Understanding caller behaviour and service needs: A profile-based analysis of CIS enquiries in 2024

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ABSTRACT

Introduction: Making informed decisions in cancer care involves more than simply receiving information. Patients and caregivers require guidance in understanding possible outcomes, evaluating them in light of their values, and managing concerns that often arise throughout the cancer journey. The Cancer Information Service (CIS) serves as a key access point for the public to obtain trusted information and support services related to cancer prevention, screening, treatment, and survivorship. Most individuals contact the helpline with specific enquiries such as symptoms, screening, or treatment, while others seek general health information out of curiosity or concern. **Aim:** To examine the relationship between the type of enquiries among the general public and the cancer-affected community in 2024, to improve service delivery and resource allocation. **Materials and Methods:** A quantitative, descriptive cross-tabulation analysis was conducted to compare enquiry types across caller profiles in 2024, identifying patterns in information-seeking behaviour to record targeted services provided. **Results:** In 2024, CIS received a total of 6,126 enquiries, with the general public contributing the most (4,155), followed by patients/survivors (1,583) and caregivers/family (388). The majority of enquiries (3,575) were cancer-related services, particularly from the general public (2,403), reflecting strong demand for cancer screenings and vaccination information. Patients/survivors were also actively seeking both cancer-related services(1,136) and cancer-related (439) knowledge. Caregivers primarily enquired about cancer-related concerns (349). General enquiries remained low across all profiles. **Conclusion:** These findings reinforce CIS's position as a reliable source of cancer information and emphasize the importance of continuing to provide targeted services not only for patients but also for their caregivers, who are integral to the cancer care journey. Continued targeted services are essential. Future studies should compare trends across years to further explore CIS's evolving impact on the cancer-affected community.

Keywords: Cancer screenings, caller profiles, health-seeking behaviours, cancer helpline, cancer information services