

# Alberta Cancer Diagnosis

January 2022

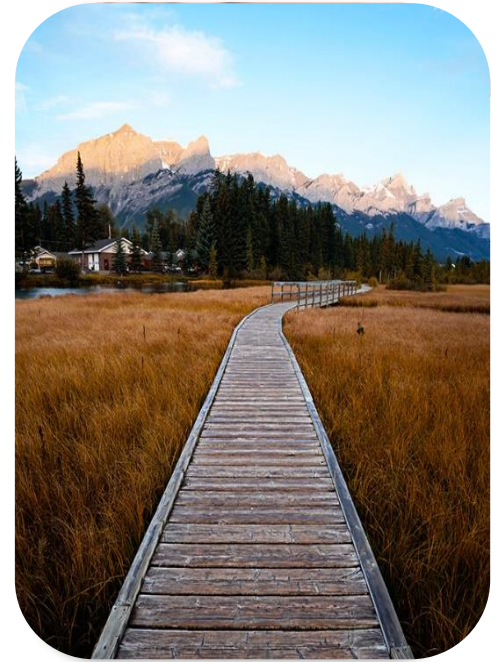
## An initiative in partnership with Albertans, Primary Care, and the Cancer Strategic Clinical Network

The purpose of this initiative is to design a better cancer diagnosis experience for Albertans. It's called the Alberta Cancer Diagnosis (ACD) initiative and it aims to streamline cancer diagnosis, improve continuity between primary/specialist-care, and optimize support for Albertans potentially facing a cancer diagnosis.

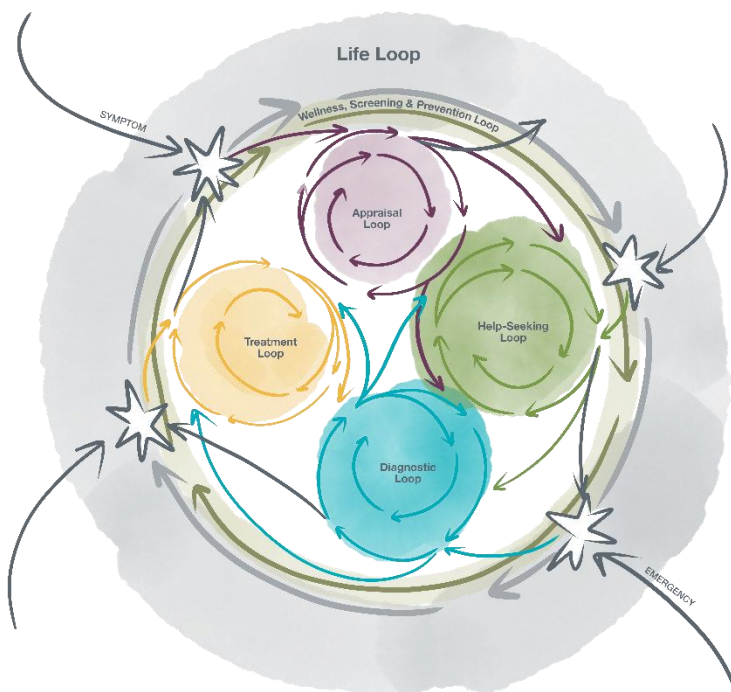
Meaningful and diverse engagement is a cornerstone of the ACD initiative. We are intentionally engaging a broad range of sub-groups including:

- newcomers,
- older adults,
- adolescents and young adults,
- Albertans living in rural and remote areas,
- Indigenous peoples,
- sexual and gender minorities,
- people with disabilities, and
- people experiencing homelessness.

This diverse and inclusive engagement will help us design a cancer diagnosis program that is inclusive and meets the needs of all Albertans in all communities. Gender-based Analysis Plus methods are being used to inform the cancer diagnosis program design.

