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I recently attended the COSA–IPOS 2025 Annual Scientific Meeting, a joint conference that brought together over 1,200 delegates, including researchers, clinicians, allied health professionals, policy leaders and students. This year's meeting centred around the theme "Optimising care, optimising outcomes. Partnering to improve outcomes for all", which was reflected throughout the program in discussions about equity, partnership and the future of supportive cancer care.

A major area of interest, and one that generated noticeable "buzz," was the growing emphasis on survivorship, including new models of follow up care, digital interventions, and innovations in psycho-oncology practice. Presentations on these topics were particularly well attended and highlighted the evolving landscape of supportive care research.

Attending the conference strengthened my collaboration with Breast Cancer Network Australia (BCNA). Meeting our partners in person allowed us to flesh out ideas around implementing digital health interventions and to plan next steps for our ongoing work. I also gained new knowledge in the practical application of implementation science frameworks, which will directly support the methodological rigour of my PhD research.

The knowledge and skills gained from COSA–IPOS 2025 have strong relevance for the broader Sydney Cancer Partners membership. Insights into survivorship models, patient engagement, and implementation approaches can inform translational research efforts across tumour streams and improve the real-world uptake of evidence-based interventions. The emphasis on partnership and improving outcomes for all aligns closely with SCP's commitment to research that meaningfully improves cancer care and patient experience.

My personal highlight was the networking opportunities, not only reconnecting with colleagues and collaborators but also experiencing the unique animal therapy corner they hosted, complete with snakes, quokkas and other Australian wildlife. It added a fun and memorable touch to an inspiring week of learning.

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Barriers and enablers to implementing a digital health intervention into a community-based breast cancer organisation

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BACKGROUND

Survivorship is growing with over 270,000 Australians currently living with breast cancer and a five-year survival rate of 92.3%

Community organisations facilitate support as they are well placed to deliver tailored, flexible care beyond traditional hospital settings

Texts are effective for delivering support, offering an accessible and scalable way to provide post-treatment support that is wide-reaching

Barriers to implementation exist and include limited infrastructure, digital literacy gaps and competing priorities which can hinder uptake

Aims

(1) Evaluate the process of implementing a digital health intervention into a community-based breast cancer organisation (BCNA)

(2) Identify barriers and enablers to implementation

(3) Provide insights to inform future adaptation, sustainability, and scale-up

METHODS

Participants
Current employees; consumer representatives with a history of early-stage breast cancer

Recruitment
emails, in-person or virtual meetings through purposive sampling

Study Design
Process evaluation (process mapping; qualitative data sources)

Data Sources
Meeting and focus group transcripts; internal documents

Analyses
Transcripts were parallel coded and analysed thematically using the Consolidated Framework for Implementation Research (CFIR)

