



Shaping the future of cancer care

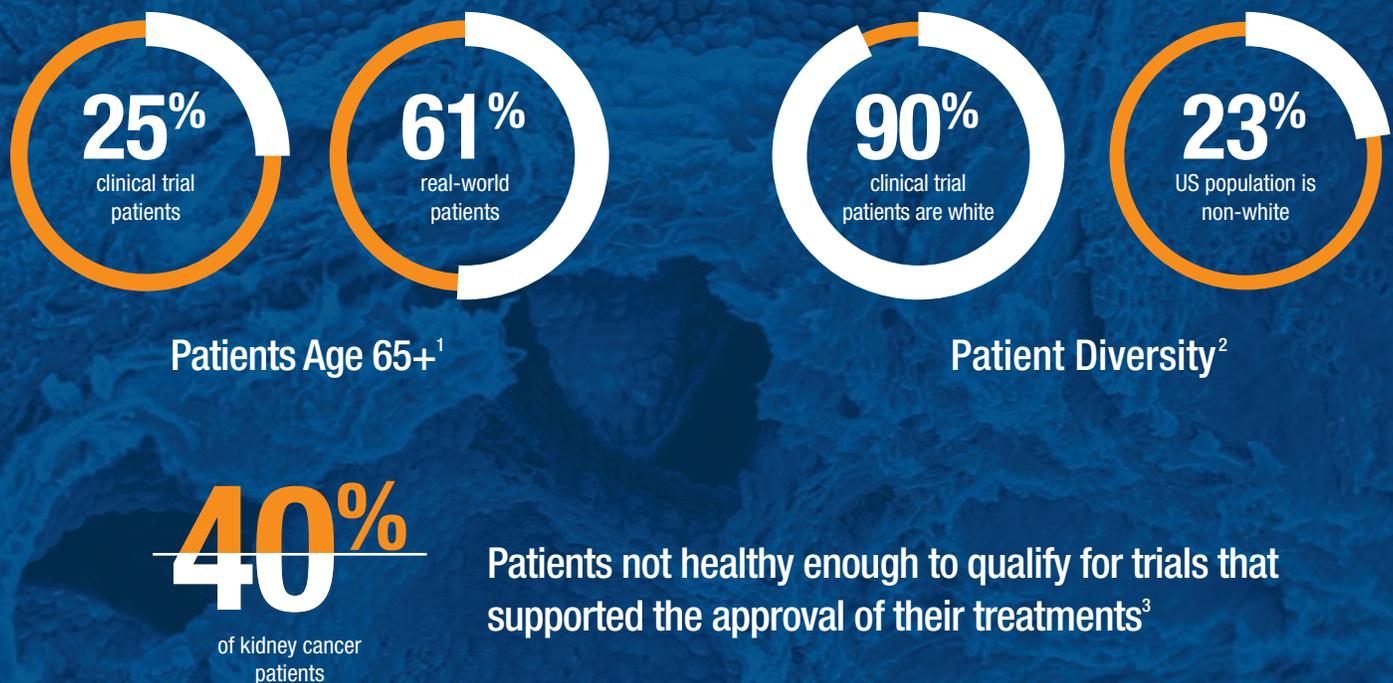
ASCO's CancerLinQ aims to rapidly improve the overall quality of cancer care, and is the only major cancer data initiative being developed and led by physicians. When complete, CancerLinQ will unlock real-world patient care data from millions of electronic health records, and securely process and analyze the data to provide immediate quality feedback and clinical decision support to providers. Doctors will receive personalized insights on a scope that was previously unattainable, and patients will benefit by having access to high quality care based on up-to-date insights and findings.

Most Cancer Treatment Insights Can't Be Used Effectively

Clinical trials don't tell the whole story

Nearly 1.7 million people are diagnosed with cancer each year in the United States. However, almost everything we know about cancer diagnosis, treatment, and prevention comes from a tiny subset of patients—the 3% who enroll in clinical trials. That pool of data isn't just small; it also may not be typical of real-world patients with cancer. Trial participants tend to be younger, healthier, and far less diverse than the patients oncologists care for every day.

