

A White House Challenge; Empowering patients in clinical trial matching using CX and AI to improve the patient experience

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Safe Harbor Statement

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Healthcare Outlook 2025

View of Health

- Holistic view of care to include all determinants that impact health
- Aggregation of clinical & genetic data to further research & precision medicine
- Reforms that emphasize primary care & prevention/population health
- Increased emphasis on elder care

2x

Number of seniors age 65+ expected to double in the U.S. and exceed 10% globally by 2025.

U.S. Census Bureau & World Health Organization

Value Based Care

- Continued shift toward higher risk value-based care models
- Increased care coordination & Accountable Care
- New entrants and alliances focused on expansion, cost, and innovation
- Adoption of emerging technologies to improve care & reduce cost

50%

Of Aetna's payments to providers flow through VBC arrangements.

Aetna Annual Report

Consumerism

- Growth of the virtual hospital
- Increased locations of care (urgent care, wellness clinics, transfusion centers) offering more complex services
- Personalized guidance and long-term interaction strategies
- Consumer experience aligned to on-line / retail

52%

Of patient transactions are now online, virtual or via an app.

Kaiser Permanente

How do I implement Innovation Technologies?



Think “Patients-First”

Build solutions that focus on the patient experience

Provide new opportunities for patients, clinicians and staff to communicate



Engage Digitally

Become relevant and increase efficiency through digital education and outreach, and channels like chatbots and social media



Break Down Silos

Collaborate and share information securely across departments to provide flexible services

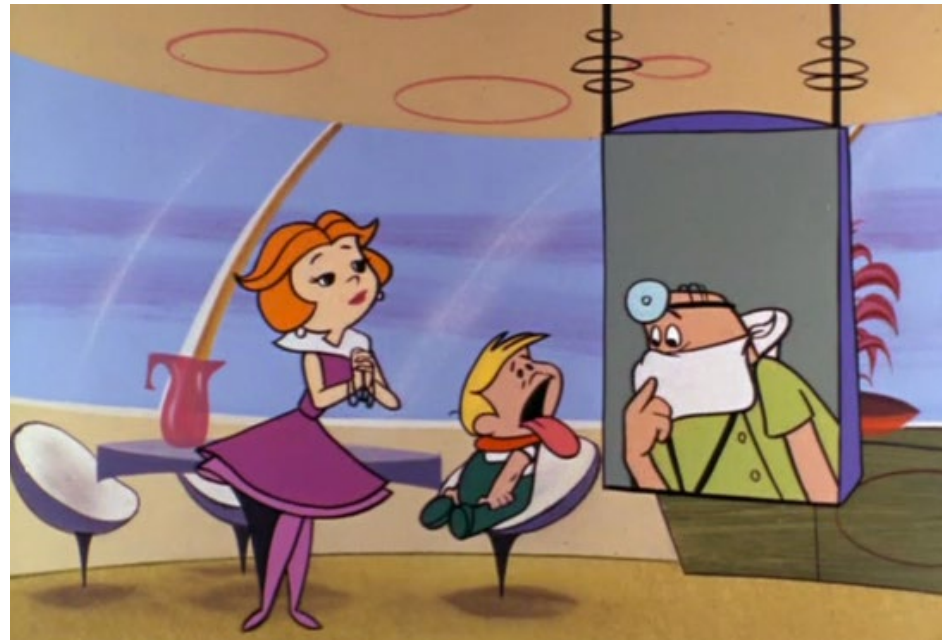
How to apply AI : Think Patients First

- Support treatment recommendations
- Identify data patterns
- Connecting patients to services with increased efficiency
 - Design approach from patient perspective



