

HELPING PROSTATE
CANCER PATIENTS
COMBAT THE SIDE
EFFECTS OF
TREATMENT





THE CHALLENGE

Prostate cancer patients, who are suffering from the effects of treatment, need to maintain a healthy lifestyle in order to improve their symptoms. Exercise is the key to managing some symptoms, as well as helping patients stay positive. However, many men don't have the stamina, or even the desire, to go to a gym to work out. Capgemini Invent was approached to develop a solution that would encourage prostate cancer patients to combat symptoms with exercise.

OUR SOLUTION

Since the target audience wasn't going to the gym to workout, we brought the workout to them. The Man Plan™ was created to provide patients with everything they need to follow a specially-designed workout program that would help them manage some of their symptoms. Patients received a complete Man Plan™ kit, which included a DVD, manual, exercise bands, and access to a digital portal. On the portal, patients could easily access step-by-step exercises. A Certified Exercise Physiologist automatically tracked each patient's progress and special counselors personally called participants and sent a new exercise band when the patient was ready to progress to the next level. Additional support was made available to the patients by joining the Man Plan™ Community.

THE IMPACT

The Man Plan™ proved to be successful in the following ways:

- Within the first few months, pilot program enrollment projections were met
- Overall goals far exceeded initial expectations
- Demand and adaptation of the Man Plan™ has stretched across the US

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