Everyday patients tend to be older, less healthy, and more diverse than clinical trial patients.



1. Lewis JH, et al. Participation of patients 65 years of age or older in cancer clinical trials. *J Clin Oncol*. 2003;21:1383-1389. <http://jco.ascopubs.org/content/21/7/1383.full.pdf>.
2. Taking action to diversify clinical cancer research. National Cancer Institute Web site. <http://www.cancer.gov/ncicancerbulletin/051810/page7>. Accessed July 23, 2014.
3. Mitchell AP, et al. Clinical trial subjects compared to "real world" patients: generalizability of renal cell carcinoma trials. *J Clin Oncol*. 2014;32(suppl):6510.

The available information is largely unorganized and unusable

As an oncology health professional, you probably find it difficult, if not impossible, to constantly interpret and incorporate a rapidly growing number of new research findings into day-to-day care. The genomic revolution has made this task even more challenging. Cancers are increasingly segmented into many distinct “rare” diseases, making cancer care ever more complex. Put simply, the explosion of information is overwhelming, and there is no mechanism for harnessing the data in a way that assists in achieving state-of-the-art care. Physicians need new ways to make sense of it all—and they need support to put the latest knowledge to work for their patients.

Our vision

Imagine an advanced health IT platform that will allow you to see trends among millions of patients with almost every treatment, tumor type, and genomic profile. CancerLinQ will do just that by connecting and analyzing real-world cancer care data from almost any electronic record source and then making that data searchable and relevant to your needs.

Guided by ASCO’s expertise and mission to support all physicians—in every community and in every setting—and powered by the proven SAP HANA platform, CancerLinQ can be a tool used by oncologists to improve the quality of patient care and outcomes.

CancerLinQ will place practical insights in the hands of:



Doctors—Personalized guidance on treatment decisions by matching each patient’s data against clinical guidelines and recognized quality standards with the outcomes of patients like them



Patients—Reassurance that they’re getting high-quality, evidence-based care along with personalized treatment information and better coordination among members of their healthcare team



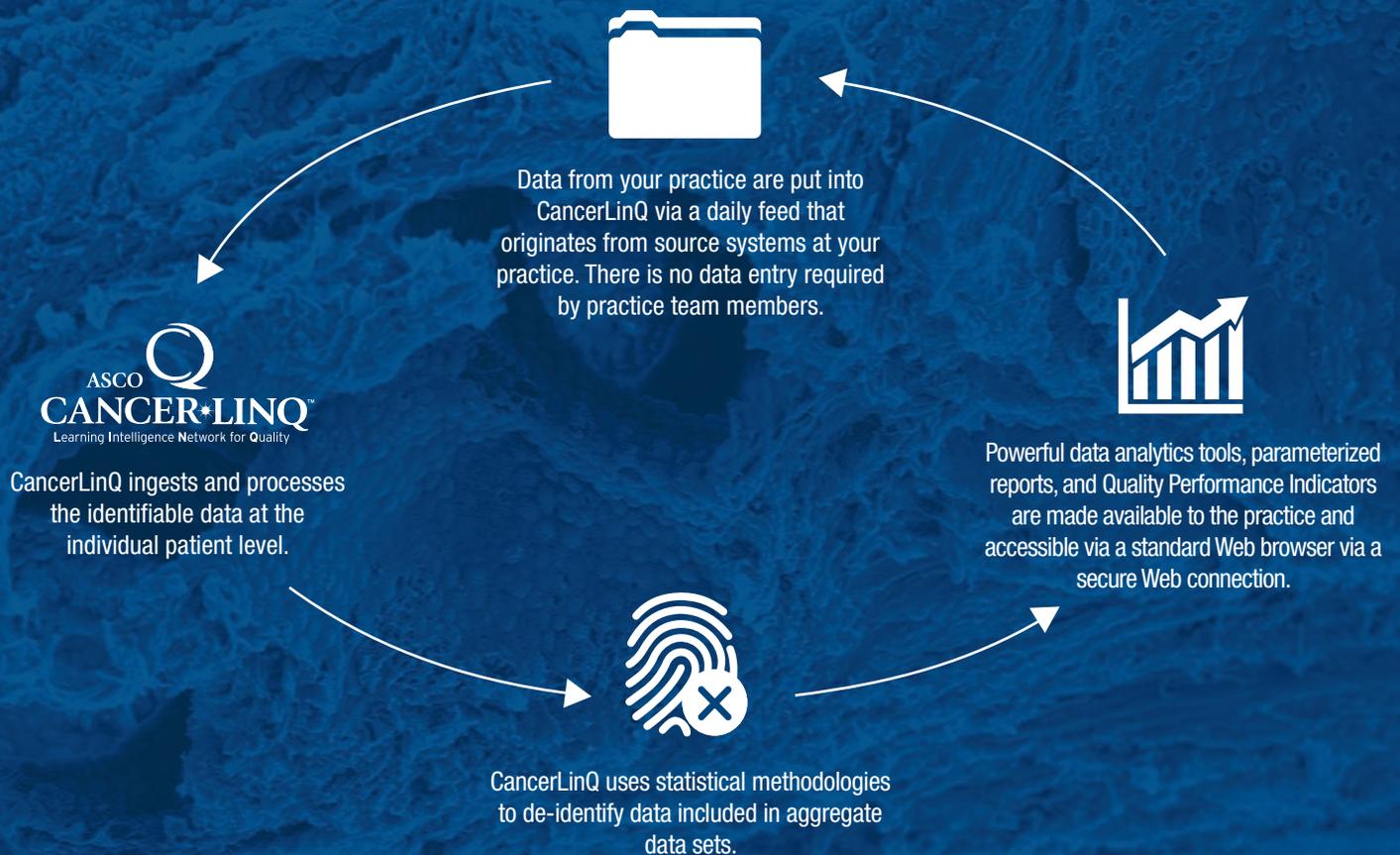
Researchers—New insights for discovery through access to a massive body of de-identified patient care data to analyze patterns and generate new hypotheses