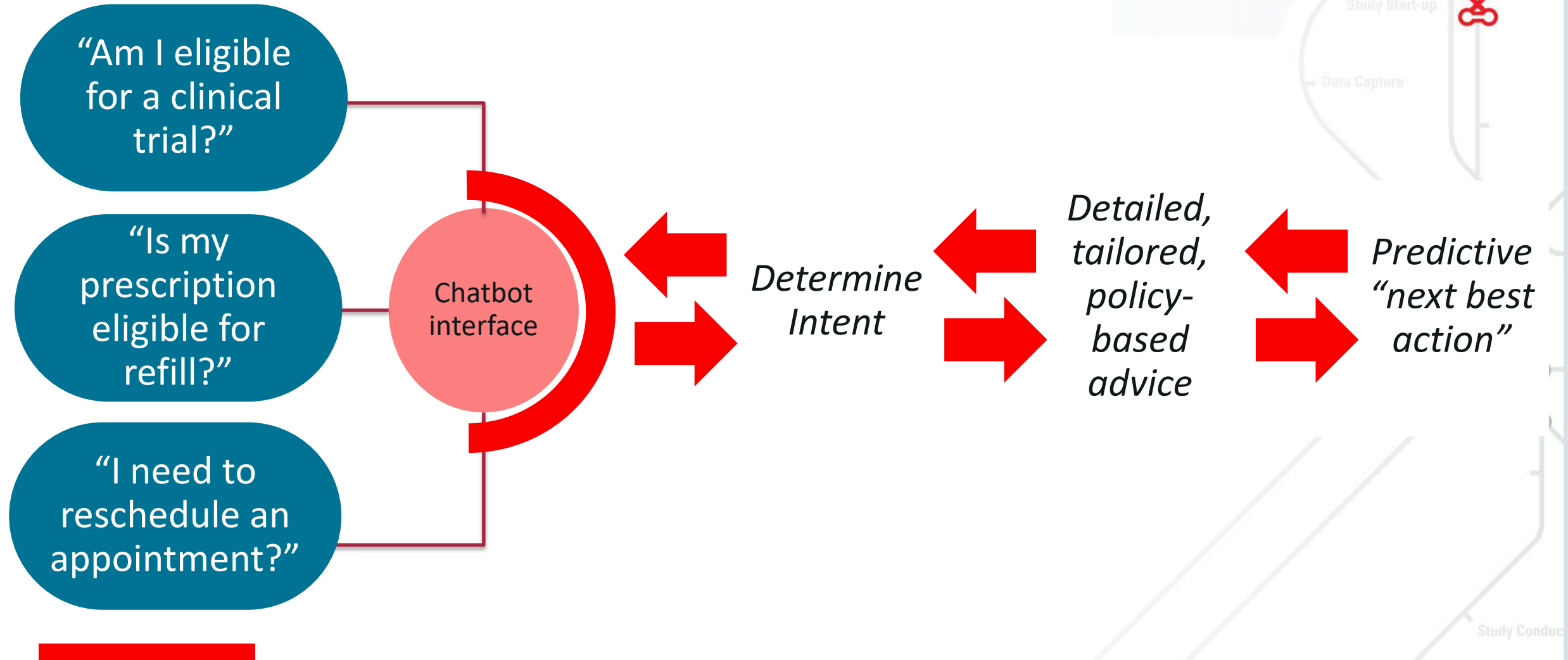
How to apply AI : Engage Digitally

- Increase flexibility in treatment delivery
- Improve Communication and data exchange
- Improve the performance of technology solutions
 - Smart Forms, chat bots



How Can CX Work with AI?

Predictive and Declarative AI



How to apply AI : Break down Data Silos

- Manage data access and security
- Leverage AI Assisted Analytics to integrate data
- Leverage AI to support IT and data management
 - Automapping, Autonomous monitoring





THE OPPORTUNITY PROJECT TOP HEALTH – PRESIDENTIAL INNOVATION FELLOWS

ORACLE TOP HEALTH TEAM
ORACLE PUBLIC SECTOR AND ORACLE HEALTHCARE

Artificial Intelligence and Open Data Innovation for Health



Challenge

Create an AI driven solution to support patients in the process of matching to appropriate clinical trials

- API – Clinical Trials.gov
- NCI – National Cancer Institute synthetic clinical data
- VA – Veterans Affairs

Why is this a challenge?

