



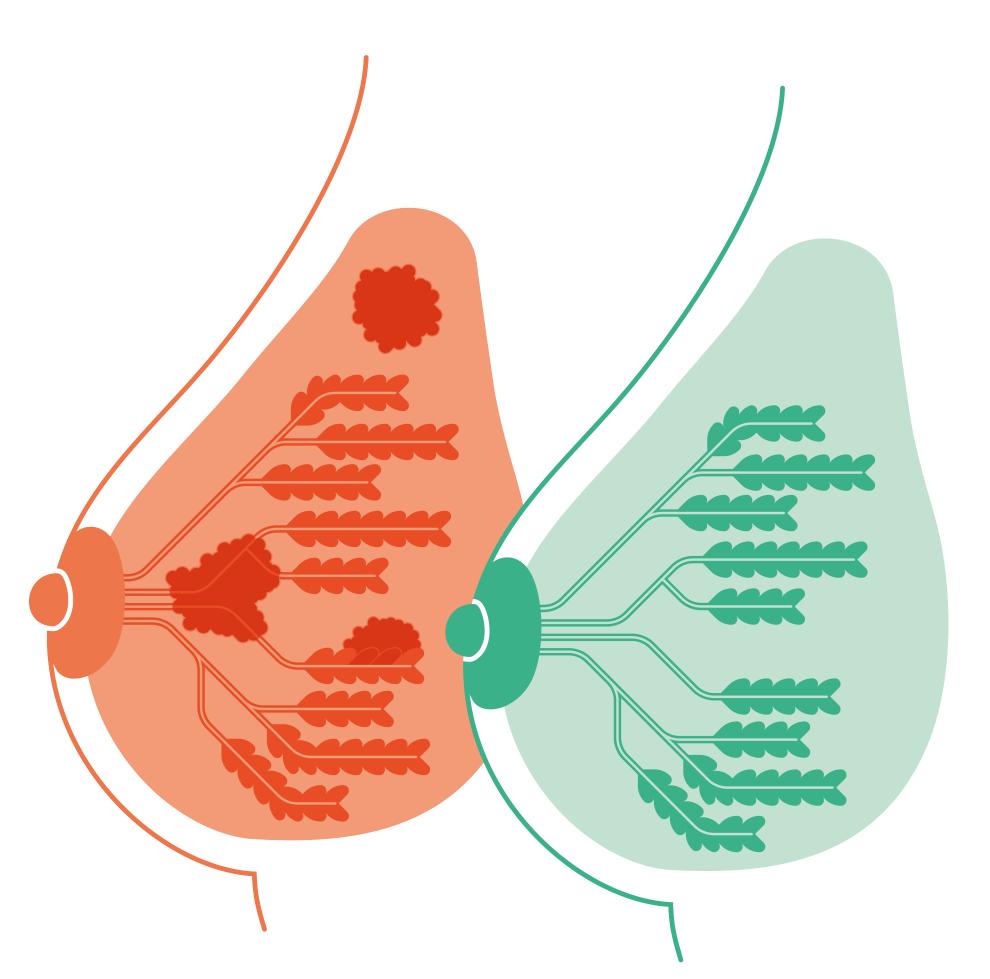
BREAST CANCER

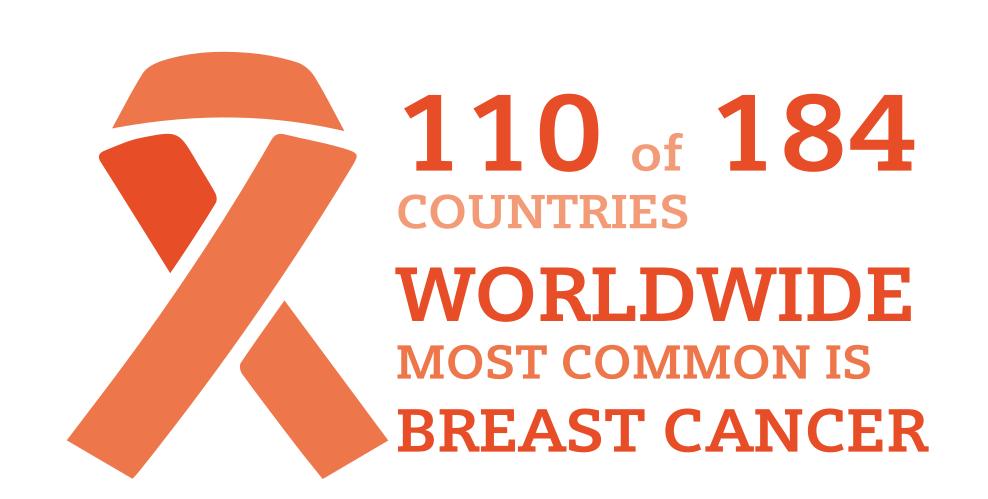
FACTS & FIGURES

NEW LUMPS SWELLING IRRITATION

REDNESS

PAIN



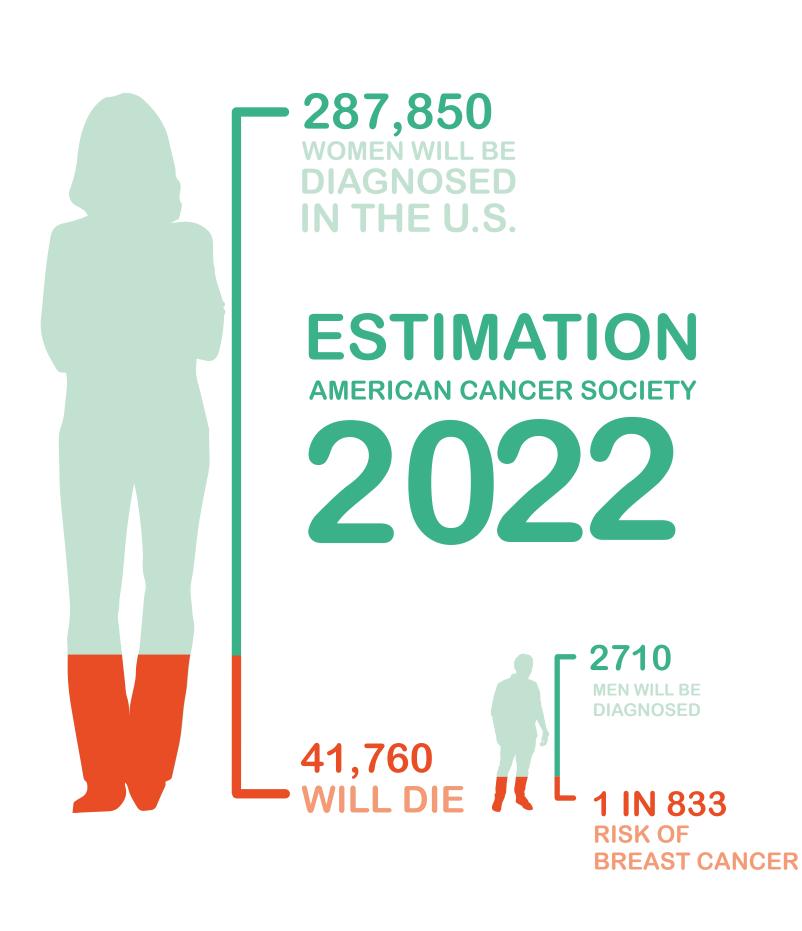


COVID-19 RECOMMENDED **DESIGNATION OF** PRIORITY A, B, AND C, FOR BREAST CANCER **BASED ON CONDITION**

LIFE THREATENING UNSTABLE

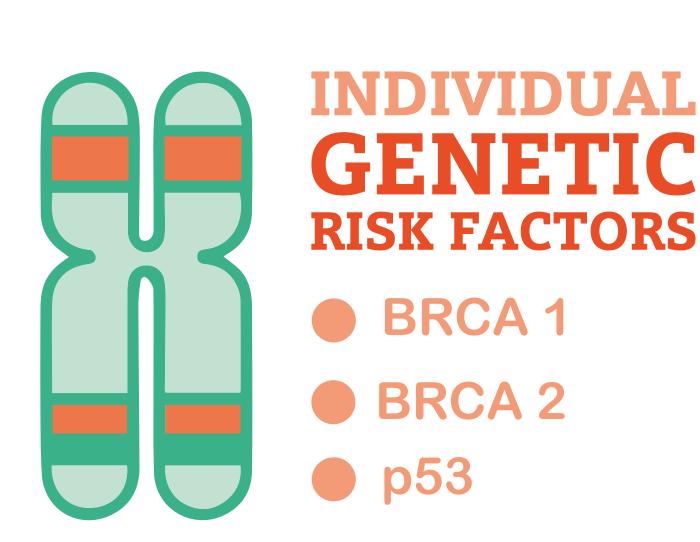
DELAYED BEYOND D

NON-CRITICAL STABLE





OUT OF 8 WOMEN WILL DEVELOP **BREAST CANCER** IN HER LIFETIME



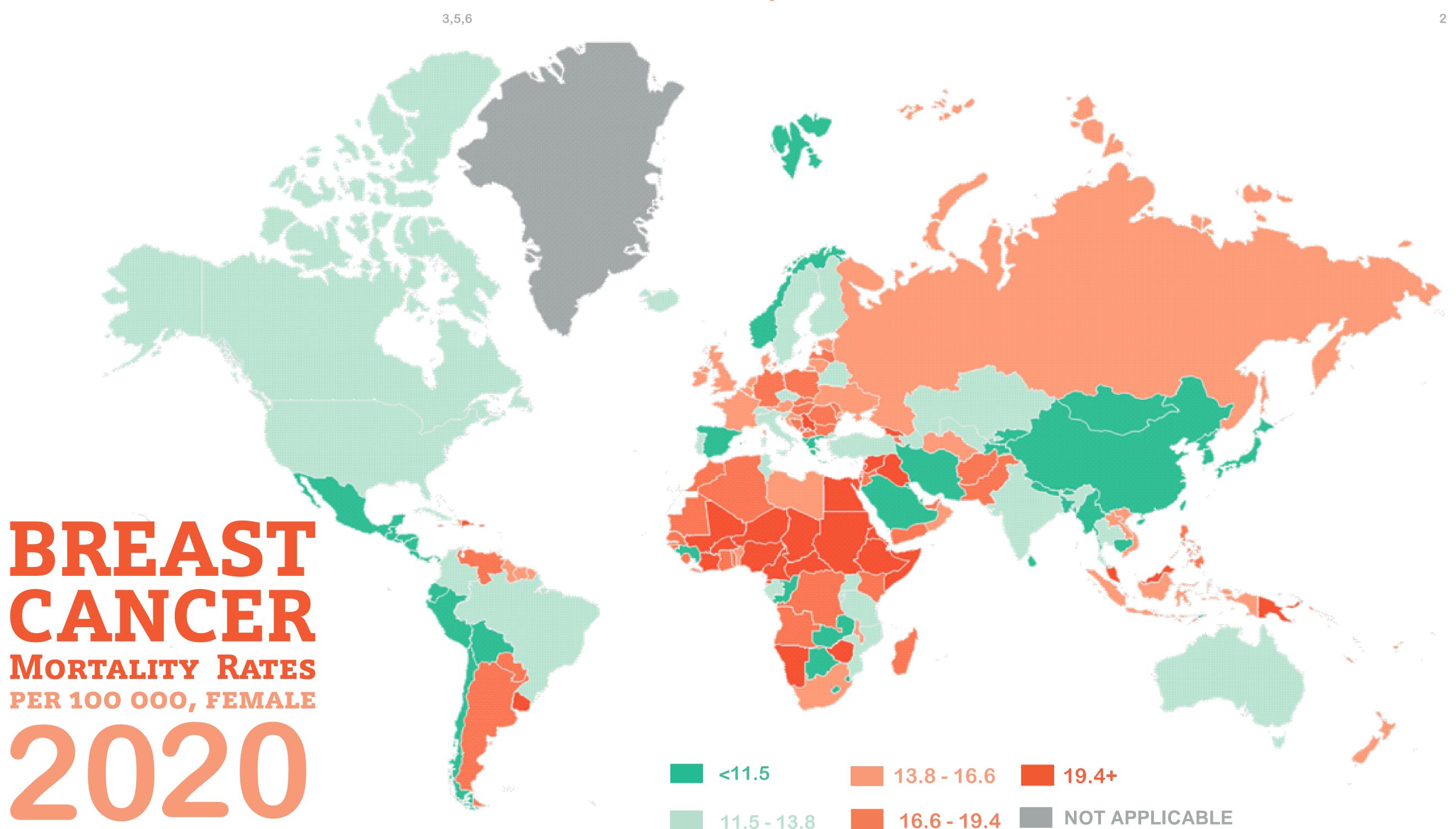
SIGNIFICANT HIGHER RISK OF DEVELOPING **BREAST CANCER IN** LIFETIME

BREAST CANCER MEDIAN COST FOR CARE IN THE EU

STAGE 1 9215 EUR STAGE 2 13019 EUR STAGE 3 15511 EUR

EUROPE SCREENING SE ASIA

5-year **SURVIVAL** SCREENING 62% **GLOBAL** of patients of patients of patients



