION



#### Started by Roni Z 14 days ago





Smart Patients is collaborating with the California HealthCare Foundation, a nonprofit philanthropy, to learn more about how patients decide where to go for cancer care. Their goal is to improve the information available to patients to help them make informed cancer care choices.

Two questions for you, and of course add as many comments as you'd like:

How did you choose the doctor(s) and hospital(s) where you have gotten your cancer care?

What more would you like to have known about how to choose where to get your cancer care?

crossing disease boundaries

REPLY

#### Smart Patients / CHCF survey October 2013 n = 43

#### Respondents' diagnoses:

- kidney cancer
- esophageal cancer
- ovarian cancer
- lung cancer
- breast cancer
- sarcoma
- pancreatic cancer
- colon cancer
- leukemia
- multiple myeloma
- GI stromal tumor

# My family and I were at a total loss and basically floundered around.

My Uncle, who was recently diagnosed with kidney cancer has chosen to go with Dr. XXX in NYC. Does anyone have experience with him or any info? Thanks!

Anyone can recommend me an oncologist in St. Louis area or anywhere not too far away? My father is in China now and I hope to talk to specialist first before deciding whether it is worthwhile for him to come to the US.

Does anyone have a list of SRS [stereotactic radiosurgery] vs WBR [whole-brain radiation] friendly radiologists?

My experience with oncologists and clinical trials has been that they don't recommend a trial unless they have one you qualify for at their institution.

The oncologist suggested palliative chemo only.

Instead I researched clinical trials and participated in one at a major cancer center.

That was all 11 years ago.

I would have liked to know more about treatment options not available at my cancer center... to discuss options offered elsewhere even if my doctor did not think I would have wanted them.

In the beginning it did not occur to me to question my doctors... every patient should get a second opinion... and if you're going in for more than the flu, go in armed with knowledge.



## We Can Give Cancer Patients What They Want

For each cancer hospital and doctor...

- How many of my cancer have they seen in last year/ever?
- How many of my procedure have they done in last year/ever?
- List of treatments they offer



Thank you.

Roni Zeiger, MD roni@smartpatients.com