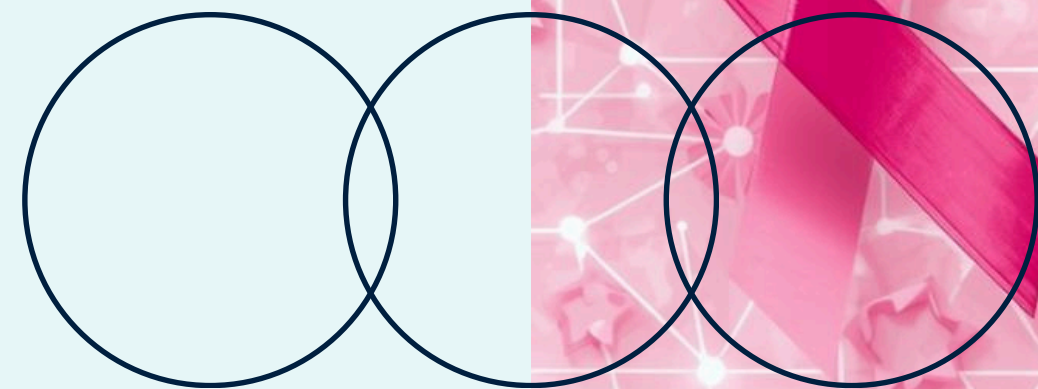


OONJAI BREAST PARTNERS

AI-Guided Breast Cancer Education

Presented by Chayanee Sae-lim, MD
General Surgeon, Fellow in Breast Surgery, KCMH
Ph.D. student, Clinical Science, CU



Problem Identification

Understanding the key challenges in breast cancer education

Lack of Sufficient Knowledge for Patients

Many patients lack sufficient knowledge about breast cancer, leading to poor decision-making and decreased treatment adherence in managing their health.

Misinformation

The prevalence of inaccurate information surrounding breast cancer can mislead patients, causing confusion and heightened anxiety regarding their health choices.

Limited Doctor Time

Healthcare providers often struggle to allocate enough time for patient education, resulting in gaps in knowledge transfer and support for patients.

Welcome back to your private space

BC-2B2Q-S8KN

Stage II · In active treatment

Age 31

T2 N1 M0

HR+/HER2-

Cancer registry

For You



"For your HR+/HER2- Stage II breast cancer with implant reconstruction, you're doing great in your active treatment phase. Regarding your family history, discussing genetic testing with your care team could offer valuable insights for you and your relatives."

2 saved

AI-driven Evidence-based Personalized contents

Article

5 min

Side-effects of CDK4/6 inhibitors

What to expect with palbociclib, ribociclib, abemaciclib.

[NCCN Breast Cancer v2.2026 — HR+ systemic therapy](#)

Article

5 min

Should you consider genetic testing?

Why family history matters and who NCCN suggests should be referred for hereditary cancer risk assessment.

[NCCN Genetic/Familial High-Risk Assessment v2.2025](#)

Article

Chatbot support Survival & QOL follow-up

Understanding HR+ breast cancer

What hormone-receptor positive means for your treatment options.

[NCCN Breast Cancer v2.2026 — Endocrine therapy](#)

Article

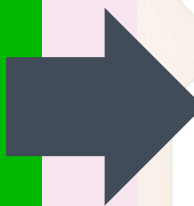
4 min

Talking with family about hereditary cancer risk

How to gently share genetic information with relatives — and why it matters.

[NCCN Genetic/Familial High-Risk Assessment v2.2025](#)

- Menu
- For You
- Saved
- Ask Guide
- Monthly Check-in
- My Trends
- Follow-up status
- Edit
- Sign out

