

Title: Why it is Essential to Partner Information With Hope for Breast Cancer Patients

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As providers we believe we are effectively educating breast cancer patients. Many patients do not agree. The *Beauty After Breast Cancer* (BABC) project examines and addresses two major problems: we need to present what both patients and practitioners consider to be essential information in a way that patients can process, we also need to provide hope as a partner to information so as not to overwhelm patients who are already in crisis. Addressing these two problems creates improved comprehension, higher patient engagement, better overall health, and more family/support involvement. In BABC we interviewed oncologists, nurses, and surgeons then paired their information with the tips and information patients identified as most important. We also completely revised the standard photos used for education. Clinical photos can accidentally intimidate, and create confusion and unrealistic expectations of perfect outcomes every time. This results in decreased patient satisfaction with providers and with personal outcomes. BABC photos show varying results of all the most common breast cancer surgeries on a wide range of body types and ages. Most importantly we show people who are visibly present in "life beyond cancer". These photos create a sense of hope for new patients that they too can reach a place where life becomes joyful again. The stories, portraits and words of these patients are worth sharing. They offer insight into how we are failing to meet the needs of these patients, and how we can fix that.

Biography

Katelyn Carey has worked in critical care medicine and healthcare education for over twenty years. Katelyn authored the *Beauty After Breast Cancer* book in partnership with a professional photographer, a team of medical professionals and over fifty breast cancer patients. This book has been featured/reviewed in publications from the United States, Germany, Australia, and the United Kingdom. The Lancet Oncology reviewed it as demonstrating why "a picture is worth a thousand words" in bringing hope and normality to breast cancer patients. Katelyn's presentations have earned standing ovations as she has shared the photos, stories and messages behind the resource.

Presenting author details

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