- Clinical Trial Data is complex

The screenshot displays the ClinicalTrials.gov website interface. At the top, the NIH U.S. National Library of Medicine logo is visible, along with navigation links: Find Studies, About Studies, Submit Studies, Resources, and About Site. The main header shows the search results for "322 Studies found for: Recruiting Studies | Interventional Studies | brain cancer | Studies with Female Participants | 43 years, Adult". Below this, a box lists the applied filters: Recruiting, Interventional, Female, 43 years, and Adult (18-64). The results are displayed in a table with columns: Row, Saved, Status, Study Title, Conditions, Interventions, and Locations. The first row shows a study titled "Safety Study of Afatinib for Brain Cancer" with conditions "Brain Cancer", intervention "Drug: Afatinib", and location "John Wayne Cancer Institute Santa Monica, California, United States".

NIH U.S. National Library of Medicine
ClinicalTrials.gov

Find Studies About Studies Submit Studies Resources About Site

Home > Search Results

Modify Search Start Over

322 Studies found for: **Recruiting Studies | Interventional Studies | brain cancer | Studies with Female Participants | 43 years, Adult**

Also searched for **Brain Neoplasms, Neoplasm, Brain tumor** and more. [See Search Details](#)

Applied Filters: ☒ **Recruiting** ☒ **Interventional** ☒ **Female** ☒ **43 years**
☒ **Adult (18-64)**

List By Topic On Map Search Details

Hide Filters

Download Subscribe to RSS

Show/Hide Columns

Showing: 1-10 of 322 studies 10 studies per page

Row	Saved	Status	Study Title	Conditions	Interventions	Locations
1	☐	Recruiting	Safety Study of Afatinib for Brain Cancer	• Brain Cancer	• Drug: Afatinib	• John Wayne Cancer Institute Santa Monica, California, United States

Why is this a challenge?

