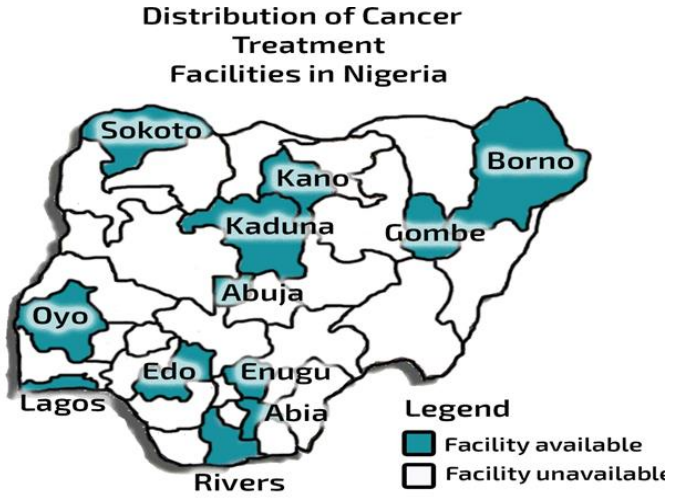
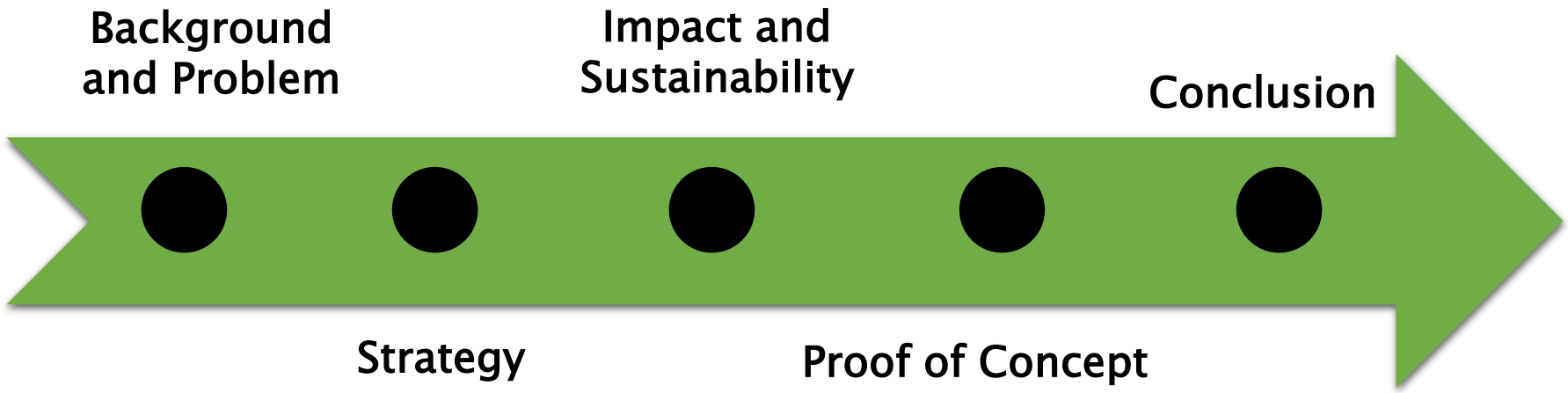