Disclaimer: The Disease Pathways Framework could be used to elaborate on various diseases. The various pain points, solutions, and statistical data are examples only and cannot be taken as recommendations for the reader.

1. Breast Cancer Early Detection and Diagnosis, 2022, American Cancer Society, 2022 2. Globocan Estimated mortality rates, 2020 for Breast Cancer. https://acsjournals.onlinelibrary.wiley.com/doi/full/10.3322/caac.21660 3. Key Statistics for Breast Cancer How common is breast cancer, ACD, 2022

4. Recommendations for Prioritization, Treatment and Triage of Breast Cancer Patients During the COVID-19 Pandemic: Executive Summary, https://www.facs.org/quality-progra000ms/ cancer/ executive-summary 6. SEER Fact Stats- State Surveilance. https://seer.cancer.gov/statfacts/html/breast.html

5. Genetic Factors in Breast Cancer. https://www.cancer.org/cancer/breast-cancer/risk-and-prevention/breast-cancer-risk-factors-you-cannot-change.html 6. Survival Rates for Breast Cancer. https://www.cancer.org/cancer/breast-cancer/understanding-a-breast-cancer-diagnosis/breast-cancer-survival-rates.html STAKEHOLDERS

Large room for innovation Design wearable devices and

innovates on technology that helps

Some studies show that

flight attendents are at

A radiation detector

could track the

an individual

if levels are

vices could be availed.

PAINPOINT

most stop after 6 months or do not breastfeed at all due

to body image issues, lack of medical/ financial support,

or they previously had breast cancercancer and can no

longer lactate due to treatment.

late how much time a mother spends breast-

years to optimize breast health.

SOLUTION

their breasts regularly and informs them what to

search for.

PAINPOINT

Cancer could have

progressed during COVID, furthered in stages.

Improve screening

numbers with policies that

help patients during

COVID Pandemic.

PAINPOINT

Many patients are

simply unaware of the

risk factors for breast cancer and do not visit a doctor regularly to

get checked.

Social media

breast cancer

spread awareness and instructions on how to prevent breast cancer.

PAINPOINT

Obesity, smoking, drinking, and

unhealthy lifestyle is prone to in-

crease during the pandemic due

to quarantine and social distanc-

ing lifestyle.

