

"It would be great to have all treatment and testing options all in one place"

Mary Anne is a resilient and vibrant older woman who has recently embarked on an unexpected journey with a diagnosis of non-small cell lung cancer (NSCLC). She is actively seeking the optimal treatment that provides the most favorable outcomes and falls within the coverage of her insurance.



HEALTH SEEKER

Recently diagnosed
with non-small cell
lung cancer (NSCLC)



TEACHER



67 YEARS OLD



WOMAN



OREGON



MARRIED

NGS AWARENESS

Aware of NGS testing?

Yes

No

Unsure

Had a NGS test?

Yes

No

Unsure

Delayed treatment until NGS
results were received?

Yes

No

Unsure

PAIN POINTS

- Limited mental bandwidth to extensively research new treatments
- Dealing with headaches. Prefers information that is visually easier to process
- Overwhelmed by various treatment options would prefer to have all the information consolidated in one place for easier access

MOTIVATIONS

- Eager to enhance her understanding of her gene mutation to make more informed treatment decisions
- Explore ways to share treatment information with friends and family
- Research facilities that specialize in treating her specific type of NSCLC