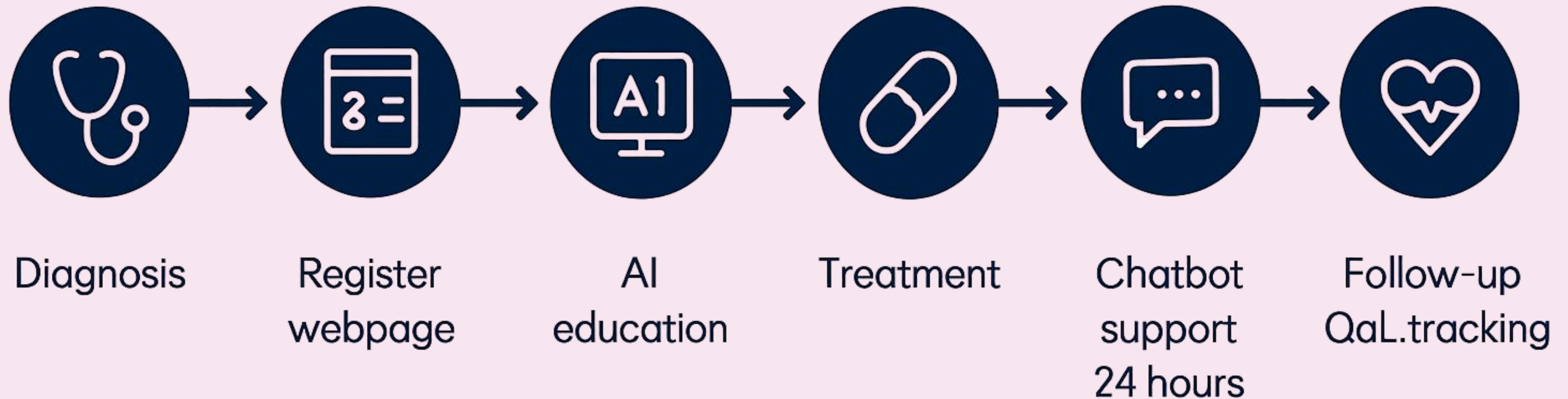


Customer Personas

This section explores two key personas: the **patient** seeking clarity and support, and the **caregiver** searching for the essential assistance and guidance throughout the healthcare journey.

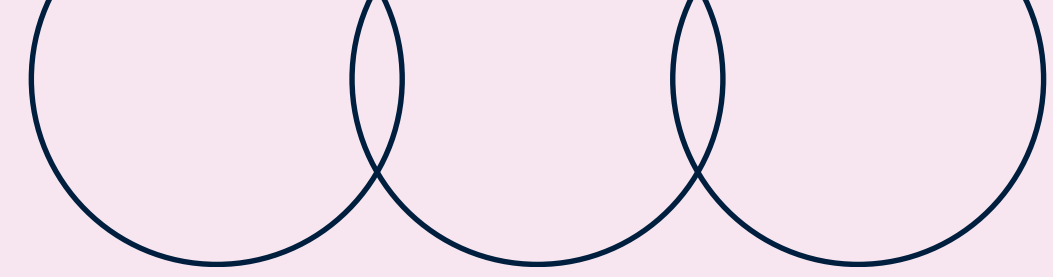
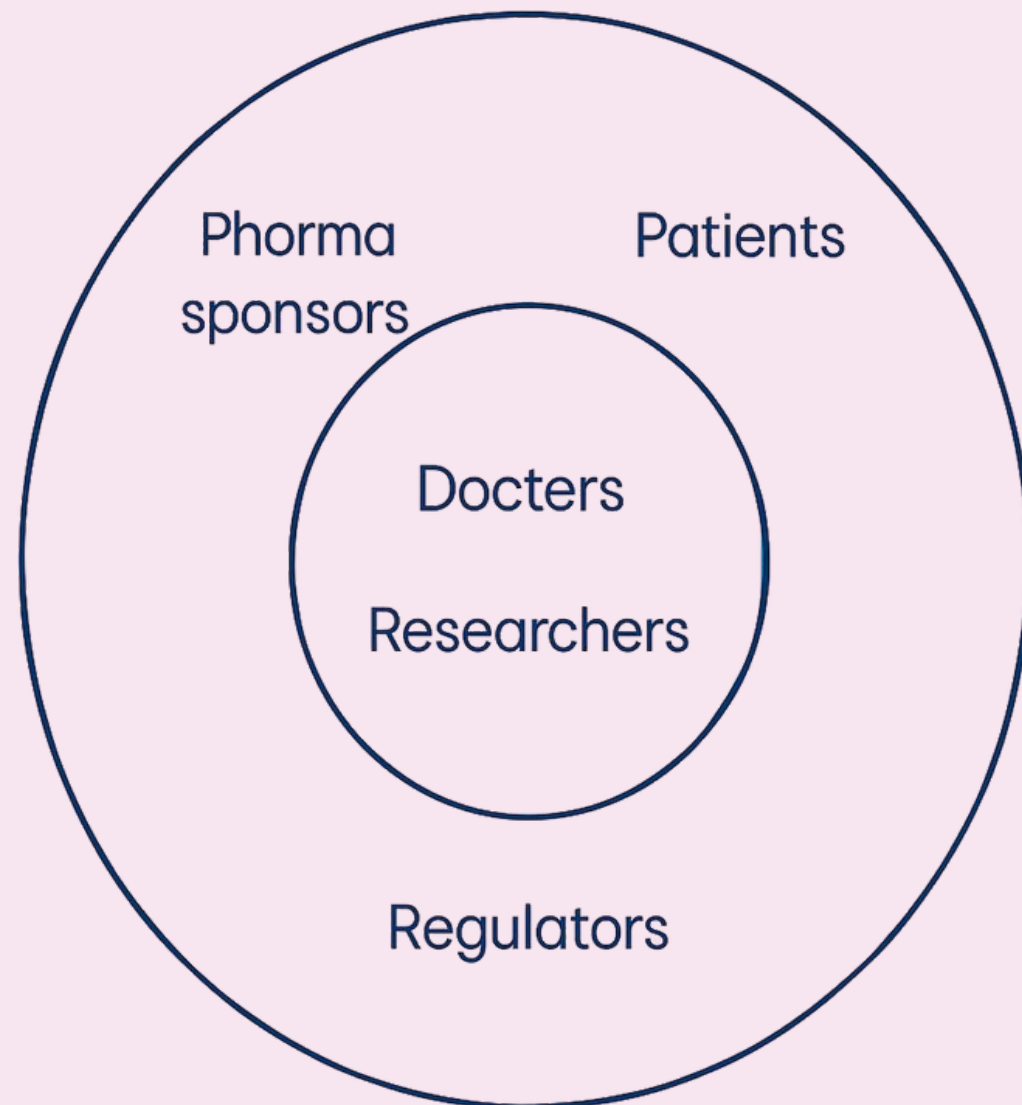


