

Patient Attitudes to Shared Decision-Making and Innovations in Muscle Invasive Bladder Cancer: A Multi-Country Focus Group

C. Daniel Mullins,¹ Lazar Popovic,² Hein van Poppel,³ Maarten Postma,⁴ Igor Tomašković,⁵ Christopher Wallis,⁶ Alex Filicevas,⁷ Nimira Alimohamed⁸
¹ University of Maryland, Baltimore, ² University of Novi Sad, ³ EAU Policy Office, KU Leuven, ⁴ University of Groningen, Universitas Airlangga, Universitas Padjadjaran, ⁵ Catholic University of Croatia, ⁶ University of Toronto, Princess Margaret Cancer Centre, ⁷ World Bladder Cancer Patient Coalition, ⁸ University of Calgary



Limited SDM in MIBC is not simply a communication issue.
 There are system barriers and patient factors that need to be addressed.

Background



Muscle Invasive Bladder Cancer (MIBC) requires complex treatment decisions. Patients are often required to navigate trade-offs between treatment efficacy, long-term outcomes and health-related quality of life (QoL).¹

Despite the availability of multiple treatment approaches, patients frequently report limited opportunities to participate in shared decision-making (SDM).²

This can reduce the extent to which care and treatment decisions reflect patient priorities.

Understanding patient attitudes is critical to unlocking patient-centred care with innovative therapies and treatments.

Objectives



- Explore MIBC patient attitudes towards treatment options.
- Identify barriers to effective SDM and opportunities to strengthen patient-centred decision-making.
- Understand how patients perceive the value of innovation.

Methodology

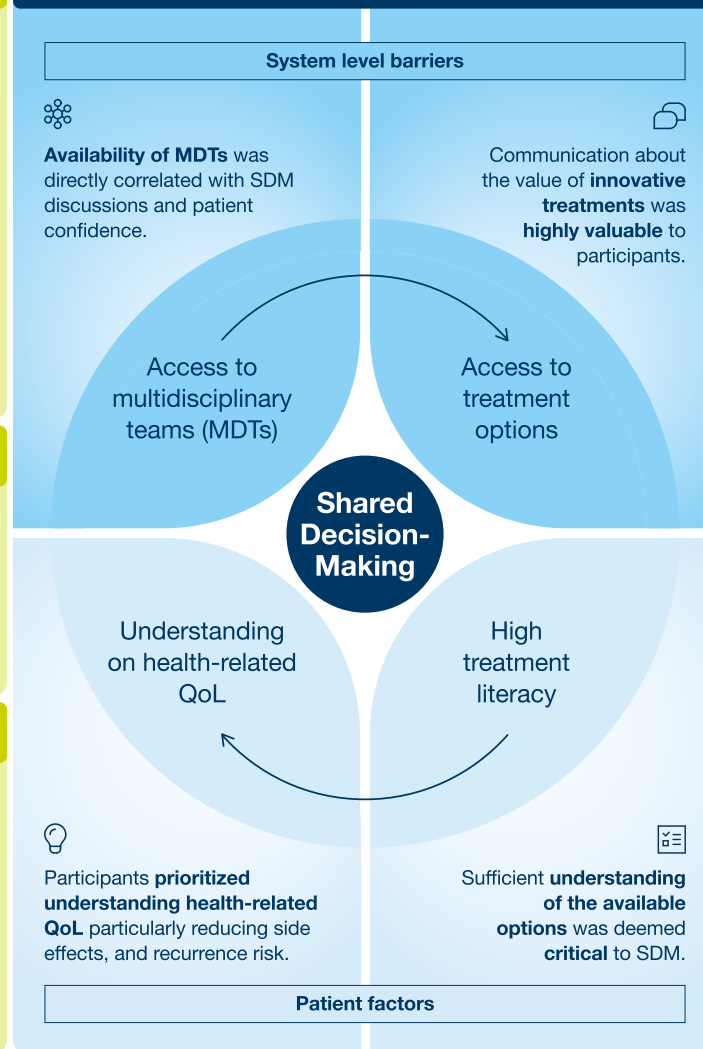


A two-hour multi-country focus group discussion was conducted with patients and patient advocates (n=9). From the following countries:



The semi-structured discussion guide addressed each objective. The transcript was analysed using inductive and deductive coding.

Figure 1. Facilitating MIBC SDM framework



Results and discussion



- Patients value quality of life alongside survival, highlighting the importance of exploring trade-offs in treatment decision-making.
- Limited understanding of available treatment options reduced their ability to meaningfully participate in treatment decisions.
- SDM is constrained by both system-level and patient-level barriers.
- As new innovative treatments become available, effective SDM with discussion of implications and trade-offs will be critical.

Implications for decision-makers



- Improve patient literacy through accessible information designed for different levels of health literacy.
- Ensure access to MDTs and a wide breadth of treatment options.
- Recognise the value of innovation in unlocking greater patient choice and improving QoL.

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¹ Mannion L, Watson V, Mullassery V, et al, 2024. Treatment preferences of patients with muscle invasive bladder cancer: A discrete choice experiment. BJUI Compass. 2024;5(11):1059-1068. doi:10.1002/bco2.443
² World Bladder Cancer Patient Coalition, 2023. Patient & Carer Experiences with Bladder Cancer. Findings from a Global Survey. Final Report. Available at <https://worldbladdercancer.org/wp-content/uploads/2023/06/WBCPC-Patient-Survey-Report.pdf>. Accessed: March 2026.