

More of the

# UP DAYS

Help on the

# DOWN DAYS

For everyone living &  
dealing with cancer



Careology<sup>®</sup>



Transforming  
Traditional  
Cancer Care

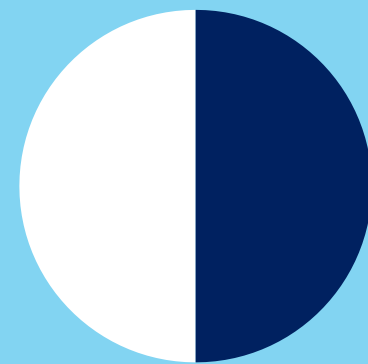
digitalhealth

REWIRED  
2023 —

# Global challenges facing cancer care

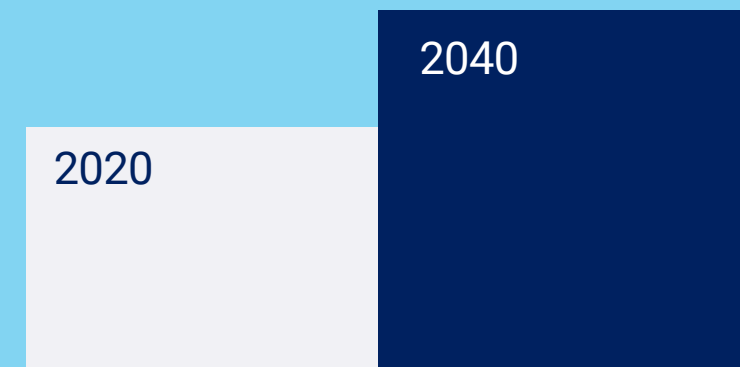
Issues of increasing incidence rates, costs and market challenges are unsustainable.

## Cancer landscape



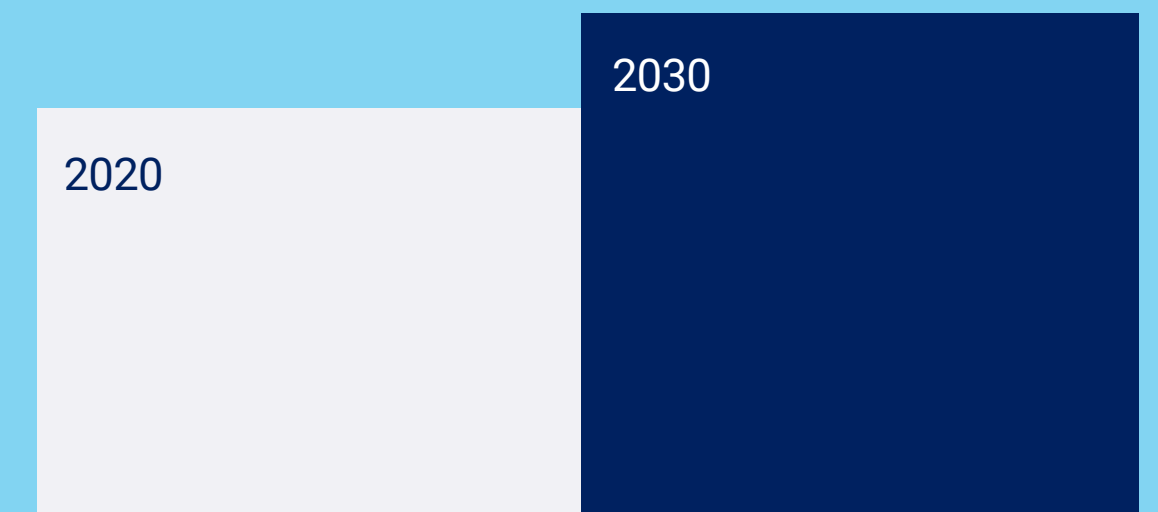
**1 in 2**

of us will get Cancer



**19<sup>M</sup> → 28<sup>M</sup>**

50% annual increase in incidence globally



**\$200<sup>B</sup> → \$246<sup>B</sup>**

34% increase in costs of US cancer care

## Market Challenges

*Capacity constraints in healthcare systems*

*Cancer workforce shortages*

*Unsustainable rising costs (new drugs and incidence)*

*COVID impacts of delayed diagnosis and backlogs*

*Improved survival rates increases chronic long term costs*

Sources:

