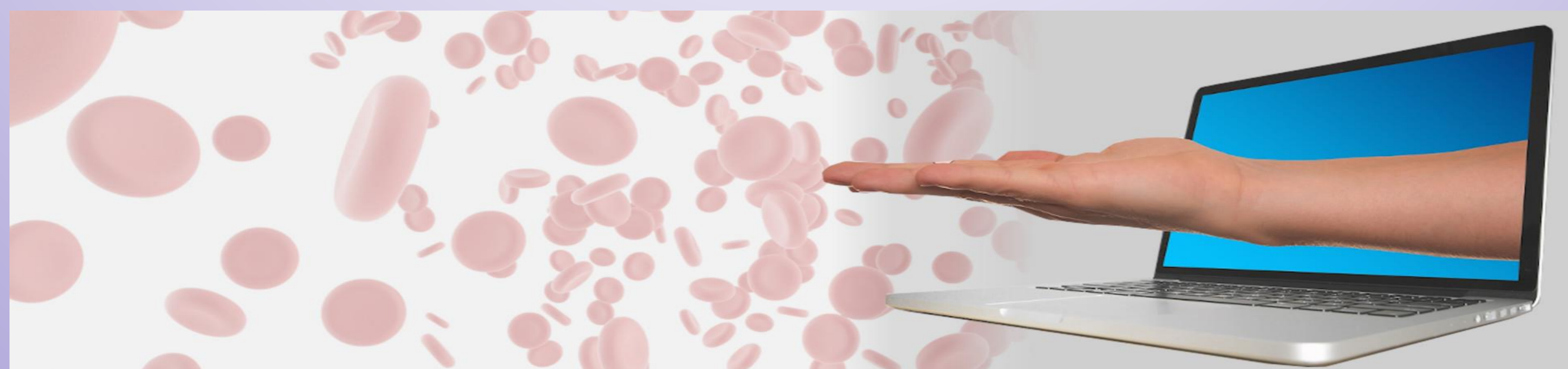


## Patient Booklet - Personalized Medicine & Virtual Counseling - Digital Platform (VCP) for Patients With Blood Cancers And Their Caregivers

### INTRODUCTION & AIMS

**WHAT IS PERSONALIZED MEDICINE?** It seems that personalized medicine has become a buzzword in recent decades. In addition to large scientific discoveries, numerous experiments have revealed the biological characteristics and how the disease develops. Doctors strive to tailor therapy to the individual patient, ensuring optimal results with minimal side effects. "Personalized Medicine" refers mainly to the application of different approaches to treating each patient individually.