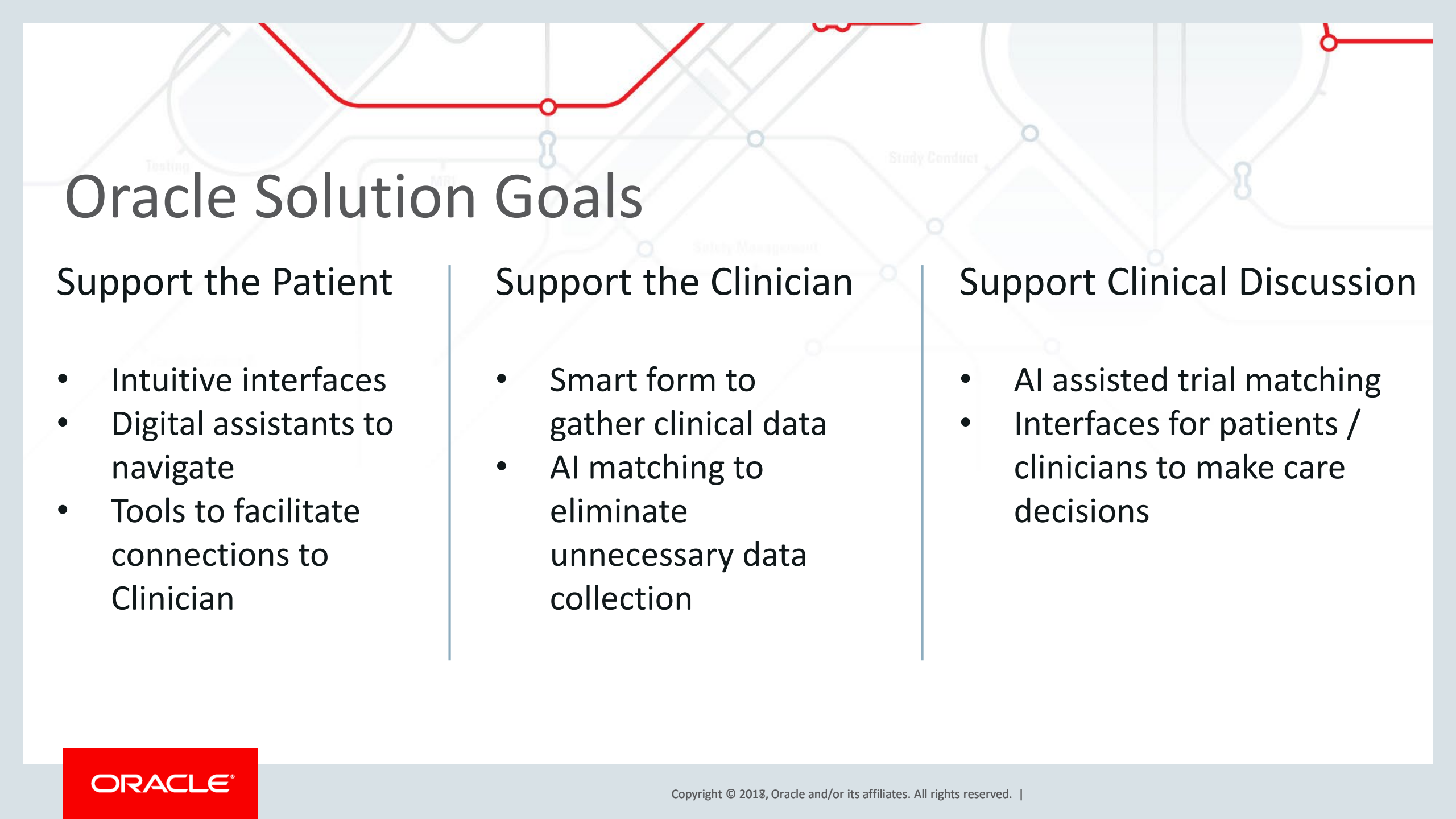
- Patients and Caregivers may not fully understand
- Inclusion / Exclusion Criteria
- Detailed clinical data points such as lab values

4. anaplastic mixed oligoastrocytoma (AMO)

- Has failed prior standard therapy including maximal safe surgical resection (when appropriate for the specific cancer type), radiation therapy (when appropriate for the specific cancer type), and systemic therapy (when appropriate for the specific cancer type).
- For diagnosis of GBM: has undergone maximal safe surgical resection, a course of postoperative radiation therapy with concurrent temozolomide, and maintenance temozolomide.
- For diagnosis of meningioma: has no other option of standard therapy such as surgical resection (partial or total resection) or radiation.
- Age 18 years and older.
- Karnofsky Performance Status $\geq 60\%$.
- Adequate organ function, defined as all of the following:
 1. Absolute neutrophil count (ANC) $\geq 1.5 \times 10^9/L$.
 2. Platelet count $\geq 100 \times 10^9/L$.
 3. Hemoglobin ≥ 9.0 g/dL.
 4. Total Bilirubin ≤ 1.5 institution's upper limit of normal (ULN).
 5. Aspartate amino transferase (AST) $\leq 2.5 \times$ institution's ULN.
 6. Alanine amino transferase (ALT) $\leq 2.5 \times$ institution's ULN.
 7. Alkaline phosphatase (ALP) $\leq 2.5 \times$ ULN unless considered tumor related.
- Recovered from any previous therapy-related toxicity to Grade 1 or to their clinical baseline at study entry.
- Women of child-bearing potential has negative serum or urine pregnancy test before the initiation of study drug dosing.