<https://www.nhs.uk/conditions/cancer/>

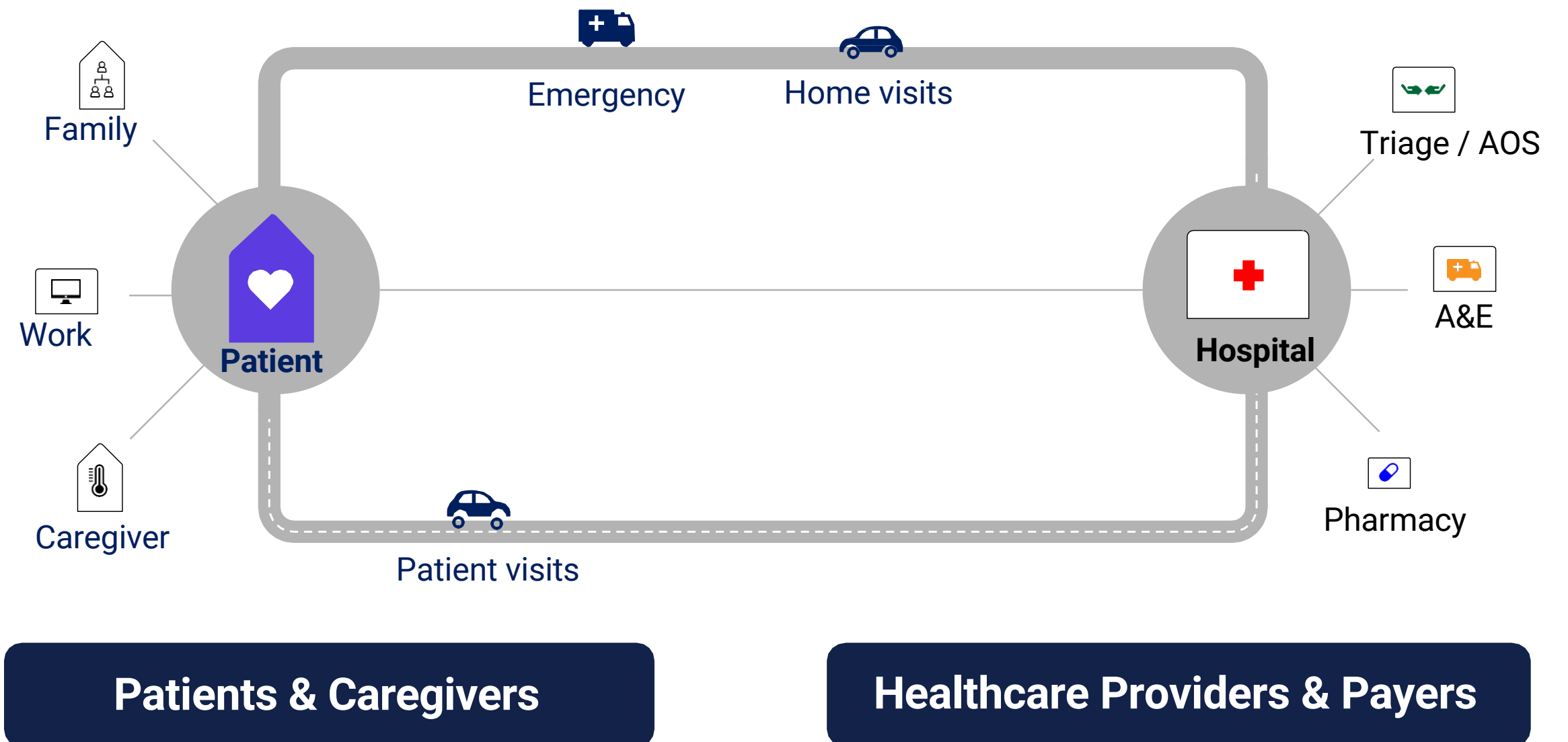
<https://acsjournals.onlinelibrary.wiley.com/doi/10.3322/caac.21660>