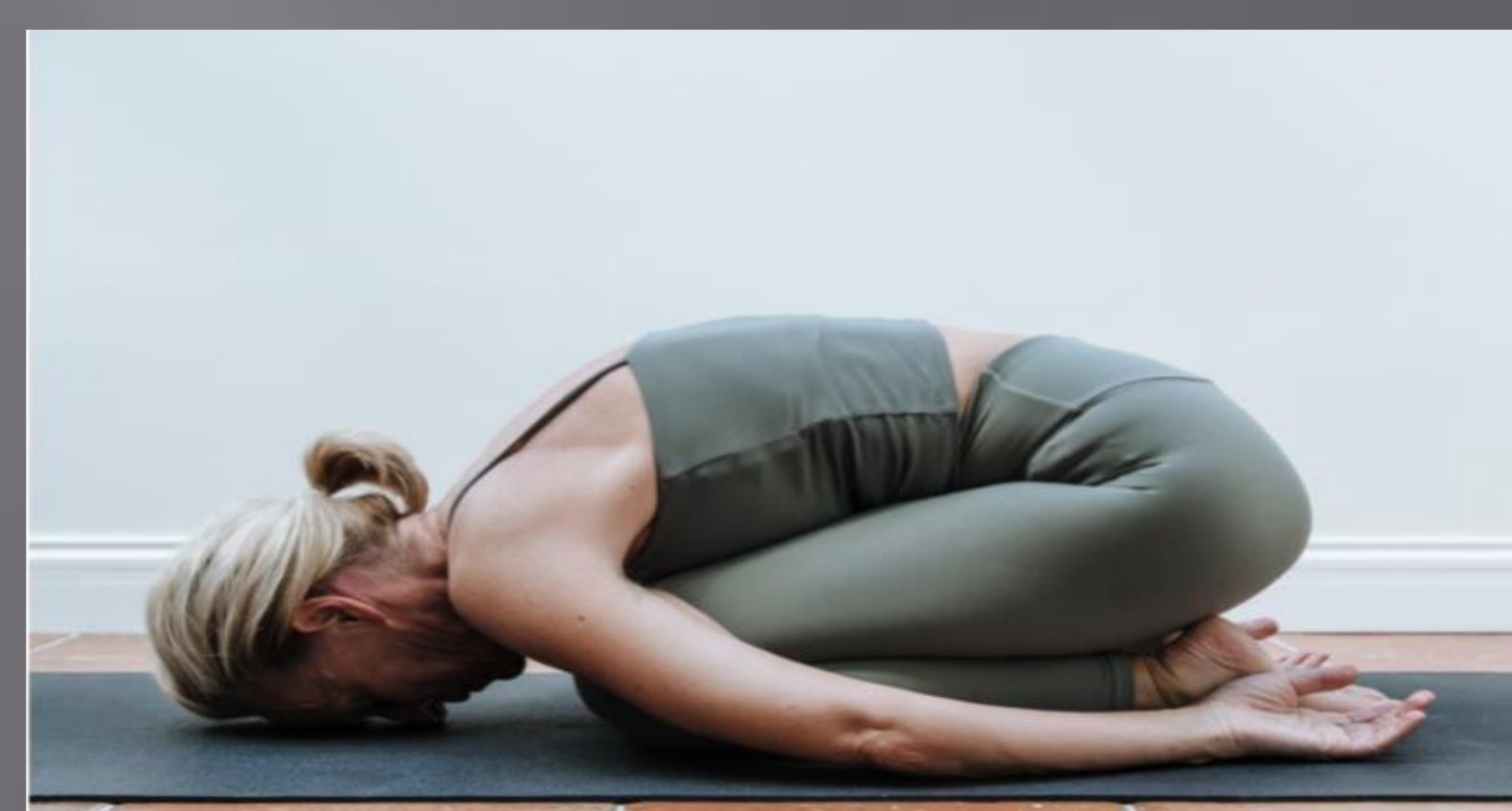
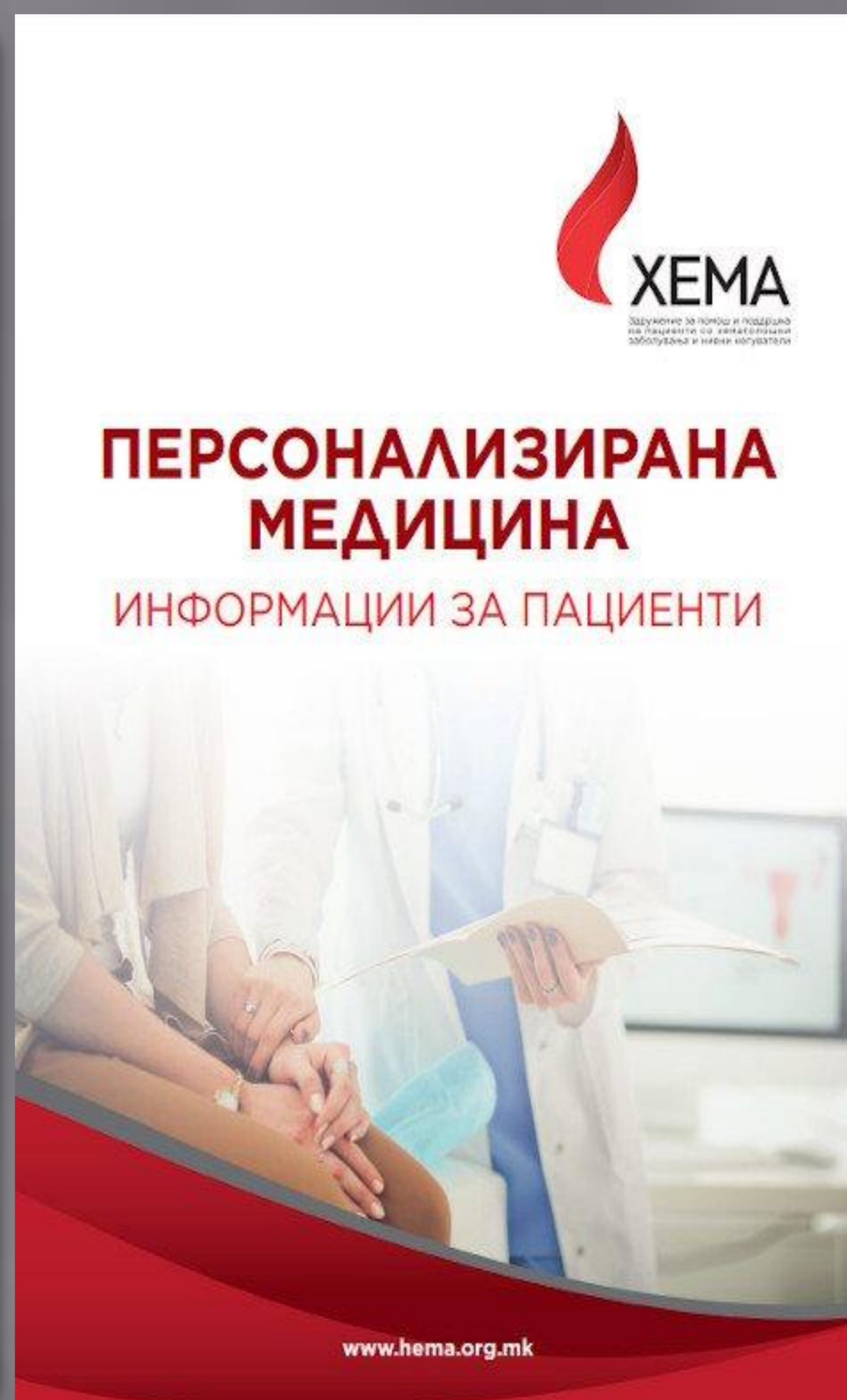
An online group discussion with blood cancer patients and caregivers led to the development of a virtual counseling digital platform. It provides patients with free online consultations with hematologists, psychologists, nutritionists and yoga classes via this digital platform titled "Virtual Counseling." Many of our patients, particularly those outside and inside Skopje, are using it. In addition to lowering healthcare professional pressure, we believe this will also benefit patients. Patient groups using this platform include those with blood cancers