Reducing Cancer Mortality Rate in Nigeria Using BreasPro App

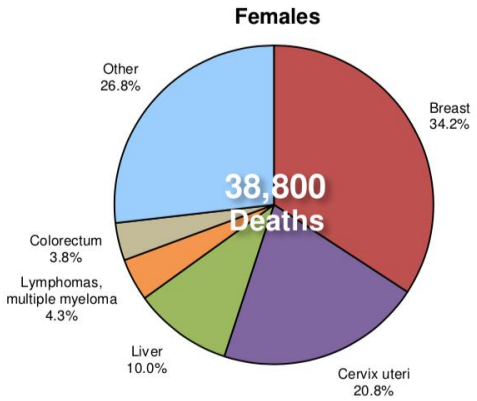
Social Impact Leadership Lab
17.10.2019

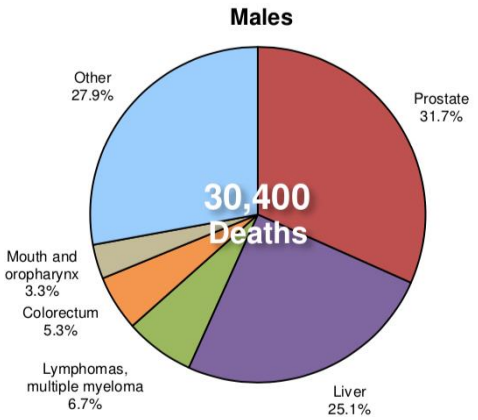
Presentation Overview



Background and Problem

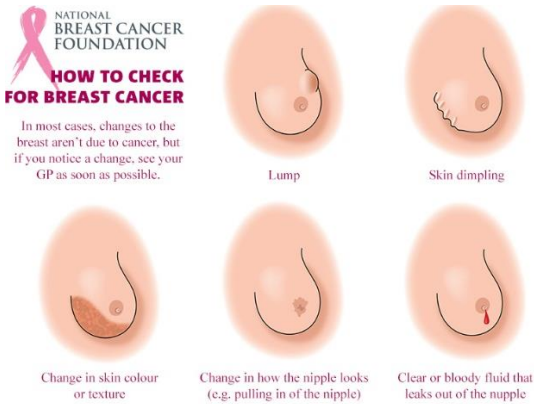
BreasPro App

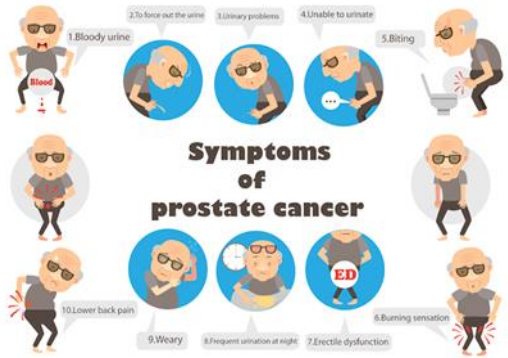




Cancer is estimated for 72,000 deaths in Nigeria every year, with an estimated 102,000 new cases of cancer annually

Breast and prostate cancers are the two most common types of cancer responsible for approximately 50.3% of all cancer cases in Nigeria

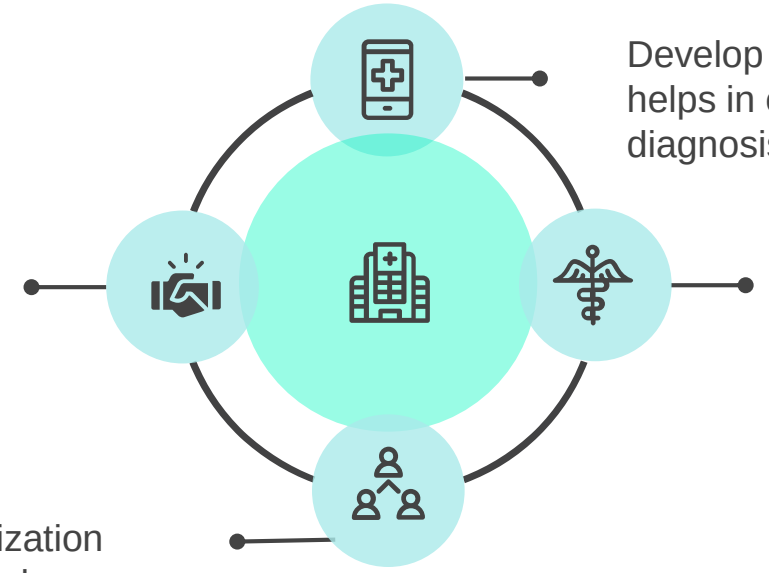




World Health Organization - Cancer Country Profiles, 2014.

Source: Top Five Cancers of greatest burden in Nigeria (Globocan 2012 Data)

Strategy, Impact and Sustainability



Develop an application that helps in early cancer diagnosis

Plug into existing structures to fight against cancer

Connect patients to nearest oncologist or cancer management facility

Organize sensitization programs in the rural areas - Train the trainers

- Rural inclusion
- Reduce death as a result of late presentation
- Increase awareness of cancer through information dissemination and education about the impact of consumption and usage of carcinogenic substances
- Reduce stigmatization of cancer patients
- To improve existing documentation of locations and quality of existing cancer facilities and services

Proof of Concept

Step 1 → Data Collection and Cleaning

Step 2 → Artificial Neural Network Training (ANN) on Dataset

Step 3 → Development of Mobile App/ Integration of the Trained Model

Step 4 → Field sensitization/ Promotion of the Mobile App

Strength

It can be a Corporate Social Responsibilities (CSR) for Making More health.

Another way of the Nigerian Government to improve the health of its citizenry.

Weakness

Secrecy of Patients medical records, insufficient number of Oncologists to respond to immediate needs etc.

Opportunities

Great fit for the DIGITAL HEALTH UNIT under the INNOVATION DEPARTMENT at Boehringer Ingelheim

Threat

Financial constraints, Access to dataset to train the model, inadequate reaction/support from the Federal Ministry of Health

Conclusion

PARTING SHOT

- Despite the availability of various intervention strategies in tackling this deadly disease called Cancer, many Nigerians still believe that Cancer is a “spiritual attack”.
- This shows that a lot of sensitisation/awareness is needed to proof that most cancers are purely Biological and early presentation is the first big step.

Acknowledgment