Use of

nutrition apps, fitness apps and trackers to optimize life style choices.

feeding, and also remind the mother to continue breast feeding for up to 2

receives and identify

amount of radiation

a higher risk of breast

cancer due to increased

exposure to radiation.

track healthy lifestyles

allows startups to compete

in the field of personal

health monitoring

PAINPOINT

10% to 15% of the time,

mammograms will not show an existing

cancer; called a false-

Takes data from health

records and mammogram to

identify which patients

Women tend to hesitate for

due to social stigma and

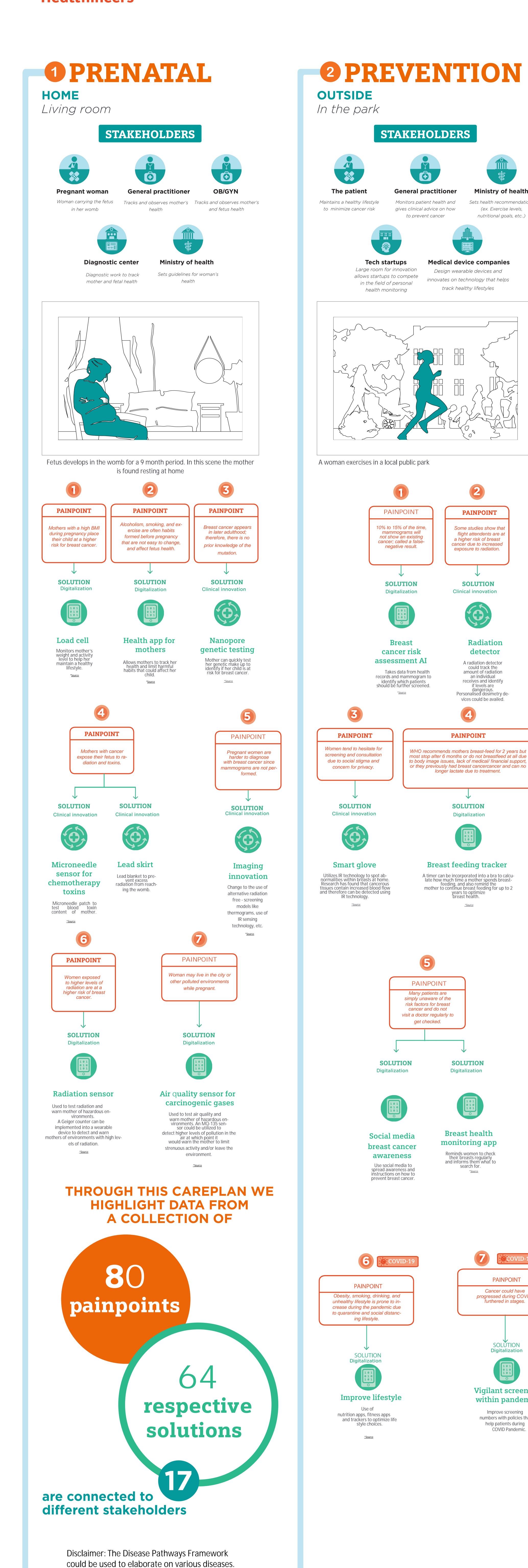
concern for privacy.

Clinical innovation

normalities within breasts at home.

