

Amgen collaborates on patient-centric cancer management initiative

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The L.A.U.N.C.H. (Linking & Amplifying User-Centered Networks through Connected Health) program will use human-centered design methodologies to identify the needs of patients, caregivers and healthcare providers.



Singapore- Amgen announced a groundbreaking collaboration with the National Cancer Institute (NCI), the Federal Communications Commission (FCC) Connect2Health Task Force, the University of Kentucky (UK) Markey Cancer Center and the University of California, San Diego (UCSD) Design Lab to support the improvement of cancer outcomes. The L.A.U.N.C.H. (Linking & Amplifying User-Centered Networks through Connected Health) program will use human-centered design methodologies to identify the needs of patients, caregivers and healthcare providers. The program will use these insights to develop and deliver a connected solution for patients to be able to better manage their cancer symptoms. While the project will initially be focused on underserved populations in rural, Appalachian Kentucky, the goal is for it to serve as a model for future symptom management projects across the nation.

"Amgen is excited to be a part of this multi-partner collaboration that taps into the expertise of many cross-functional partners who all have a shared goal of improved cancer outcomes," said Peter Juhn, M.D., vice president of Global Value-Based Partnerships at Amgen. "What sets this project apart is that we will bring together human-centered design and digital health technologies, enabled by better connectivity, to help improve cancer outcomes through better symptom management."

According to the Centers for Disease Control and Prevention, Americans living in rural areas are more likely to die of cancer than their counterparts in urban settings, which sets them apart from the many communities nationwide that have experienced a 20 percent decrease in cancer mortality over the past two decades. In Appalachia, the cancer picture is bleaker than in other rural parts of the country. Research from University of Virginia School of Medicine has shown that between 1969 and 2011, cancer incidence declined in every region of the country except rural Appalachia, and mortality rates soared.