

MISSION MESSAGE – APRIL 2016

American Cancer Society Teaming Up with IBM's Watson to Deliver Tailored Cancer Information

For people diagnosed with cancer, filtering countless health web sites for relevant, accurate, and trustworthy information can be daunting. This is where IBM's Watson and the American Cancer Society come in. Together, we're creating a patient advisor that will anticipate the needs of patients with different types of cancer, at different stages of disease, and at various points in treatment. Once developed, it will provide patients with trusted American Cancer Society resources and guidance, personalized to their unique cancer journey.

Watson, the computing platform behind this patient advisor program, will use the American Cancer Society web site cancer.org's 14,000 pages of information on more than 70 cancer topics and our National Cancer Information Center (NCIC) data to provide users with reliable information on the disease, treatment options, self-management, support services, and health and wellness activities.

For example, a woman with breast cancer could ask about pain she is experiencing. The advisor might tell her that slight pain is normal but anything extreme should be reported to her doctor. Over time, the advisor may also learn that she prefers group support sessions over individual health coaching and recommend a group on a day of the week she's reported being available.

Did you know???:

- The American Cancer Society is the most trusted sources of cancer information. Patients and caregivers can call [1-800-227-2345](tel:1-800-227-2345), visit cancer.org, or speak to an ACS patient navigator at a care facility to access information.
- In an effort to deliver cancer information to even more individuals, the American Cancer Society is teaming up with IBM's Watson to create a patient advisor. The advisor will utilize the Society web site cancer.org's 14,000 pages of information on more than 70 cancer topics and our NCIC data to provide users with reliable information.
- The American Cancer Society is committed to freeing the world from the pain and suffering of cancer. Together with our volunteers and partners, we are a united force against cancer.

We would appreciate your help in passing along these details:

- Refer individuals seeking cancer information to cancer.org and [1-800-227-2345](tel:1-800-227-2345).
- Encourage individuals who are passionate about cancer to join us by volunteering or joining our ACS team.