RESULTS – Process map

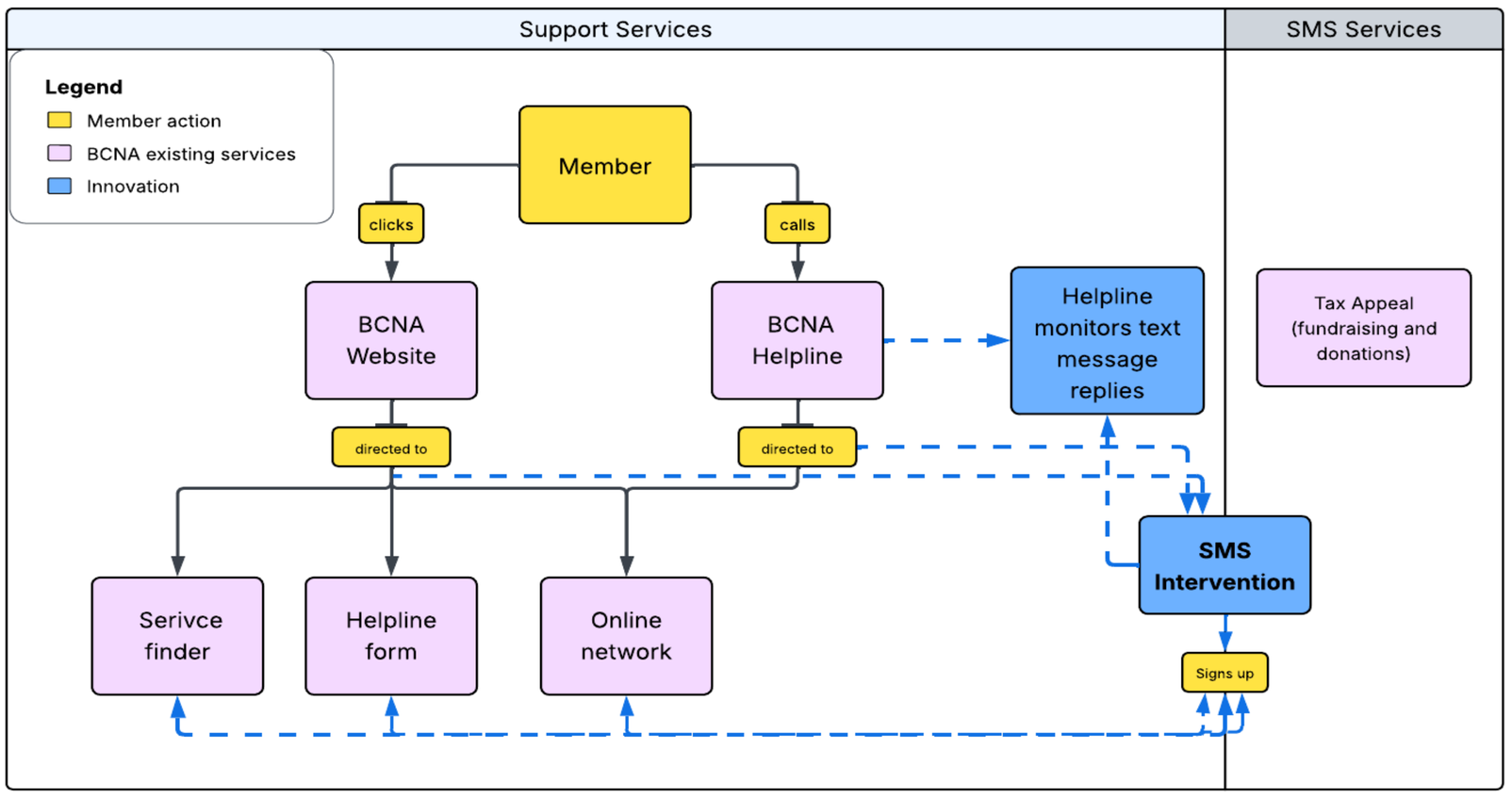


Figure 1. *Process map of BCNA member journey to access support, highlighting integration of new SMS intervention*

RESULTS – Consolidated Framework for Implementation Research (CFIR)

CFIR DOMAIN	CFIR Construct	Barriers	Enablers
I. INNOVATION 	Innovation Design	*"We can't program a friendly name for the phone number… so it will just be a random number coming through"* – staff	Innovation Evidence-Base *"We know that [digital health intervention] works because of [researcher's] great work and all the clinical trials that have been done, and the kind of research that is behind it"* – staff
II. OUTER SETTING 	Critical Incidents	*"There are environmental challenges for rural and remote communities too, like floods… it does make me think about embedding that duty of care aspect into the program"* - staff	Local Conditions *"The online data says that 98% of Australians have at least 4G coverage in their area"* – staff, on whether rural and remote participants will be able to receive the intervention
III. INNER SETTING 	Structural Characteristics – Information Technology Infrastructure	*"We won't be able to see any of the messages that have been sent in [software]. We won't be able to see that they've received X number of messages and what they were"* – staff	Culture *"As an organisation, where we're different is our relationship direct to the consumer. But it's also them being more connected to us, becomes a connection to others with lived experience, and how that plays out through service delivery"* – staff
IV. INDIVIDUALS 	Implementation Facilitator – Need	*"[implementation facilitator] works pro bono, so I'm going to be careful in how much I involve him… if there's more detail he needs, we need to work things out, so we're not spending any extra of his time"* – staff	Innovation Recipient – Need *"It's about the user experience… what does it feel like for us to receive a message at various times of the day? I'm all about accessibility"* – consumer representative
V. IMPLEMENTATION PROCESS 	Engaging – Innovation Recipients	*"Why are we making it harder for people to sign up? Why are we asking for data that's not going to do anything for them? Yes, we always want more information about our members, but it needs to be balanced against, what do we actually require for participation in the program?"* – staff	Tailoring Strategies *"[we want to] make sure that the text message comes not at the same time every day, so that it feels more like a friend or family member is texting them, and they're a bit surprised every time they get one"* – staff

CONCLUSIONS

- Integration was feasible but required significant adaptation to fit existing systems
- Implementation was shaped by organisational infrastructure, competing priorities, and funding timelines
- Strong evidence base, mission alignment, and motivated staff enabled success
- Co-design and tailoring enhanced relevance, tone, and user engagement
- Building a new digital system was complex and time consuming
- Sustainability and scale-up require strengthened digital capacity, embedded process, and equity of access

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