Exclusion Criteria:

- Insufficient time from prior therapy to study entry:



Oracle Solution Goals

Support the Patient

- Intuitive interfaces
- Digital assistants to navigate
- Tools to facilitate connections to Clinician

Support the Clinician

- Smart form to gather clinical data
- AI matching to eliminate unnecessary data collection

Support Clinical Discussion

- AI assisted trial matching
- Interfaces for patients / clinicians to make care decisions

A Digital Assistant helps guide a patient through the process of requesting Clinical Trial Matching Support

leader in cancer research

Get Help

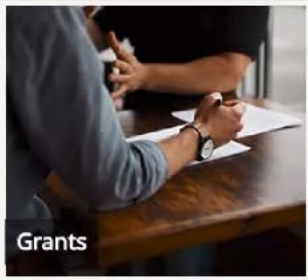
Featured Support Products



Trials



Research



Grants



Treatments

Popular Published Answers

Clinical Trials



Immunotherapy to Treat Cancer?

If you're starting a business, you're in the right place. On this tab, you can find information you will need to select the proper type for your circumstances, register your corporation or LLC and register your new business for tax purposes....

NEED HELP? CHAT WITH US

your behalf. Please record the reference # 14-3296 to track the status of your request. Thank you for using the Clinical Matching Program. Please refer to the main page for more information and

links to additional resources specific to your diagnosis. This may help to generate a list of questions to discuss with your oncology specialist. Thank you.

Can I help you with anything else about clinical trials

No

OK. Just say 'trials' if you would like help with anything else related to clinical trials

10m ago

Type a message... Send

Smart Forms assist Oncologist with data submission for Clinical Trial matching

Clinical Trials

Published 05/10/2017 08:36 AM | Updated 01/10/2019 08:47 PM



Patient Application

Patient Indicator

HIV Status

HIV Therapy

Kamofsky Performance Status

Platelet Count

Leukocyte Counts

Performance NCIT Codes

Patient Application

This clinical trial application is on behalf of **Dan Kuenzig**. This application will determine which clinical trial programs Dan is eligible to participate in. An email will be generated for Dan and his oncologist with a list of eligible clinical trial programs.

Begin

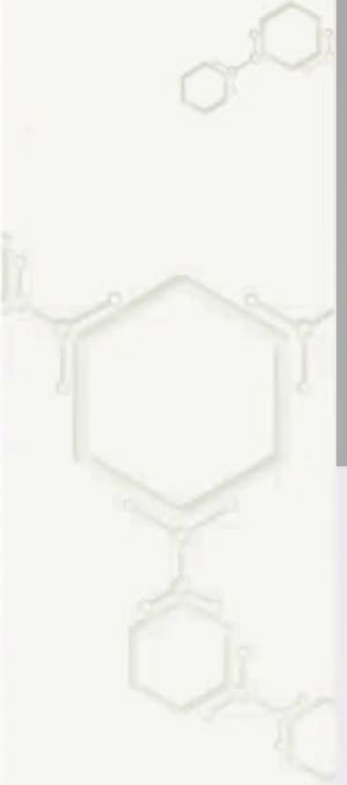
SEARCH

Q

ANSWERS OTHERS FOUND HELPFUL

- How do I make online sales tax payments?
- Business Registration Form Mailing Address
- Employer Identification Number

RECENTLY VIEWED



14
Chat

Applying AI to support Clinical Trial Matching

ORACLE Service Cloud -- mowgse70003

Home

Dan Kuenzig

Recent Items

Navigation

First Name* Dan Last Name* Kuenzig

Email dan.kuenzig@oracle.com Office Phone

Address

Edit

Clinical Trials Clinical Trial Locations Notes Tasks (0) Incidents Attachments Audit Log

Open Add New Print Copy Assign Delete Options

Clinical Trial Programs

Eligible Programs

Contact	NCI ID	NCI ID	Official Title
0	NCI-2012-01977	NCT01622868	Phase II Randomized Study of Whole Brain Radiotherapy/Stereotactic Radiosurgery in Combination with Concurrent
0	NCI-2015-01779	NCT02589522	Phase 1 Trial to Determine the Recommended Phase 2 Dose (RP2D) of VX-970 When Combined with Whole Brain Ra
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Record Count: 6

