



# Advancing Care for Patients Living with Metastatic Breast Cancer (mBC)

*A first-of-its kind technology innovation challenge*

Webinar  
November 10, 2016



# CHALLENGE

**Can you develop disruptive,  
technology-enabled  
solutions to help enrich the lives  
of patients living with mBC?**

# Introductions

- Pfizer, Roopi Kalsi, Director, Worldwide Commercial Development
- Pfizer, Sarbani Chaudhuri, Global Commercial Team Leader
- Health 2.0, Jennifer David, Director, Catalyst @ Health 2.0
- Health 2.0, Alexandra Camesas, Program Manager, Catalyst @ Health 2.0
- Robert Wainwright, Digital Strategy & Innovation, H4B

# Challenge sponsor

- Pfizer Oncology is committed to pursuing innovative treatments that have a meaningful impact on those living with cancer
- With the current state of metastatic breast cancer in mind, Pfizer would like to take the next step towards advancing care for mBC patients including addressing their unique challenges
- Pfizer hopes that through the development of a worldwide innovation challenge, the innovation community and mBC community will work together to develop solutions that will further meet the complex and unique needs of patients with this disease

# Why mBC?

- Metastatic breast cancer (mBC) is the stage of breast cancer at which the tumor has spread beyond the breast to other organs in the body. Also known as advanced breast cancer (aBC), stage IV breast cancer, or secondary breast cancer, mBC cannot currently be cured and is attributable to the majority of breast cancer deaths around the world
- The challenge focuses on addressing continuing gaps in care and support of patients living with mBC, as identified in the Global Status of Advanced/mBC 2005-2015 Decade Report\*

\* Published by Pfizer Oncology working collaboratively with the European School of Onc. within the scope of the ABC Third International Consensus Conference.

# Challenge objective

Meaningful, technology-enabled solutions should address one or more of the key patient needs below:

**An intuitive, customizable and tailored care management solution** that improves care and disease management for patients living with mBC, incorporating a comprehensive approach to well-being across the care continuum

**Solutions to support mBC patients** with their daily living and enrich their lives

**Solutions to help patients living** with mBC engage and support one another

# Seeking novel, disruptive and transformational ideas

Solutions that are different and go beyond already existing oncology-related technology

Solutions will support & empower patients living with mBC along the care continuum

User-friendly, visually engaging and intuitive solutions

Solutions that push the limits of personalization and remain supportive as the patient's needs change over time

Demonstrates potential for scalability and sustainability

# Challenge overview

The challenge is organized into 3 phases:



**Phase 1 – Concept**  
Submit your idea



**Phase 2 – Development**  
Develop solution with  
mentorship support



**Phase 3 – Pitch**  
Demo prototype at live  
event



# Timeline

**Phase I:** Submitting concepts for a tech-enabled solution that addresses the challenge question

**Phase II:** Partnering with technology mentors and development of functioning prototypes of the solution

**Phase III:** Live Pitch Event



# Phase 1 submission requirements



- Phase I will consist of the review of creative concepts, and 5 semi-finalists will be selected
- Organizational entities that operate lawfully anywhere in any country or territory, and teams, whether individuals participating alone or groups of 2 or more, who are 18 years old or older at the time of entry, are encouraged to submit the following components **by January 20, 2017 at 11:59 pm EST**
  - 500 word description of the proposed solution and design methodology
  - Mockups/wireframes
  - Journey map

# Phase 1 evaluation criteria



The Phase I submissions will be evaluated based on the following criteria:

- ✓ Creativity and innovation
- ✓ Addresses one or more of the patients' needs outlined by the challenge
- ✓ Overall design and intuitiveness of the solution
- ✓ Feasibility of implementation

# Timeline

**Phase I:** Submitting concepts for a tech-enabled solution that addresses the challenge question

**Phase II:** Partnering with technology mentors and development of functioning prototypes of the solution

**Phase III:** Live Pitch Event



# Phases 2 & 3



## Phase II

- During Phase II, the 5 semi-finalists will receive mentorship from industry experts to guide the development of their solutions
- A mid-challenge pitch during this phase will determine the 3 finalists who will advance to Phase III

## Phase III

- Phase III of the challenge will be a live pitch event during which the 3 finalists will demo their prototypes and pitch their business plans to a live audience
- A grand winner and runner up will be selected

# Prizes

## Phase I

Concept



5 advance to Phase II

## Phase II

Development



3 advance to Phase III

## Phase III

Live Pitch Event



**\$40,000**  
to 2nd place

A total of \$250,000 in prize funding is available to solutions with the greatest potential to enrich the lives of patients with mBC

# Questions?

[AdvancingMBCPatientCare.com](http://AdvancingMBCPatientCare.com)

Contact Alexandra Camesas at:  
[challenges@health2con.com](mailto:challenges@health2con.com)

**Thank you!**