User Journey



Stakeholder Network

Understanding the interconnected roles within our ecosystem



Patients & Caregivers

Patients and caregivers play a crucial role, providing insights that drive platform development and user engagement for effective education.

Healthcare Providers

Healthcare providers are essential partners, facilitating access to the platform and contributing expert knowledge to enhance educational content.

Industry Partners

Industry partners, including technology and pharmaceutical companies, collaborate to ensure the platform remains innovative and aligns with market needs.

Value Proposition

Clarifying our unique benefits to users

Patient Education

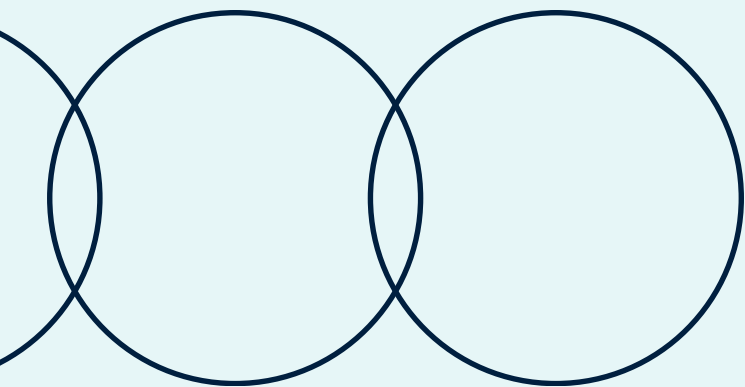
Our platform empowers patients with vital information, enhancing their understanding and ability to navigate breast cancer treatment options effectively.

Improved Communication

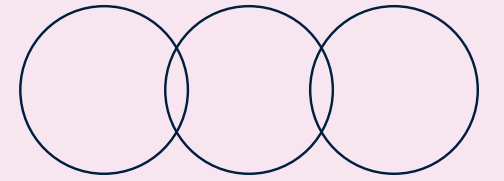
By fostering better communication between patients and healthcare providers, our service minimizes misunderstandings and optimizes care delivery through tailored guidance.

Accessibility

With an AI-driven approach, we ensure critical resources are available to all users, making breast cancer education accessible regardless of location or time.



Hidden Revenue



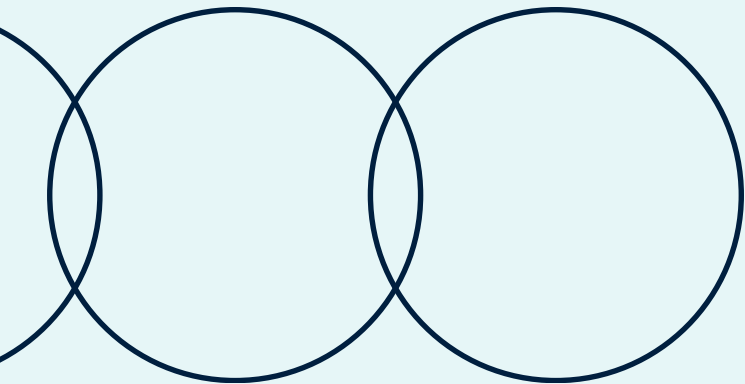
Sponsors pay → Users free



**Know more
about products**

Competitors

- AI-driven cancer patient platform
- Provides personalized treatment education based on NCCN guidelines
- Includes symptom tracking, clinical-trial matching, patient community