Contact Quick Search

Last Name Kuenzig

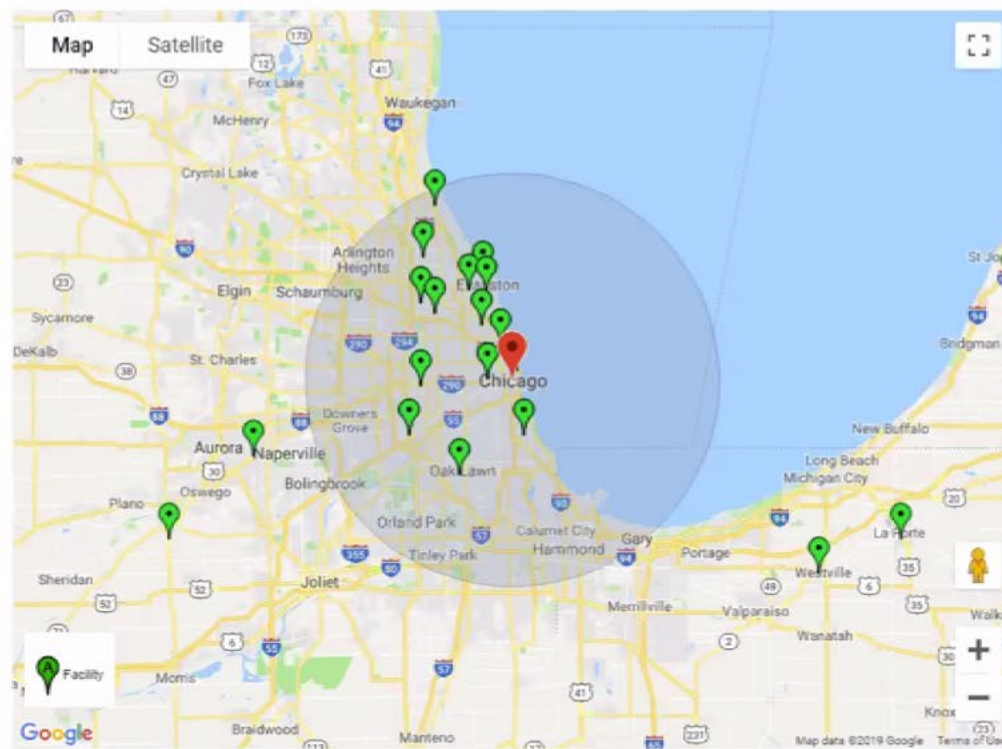
First Name

Email

Search Clear

Access to matched trial options supports patient care discussions and improves the patient experience

Trial Locations



Find Facility

27 W Jackson Blvd, Chicago, IL 60604

NCT01622868, NCT02589522

25

ENROLL

Facility Listing Information

- ☐ **University of Chicago Comprehensive Cancer Center**
Distance: 6.87mi
Trials: 2
5841 South Maryland Avenue Chicago, IL
773-834-7424 773-702-6180
Website
- ☐ **Saint Francis Hospital**
Distance: 10.98mi
Trials: Evanston
355 Ridge Avenue Evanston, IL
847-316-6994
Website
- ☐ **University of Illinois**
Distance:

Chat

Targeted Integration of Innovation Technologies with Collaborative Design



INNOVATION

ARTIFICIAL INTELLIGENCE

HUMAN CENTRIC DESIGN

DATA SCIENCE



PARTNERSHIPS

SIMPLIFY CUSTOMER EXPERIENCE

COLLABORATIVE DECISION MAKING

FRICTIONLESS WORKFLOW



OUTCOMES

PERSONALIZED OUTCOMES

ENHANCED SERVICE

LOWER COSTS

Questions

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