<https://www.fightcancer.org/sites/default/files/National%20Documents/Costs-of-Cancer-2020-10222020.pdf>

# A highly complex space

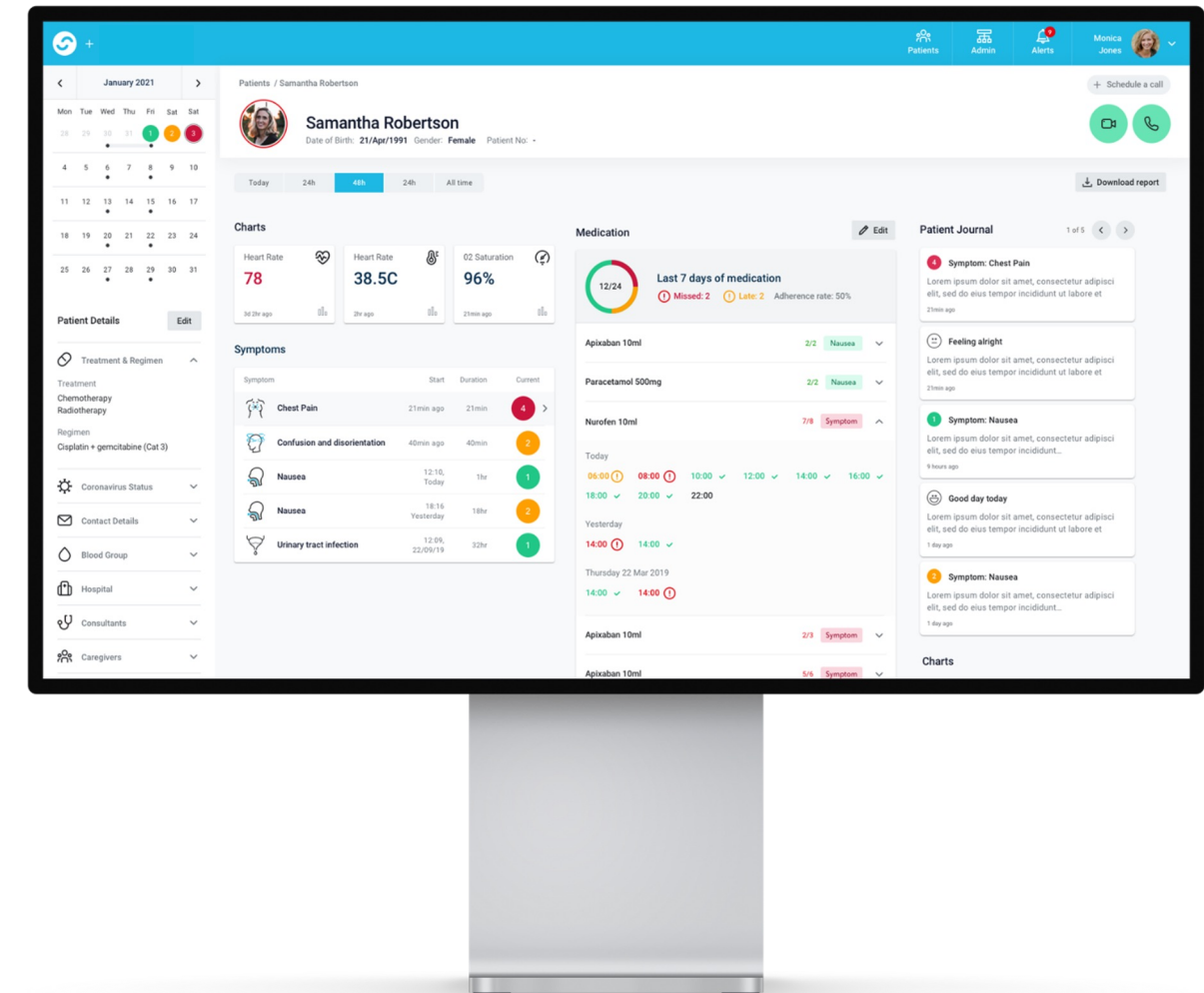
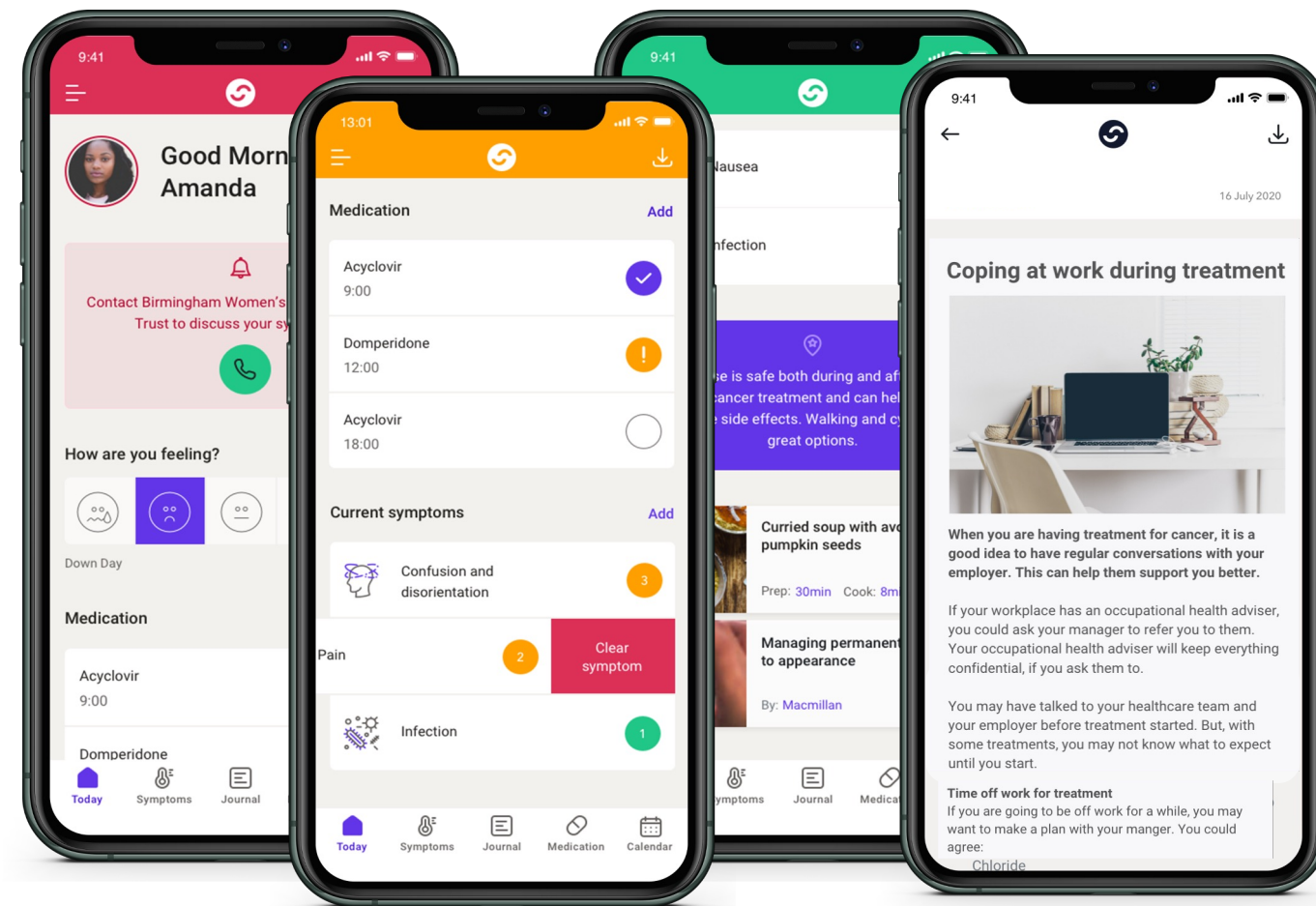
Traditional cancer care is

