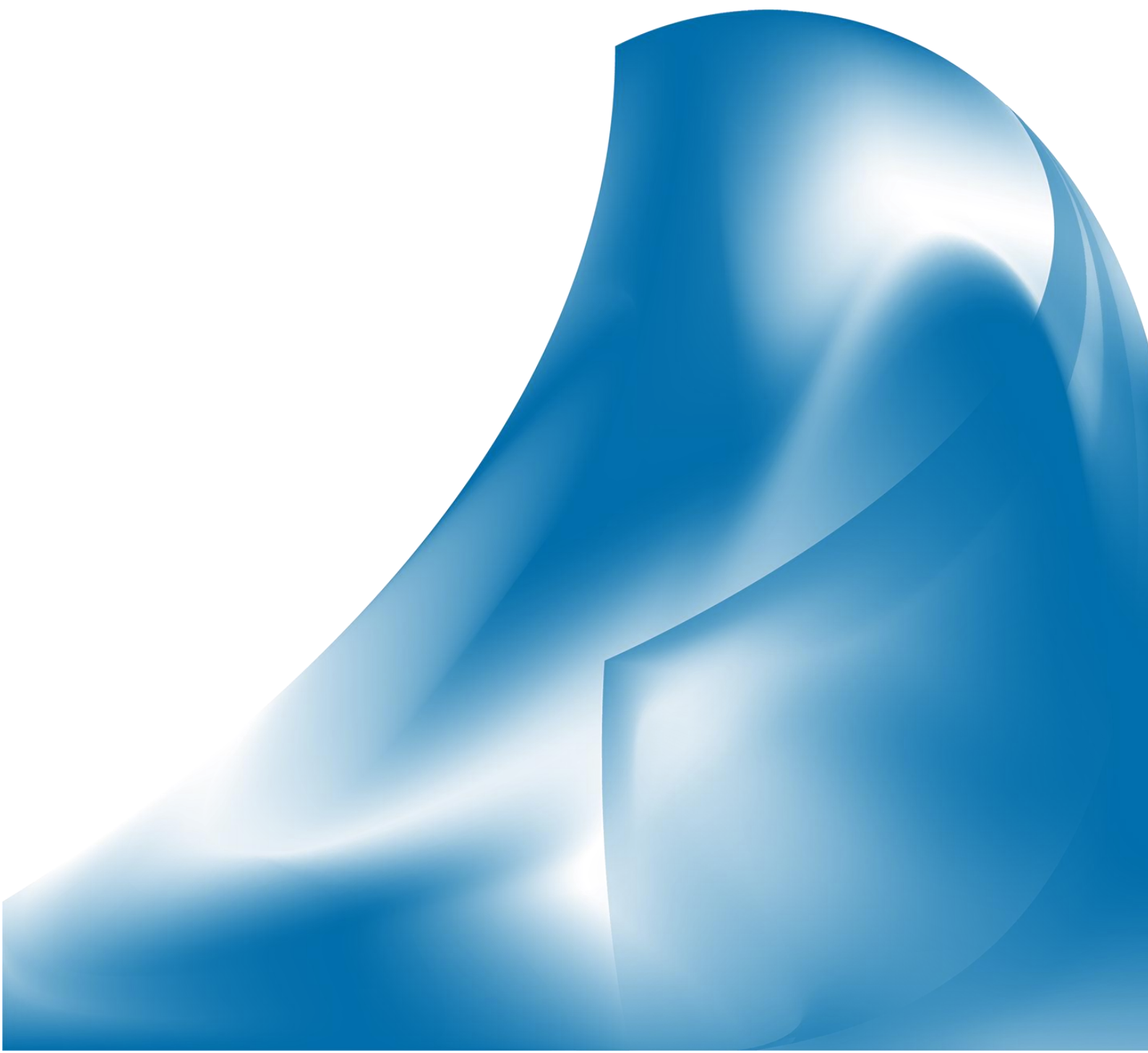


CONNECTING BREAST
CANCER PATIENTS TO
ONGOING SUPPORT





THE CHALLENGE

A diagnosis of HER2+ breast cancer can be overwhelming. Patients have questions about their disease and treatment, as well as everyday matters, such as diet, exercise, and how to talk with family and friends. Capgemini Invent was approached to develop a solution that would provide patients with comprehensive information and on-going support as they undergo treatment.

OUR SOLUTION

Since HER2+ breast cancer patients, who are undergoing treatment, spend many hours at the infusion center, we created a solution that would engage patients at the point of care. Capgemini Invent developed the 4HER app which puts relevant information and much needed support, right at the patients' fingertips. The app provides information about HER2+ breast cancer and targeted treatments and helps patients relax and de-stress with soothing, guided meditations and fun games. 4HER also enables patients to easily connect with other HER2+ patients, nurses, and support groups.

THE IMPACT

- Over 5,000 downloads within the first 3 months
- Over 200 patient connections were made
- Over 300 patients enrolled in the HER Connection CRM program

ABOUT CAPGEMINI INVENT

As the digital innovation, consulting and transformation brand of the Capgemini Group, Capgemini Invent helps CxOs envision and build what's next for their organizations. Located in more than 30 offices and 25 creative studios around the world, its 7,000+ strong team combines strategy, technology, data science and creative design with deep industry expertise and insights, to develop new digital solutions and business models of the future.

Capgemini Invent is an integral part of Capgemini, a global leader in consulting, technology services and digital transformation. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion. People matter, results count.

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