The screenshot shows the Outcomes4Me website for breast cancer. The top navigation bar includes the logo, menu items like 'All About Cancer', 'What We Do', and 'Company', and buttons for 'Patient Login' and 'Patient Sign Up'. The main content area features a large orange banner with the headline 'Get FDA-approved guidance for your breast cancer'. Below this, it states 'The free cancer app that helps patients manage their care.' and provides a link to 'Download Outcomes4Me free:'. A button labeled 'Get The App (Download or Web Version)' is present, along with a link to 'Or get patient resources on the web >>'. A photo of Suzanne Garner, a cancer survivor and app user, is shown on the right. Below the banner, a 'Featured in:' section lists logos for BESTLIFE, BOSTINNO, FIERCE Biotech, Forbes, mobihealthnews, Modern Healthcare, and VentureBeat. A secondary navigation bar is visible below this. The main content area below the navigation bar has the headline 'Learn your cancer treatment options in minutes' and a sub-headline 'Download the Outcomes4Me Cancer Care App to get:'. A list of four benefits is provided, each with a checkmark icon. Below the list are buttons for 'The App Store', 'Google Play', and 'Or use us on the web >>'. To the right of the text are two smartphone screens displaying the app's interface, which includes sections for 'Hi Jane', 'How are you feeling today?', 'Your Outstanding Tasks', 'Current Medications', and 'Medication Log'. The bottom of the page features a dark blue footer with the text 'Collaborating with experts in care all over the world.' and logos for NCCN, Wolters Kluwer, Massachusetts General Hospital, Johns Hopkins University, Vanderbilt University Medical Center, and CancerX.

<https://outcomes4me.com/breast-cancer/>

Competitive Advantage

Key factors that differentiate our platform's effectiveness

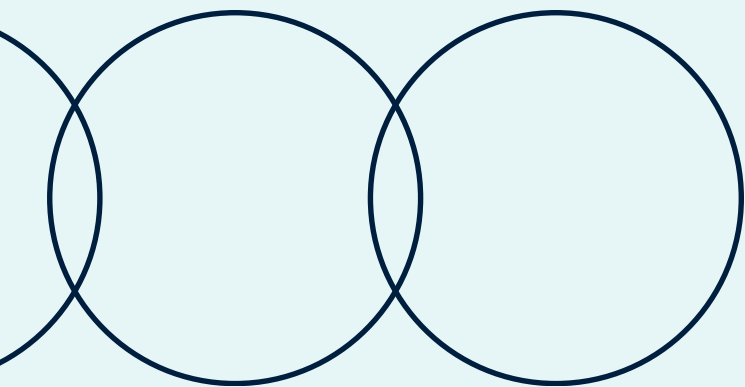
Guideline-driven personalization

Real-world outcome registry
(research data engine)

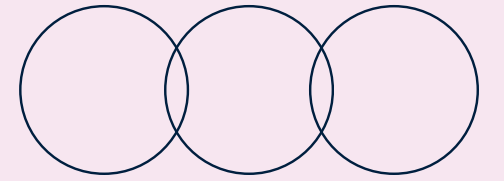
Pharma-sponsored ecosystem model
→ Strong partnership

Behavioral gamification for adherence

Asia-focused localized education



Commercialization Pipeline



Development



Finalizing product features and functionalities based on user feedback and market research.

Testing



Conducting clinical trials to ensure safety and effectiveness of the platform.

Regulatory



Navigating necessary approvals and compliance with medical and digital health regulations.

Launch



Introducing the platform to the market with strategic marketing and outreach efforts.

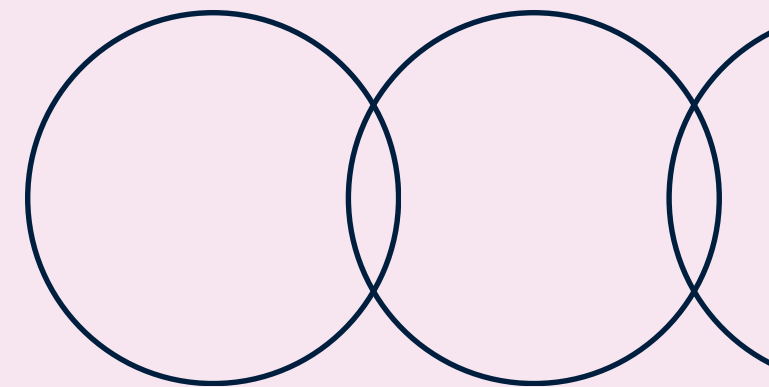
Growth



Scaling the platform based on user adoption and feedback, focusing on continuous improvement.

Intellectual Property Strategy

- AI algorithm copyright
- Database trade secret
- Platform trademark



Risk Matrix

- Data privacy regulation
- Sponsor bias perception
- Technology adoption resistance

Validation Evidence

Reviewer 1:

- Suggested adding a centralized menu tab to improve navigation and allow easier access to all platform functions.
- Recommended implementing login and logout functions to enhance patient data confidentiality.
- Noted that the chatbot performs well and provides effective responses.

Reviewer 2:

- Recommended including family history of breast and ovarian cancer to enable personalized recommendations, particularly regarding genetic testing.