Research has found that cancerou

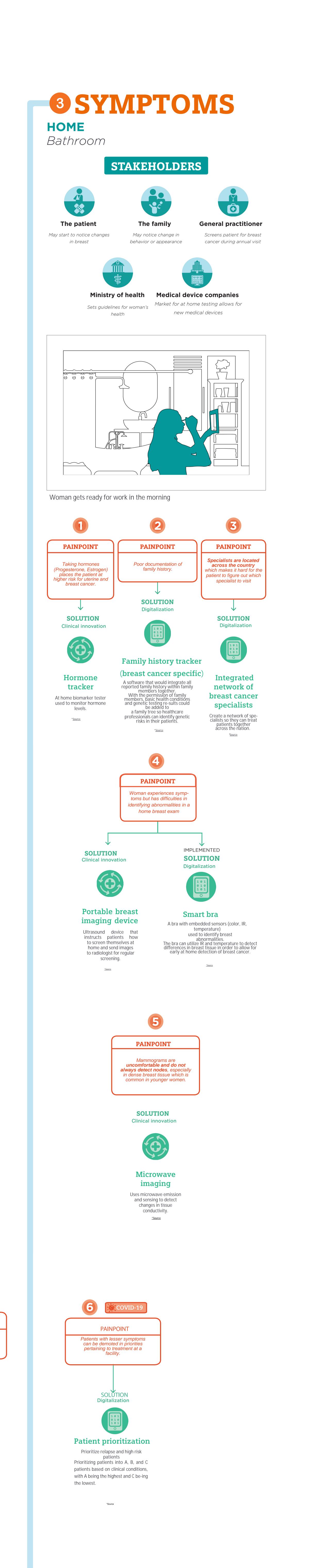
IR technology.

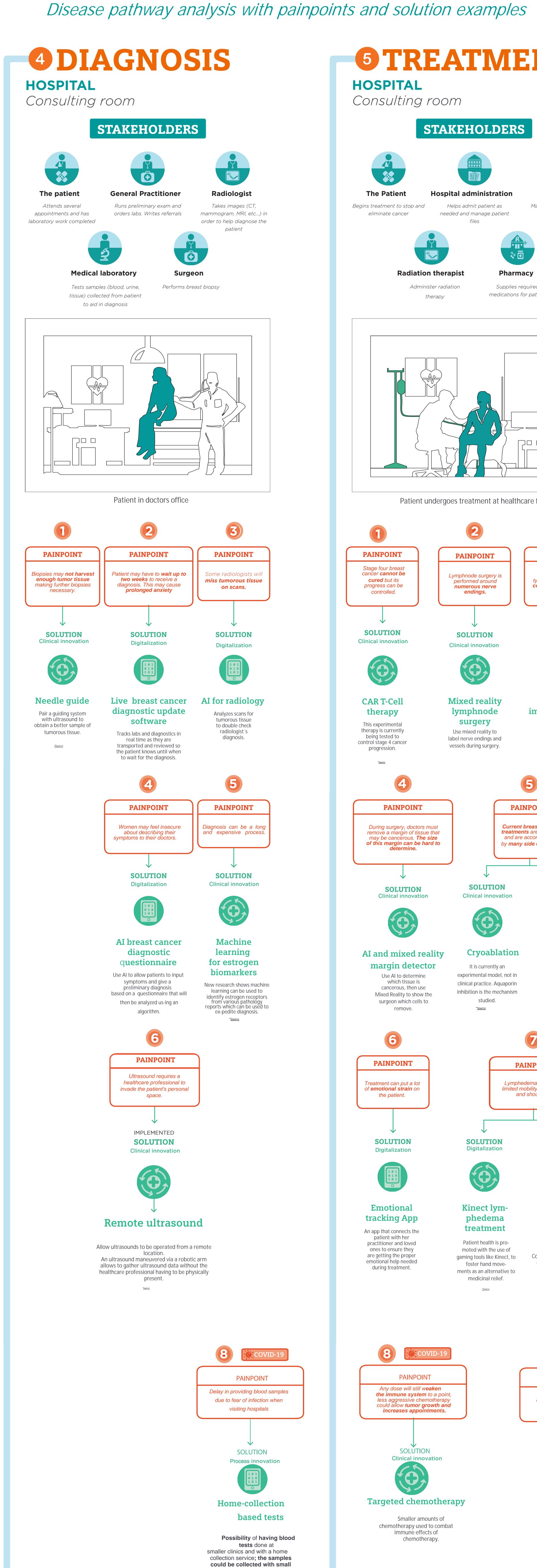


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reagent packs and sample

