

DIGITAL TRANSFORMATION IN AMBULATORY ONCO-HAEMATOLOGY BEFORE AND AFTER THE COVID-19 PANDEMIC: INSIGHTS FROM A HOSPITAL PHARMACY-LED INITIATIVE

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BACKGROUND AND IMPORTANCE

- Digital health tools gaining relevance in cancer care for better communication.
- COVID-19 accelerated transformation, but adoption extent remains unclear.
- Onco-haematological patients need continuous, personalised care where digital literacy is crucial.
- Understanding evolving digital habits guides strategies for validated, user-friendly tools.



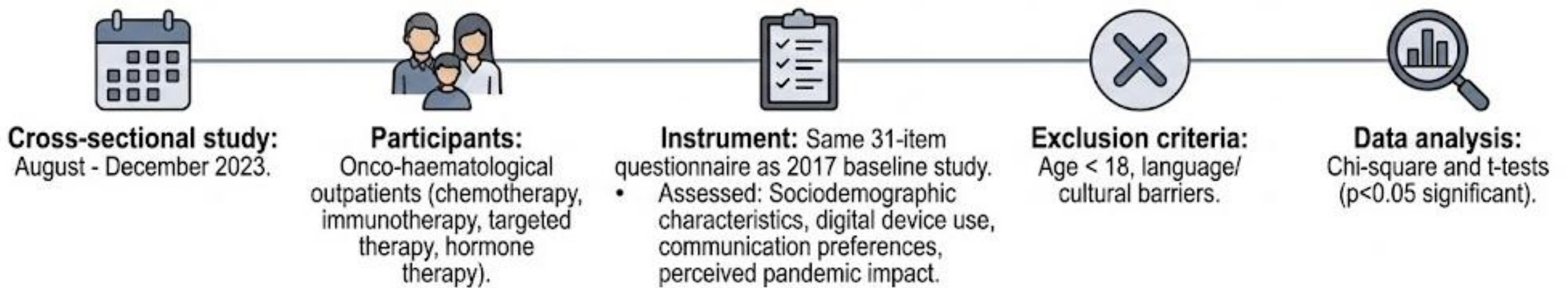
AIM AND OBJECTIVE

To evaluate changes in digital technology use among ambulatory onco-haematological patients receiving active treatment.

- Explore awareness, preferences, and willingness to use mobile health apps as communication and self-management tools.

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MATERIALS AND METHODS



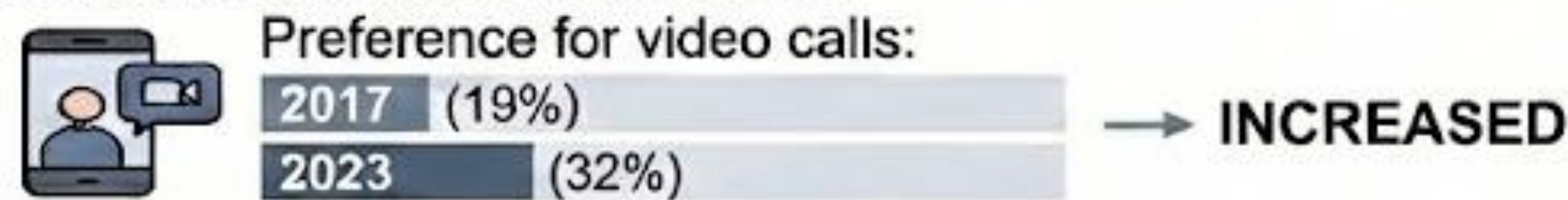
RESULTS

Study Population: 690 questionnaires (Mean age: 59 years, 56% female).

Digital Health Adoption (Before vs. After Pandemic):



Communication Preferences:



Willingness to Use:

72% of patients expressed willingness to use a health app recommended by a professional.

CONCLUSION AND RELEVANCE

- Digital engagement among oncology patients **significantly increased** after the COVID-19 pandemic.
- Hospital pharmacists can play a **pivotal role** in ensuring safe and effective integration of digital tools into oncology care.
- Expanding the implementation of the existing onco-haematology app (OncoSalud®) and developing pharmacist-led digital literacy programmes may **enhance patient adherence, safety, and communication continuity.**