### METHODOLOGY

Having this booklet provided patients in Macedonia with better information regarding modern treatment methods, side effects of medication, and overcoming stigmas associated with diseases. These were key aspects of their treatment.

Patients benefit from the VC Platform in many ways, including access to information, while maintaining discretion.

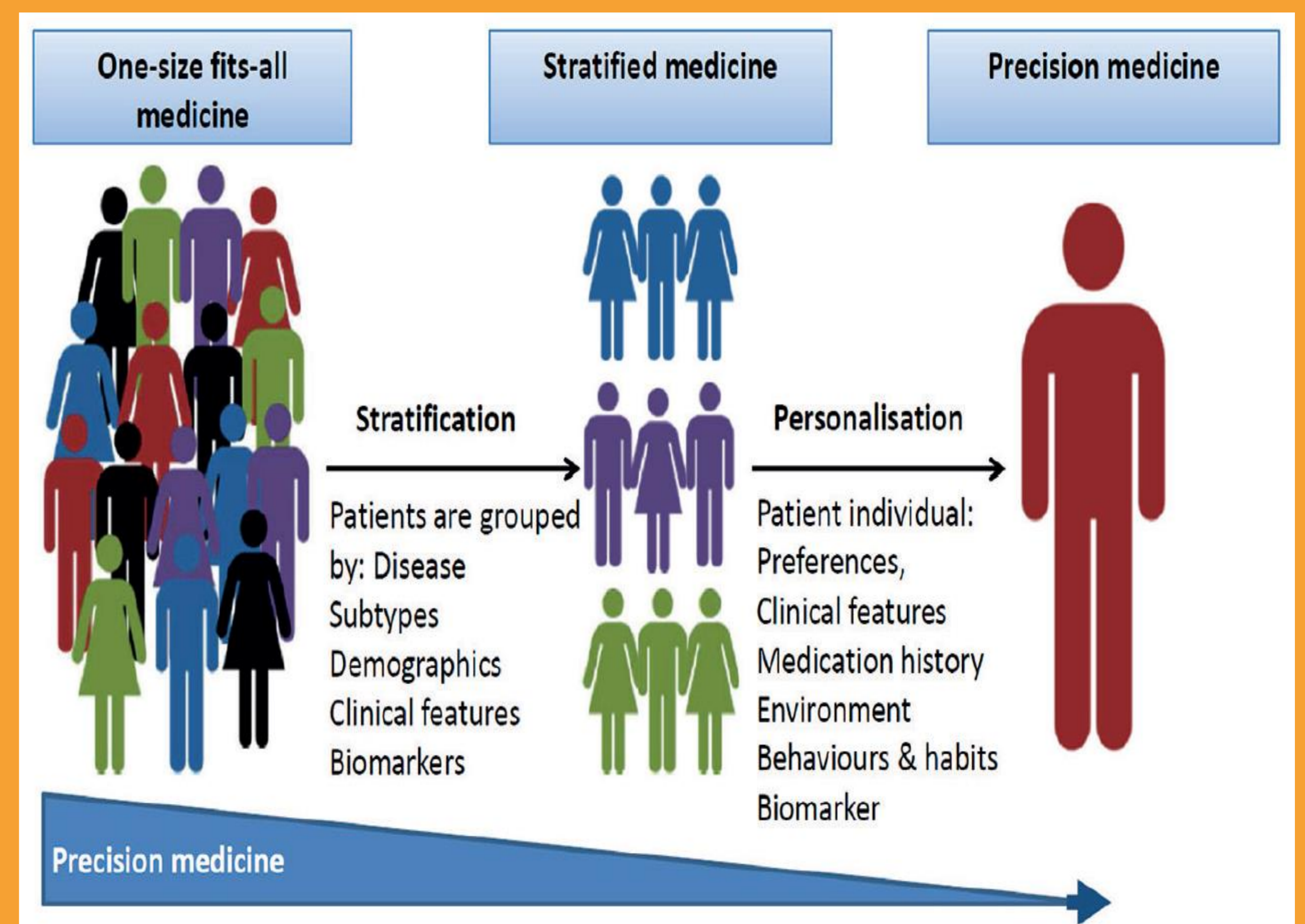
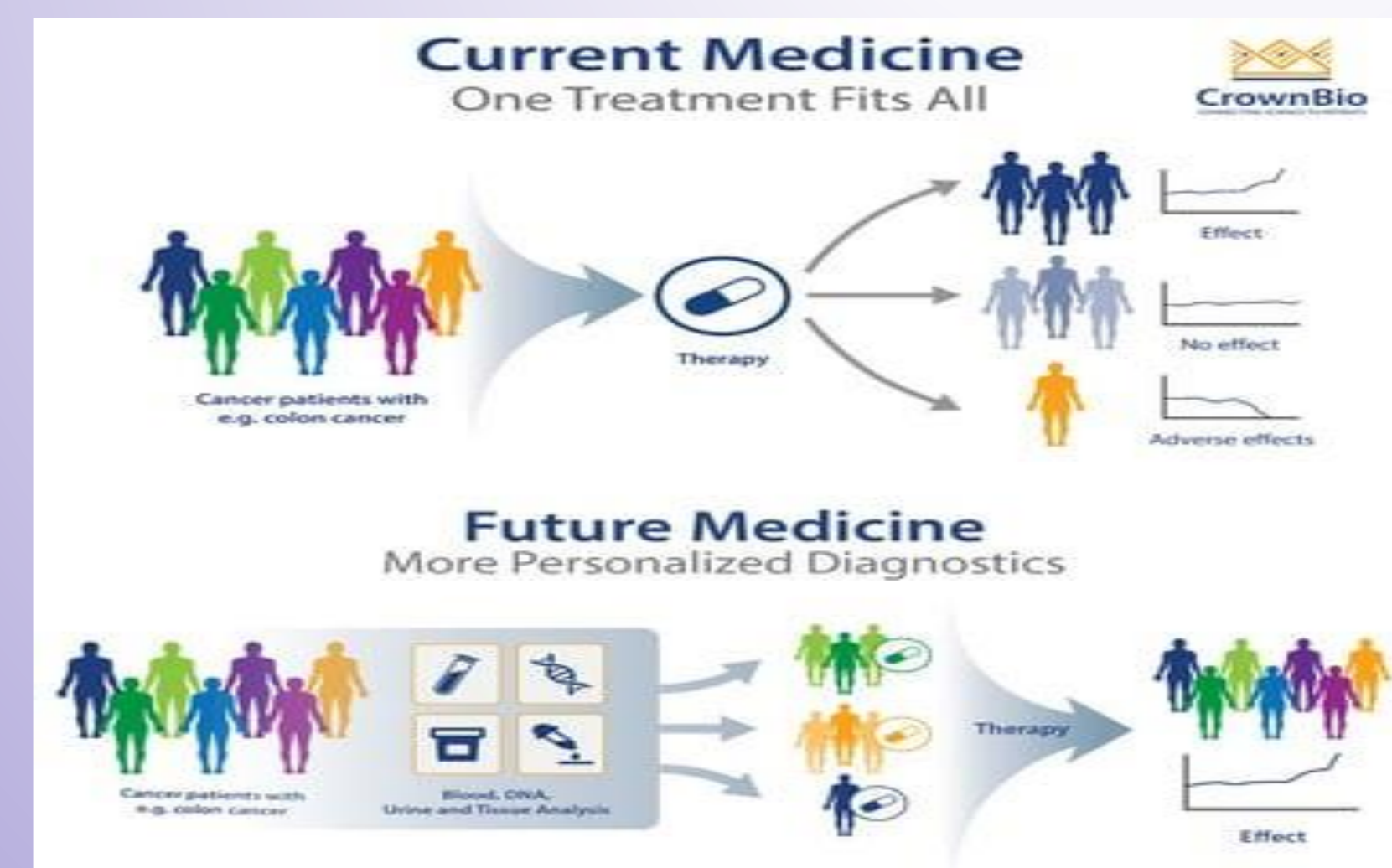


**Mau Ola**  
YOGA

### RESULTS

We have distributed the booklet to over 700 people through physical distribution, distribution by hematologists at The Clinic of Hematology, and social media platforms.

We offer a Virtual Counseling Platform on our website [www.hema.org.mk](http://www.hema.org.mk) that allows patients to ask questions and receive answers from our hematologists, psychiatrists, nutritionists and even schedule yoga classes. Patients may also schedule a 20-minute virtual meeting to ask questions, in addition to filling out the form. Yoga classes are also offered as part of our patient care.



### CONCLUSIONS

**ADVANTAGES OF PERSONALIZED MEDICINE** Achieving optimal clinical results in hematological malignancies is an imperative goal. At the same time, personalized medicine allows doctors as well as patients to use treatments that will give the most effective results. This depends on the genetic profile of the tumor and the patient's characteristics. An approach such as this to treating malignant diseases is very different from the traditional "one medicine fits all" approach. Cancer is a unique disease with a unique genomic profile, according to today's insights into malignant diseases. The researchers could offer the patient treatment "tailored to his measure" if they were able to predict the course of the disease and what response the treatment would give based on biological factors.

### REFERENCES

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