CancerLinQ will allow oncology health professionals to access a new spectrum of cancer care insights and customize each patient’s individual treatment. This is not just a way to spit out data; it’s a system that continually learns from itself and will enable you to change the way you approach cancer care.

CancerLinQ: Making Big Data Work for You

Where's the value in collecting millions of patients' data if the vast majority of it is unorganized and unusable? CancerLinQ creates value by making these data searchable and easy to navigate, giving you the opportunity to compare your patients' data with millions of other similar cases.

CancerLinQ creates a continuous cycle of learning, beginning and ending with the patient.



CancerLinQ product features



Easily Accessible and Visually Appealing—CancerLinQ presents patients' clinical data in an intuitive and effective manner that allows for quick access and understanding of the underlying data.



Real-time Quality Performance—CancerLinQ Quality Performance Indicators provide real-time clinical quality metrics, give prospective analysis, and identify opportunities to improve performance.



Insights and Trends—CancerLinQ Insights allows you to gain valuable insights and uncover trends from the vast CancerLinQ population that can improve the quality of care provided to each of your patients.



Your Patient's Timeline—CancerLinQ visually represents your patient's clinical event history in a longitudinal view, allowing you to quickly and easily construct the patient's story.



Powerful Analytic Reports—CancerLinQ provides a suite of analytic reports that allows you to make quick observations and uncover insights about your patient population at a glance.



Performance—CancerLinQ is designed to efficiently and quickly process large amounts of data.



Security—CancerLinQ is HIPAA compliant, adhering to the highest level of industry standards by implementing regulatory, administrative, and technical safeguards.

CancerLinQ is not to be used as a medical device for diagnostic or therapeutic purposes. In particular and without limitation, CancerLinQ does not serve as an instrument, apparatus, implement, machine, contrivance, implant, in vitro reagent, or other similar or related article, including any component, part, or accessory, that is intended for use in the diagnosis of disease or other conditions, or in the cure, mitigation, treatment, or prevention of disease or intended to affect the structure or any function of the human body.

Data Privacy and Security



We take patient privacy seriously. CancerLinQ uses state-of-the-art systems to protect patient information and is compliant with all applicable legal and regulatory requirements, including HIPAA/HITECH privacy and security standards. We use a robust suite of security controls, including a variety of administrative, physical, and technical safeguards to secure patient data.