Dispersed  
Disconnected  
Fragmented  
Reactive  
Inefficient



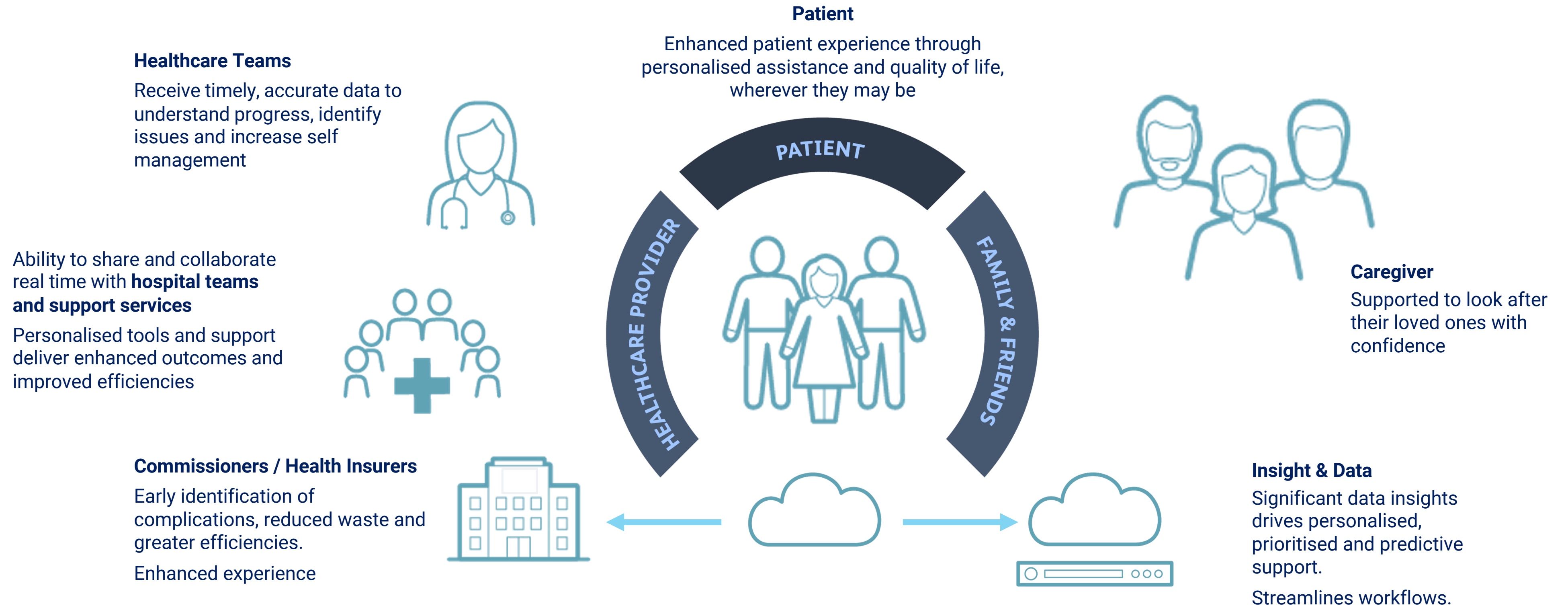
# Careology is transforming cancer care

Connected  
Blend of 'physical & digital'  
Data driven  
Seamless



Digital and virtual solutions augment in-person interactions and are key to addressing the major challenges and operational complexities faced by cancer services

# Careology Connects all the Key Players



# Delivering critical value to healthcare systems



**Operational Efficiencies**



**Health Outcomes**



**Patient Experience**



**Clinical Safety**



**Shared Responsibility**



**Environmental**

# We are trusted by leading ecosystem players

**NHS**  
Guy's and St Thomas'  
NHS Foundation Trust

*The* ROYAL MARSDEN  
NHS Foundation Trust



**NHS**  
James Paget  
University Hospitals  
NHS Foundation Trust



East of England  
Cancer Alliances 

LloydsPharmacy  
Clinical  
Homecare

**MACMILLAN.**  
CANCER SUPPORT

# Thank You

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2023 —

*Come and chat to us...*



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# Careology<sup>®</sup>



Creating more

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