



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

A first-of-its kind technology innovation challenge

Webinar
December 13, 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
- Health 2.0, Alexandra Camesas, Program Manager, Catalyst @ Health 2.0
- Robert Wainwright, Digital Strategy & Innovation, H4B
- Steering Committee Members:
 - Dr. Johannes Ettl, Gyneco-oncologist
 - Dr. Lillie D. Shockney, University Distinguished Service Professor of Breast Cancer, Registered nurse, Two-time breast cancer survivor
 - Miriam Slome, mBC Patient

Dr. Johannes Ettl



- Senior Gyneco-oncologist, Breast Center of Klinikum Rechts der Isar, Technical University Munich, Germany

Dr. Lillie D. Shockney



- University Distinguished Service Professor of Breast Cancer, JHU School of Medicine
- Professor of Surgery and Oncology, Johns Hopkins School of Medicine
- Administrative Director, Johns Hopkins Breast Center
- Two-time breast cancer survivor
- Registered nurse

Miriam Slome

- mBC Patient



Adjusting to my “new normal”



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

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Challenge 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

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

Contact Alexandra Camesas at:
challenges@health2con.com

Thank you!