Regulatory safeguards

- HIPAA compliance assessment
- Data de-identification

Administrative safeguards

- Designated privacy and security officer
- Routine risk analysis and management
- Strong user authorization requirements
- Routine employee training and awareness-building efforts
- Contingency and disaster recovery planning

Physical safeguards

- Secure tier 4 data centers to house data
- Policies governing workstation use
- Device and media controls including strong encryption

Technical safeguards

- Access controls including:
 - Role-based access
 - Strong authentication mechanisms
 - Auto-logout and account freeze mechanisms
- Transmission and storage security including:
 - End-to-end encryption for data-at-rest and data-in-transmission
 - Anti-virus and anti-spam software
 - Data loss prevention software
 - Regulatory vulnerability scans and network penetration testing by third parties
- Robust audit logging and routine log reviews

How Can CancerLinQ Benefit You and Your Patients?



1. CancerLinQ provides the tools to analyze real-world clinical data; CancerLinQ facilitates the highest quality of care, the best value to the health system, and the best outcomes for your patients.
2. CancerLinQ minimizes the need to toggle between complex screens in the EHR by providing you with a snapshot of a patient's current status and a comprehensive, longitudinal view of their important diagnostic and treatment milestones, so pertinent information is at your fingertips.
3. CancerLinQ enables you to get the complete picture and meaningful clinical context to deliver the best treatments to your patients at the best time, by using CancerLinQ to dynamically analyze the data about your patients and compare them to national cohorts.
4. CancerLinQ delivers the tools to help you proactively improve your quality measure scores, give better patient care, and optimize reimbursement by monitoring key clinical performance indicators prospectively.
5. CancerLinQ will be able to help you comply with federal, state, and quality program reporting requirements by automating data collection and clinical quality measure reporting. This will drive reimbursements and can save time and money typically spent on manual chart abstractions.

What Makes CancerLinQ Unique?

- CancerLinQ is being created by oncologists—for oncologists—to improve the quality of patient care.
- CancerLinQ incorporates ASCO's clinical guidelines and QOPI® quality measures—considered gold standards for clinical decision making and assessment of quality of care.
- CancerLinQ is guided by ASCO's mission to support all physicians, in every community and in every setting.
- CancerLinQ is built on a powerful, incredibly fast, and secure technology platform designed to deliver optimal performance.

CancerLinQ is a resource for quality improvement and other health care operations. CancerLinQ does not substitute for the independent professional judgment of the treating physician. CancerLinQ is not a patient medical record and should not be relied on for medical decisions. For more information, visit [CancerLinQ.org](https://www.cancerlinq.org).

Practice Participation



It is simple to become part of CancerLinQ.

Join the team that is providing this powerful tool to help oncologists deliver high-quality care to their patients.

Our focus is to ensure minimal impact to practice resources. Once the initial data feed is set up, there is no data entry required on your behalf. The data integration process is customizable based on your practice's preferences.

We will work with you to:



Develop the project schedule for getting your practice live on CancerLinQ



Develop a plan for communicating what CancerLinQ is and how it benefits your staff and your patients, as well as provide materials to help with the communications



Identify the individuals at your practice who will be using CancerLinQ and train these users

Once CancerLinQ is live, we will provide ongoing support and maintenance, discuss performance metrics, and facilitate participation in CancerLinQ User events. When you participate in this program, your patients will benefit from the experience of others, and other patients will benefit from your patients' data, too.

To participate in CancerLinQ, at least one member of your practice must be a current ASCO member.

Visit [CancerLinQ.org](https://www.cancerlinq.org) or Contact a CancerLinQ Representative Today

Become a Part of CancerLinQ™ Now for Some Additional Benefits

Between now and June 1, 2016, if you sign a Participation Agreement you will receive the following additional benefits:

- Waived connection fee (a \$50,000 minimum value)
- Waived user fees for 5 years
- Opportunity for national recognition alongside your professional society (ASCO)
- Open line of communication to help develop the next wave of CancerLinQ features

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