



Impact of Social Media for studying breast cancer treatment non-adherence

Recent advancement in hormone therapy has significantly decreased cancer recurrence in breast cancer patients. However, as many as half to two-thirds of these patients discontinue treatment due to side-effects, increasing the risk of cancer recurrence. Earlier studies on treatment non-adherence based solely on healthcare records or other traditional instruments can only capture limited and instrument-specific clinical information, often relating to cancer control endpoints.

Our objective is to develop automated system based on Artificial Intelligence (AI) for studying breast cancer treatment non-adherence from two complementary sources — social media and digital healthcare records. This is a joint study between Stanford and Emory Healthcare.

We need your help to understand the usage patterns of social media among breast cancer patients.

Will you help us conducting this study which will make the communication process between provider and breast cancer patients simple and efficient, and ultimately improve the patient's quality-of-life?

Participate in the study by answering just 8 simple questions -

<https://forms.gle/Cgcy8SSvgfzeMRCS7>

or scan the QR code below



Your response will stay anonymized.

Thank you!