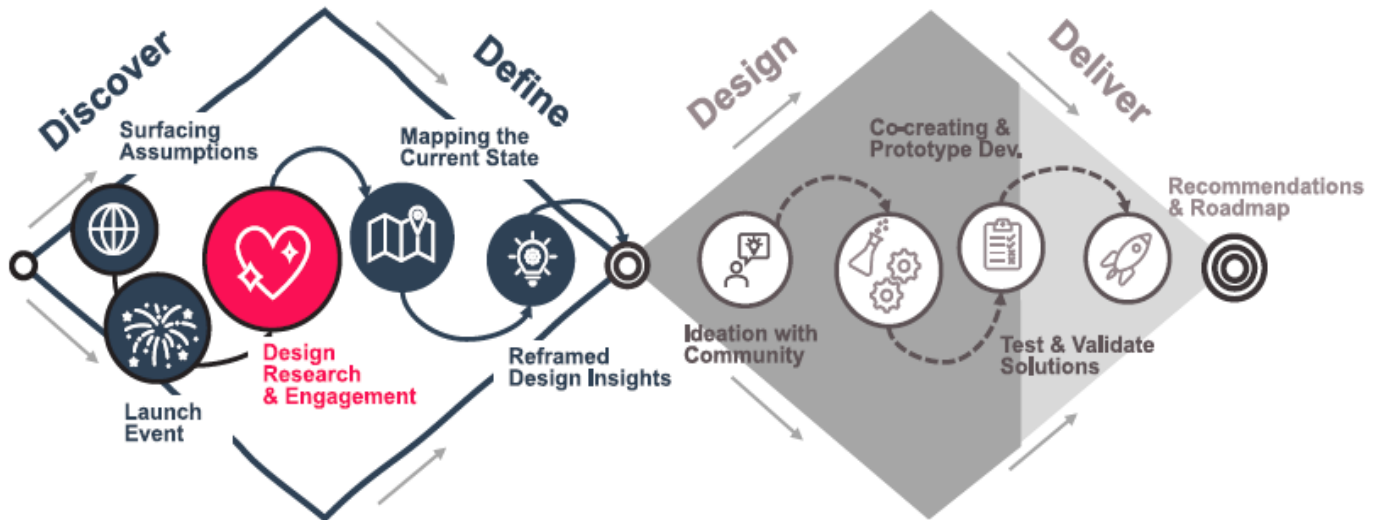


**“Receiving a cancer diagnosis changes your life.”**



## Where did we start?

### Project Progression and Approach



| PROJECT PLANNING & LAUNCH OF ENGAGEMENT  | DOCUMENTATION OF HEALTH SYSTEM INTERACTIONS  | SERVICE DESIGN (IDEATION + CO-CREATION, PROTOTYPING & VALIDATION)  | DEVELOPMENT OF REPORT & RECOMMENDATIONS  |
|--|--|--|--|
| <ul style="list-style-type: none"> <li>Environmental Scan</li> <li>Stakeholder Map</li> <li>Engagement Plan</li> <li>Project Launch &amp; Kickoff</li> <li>Stakeholder Engagement</li> <li>Synthesis &amp; Summary of Findings</li> <li>Presentation.</li> </ul> | <ul style="list-style-type: none"> <li>Persona Development</li> <li>Current State Journey Maps</li> <li>Insight Briefing Report</li> <li>Presentation of Design Insights.</li> </ul> | <ul style="list-style-type: none"> <li>Pre-Ideation with Stakeholders.</li> <li>Virtual Design Events / Idea Jams</li> <li>Draft Service Blueprint</li> <li>Experiment Cards / Low Fidelity Prototyping</li> <li>Prototyping &amp; Testing Sprint</li> <li>Business Modeling Workshop</li> <li>Final Service Design Blueprint</li> <li>Presentation</li> </ul> | <ul style="list-style-type: none"> <li>Storytelling Tools, renderings, infographics, or videos.</li> <li>Final Recommendations &amp; Strategic Roadmap.</li> <li>Presentation</li> </ul> |



“Maybe it is time to move on from identifying problems to identifying solutions.”

## What did we learn?

### Fast Facts

20+

Stakeholder brokers  
contacted

36

Research articles  
reviewed

15+

Trend/analogous contexts  
captured

### What accelerated our work?

#### Strong Relationships

Developing and nurturing strong relationships by meeting regularly and often – about what we are working on as well as how we are working together.

#### Engaging the Right Audiences

Through targeted engagement of sub-populations, primary care engagement, and other health care groups, the project aims to garner input from a broad group of stakeholders.

#### Sharing Success

Communicating a shared outcome where everyone can feel like they have a stake in its success.

### What challenged our work?

#### System Fatigue

COVID-19 has had far-reaching impacts on the health care system.

As such, many of the teams being engaged are experiencing constraints on their time for project work. We have had to pause some activities to be respectful of these constraints.

#### Virtual Work

Design is a collaborative effort. While in-person collaboration would be ideal, online and virtual working tools (Zoom, Mural, etc) are being used to advance the project. It frequently requires new skill building as more collaborators are brought in.



### DELIVERABLES COMPLETED TO DATE

VISUALIZATION OF THE  
CANCER DIAGNOSIS  
EXPERIENCE (DETAILED)

VISUALIZATION OF THE  
CANCER DIAGNOSIS  
EXPERIENCE (SUMMARY)

STAKEHOLDER  
ENGAGEMENT PLAN

SUMMARY OF ANALOGOUS  
INNOVATIONS FROM NON-  
HEALTH INDUSTRIES