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Contact: Wendy A. Marano
Cooper University Health Care
856.382.6463
marano-wendy@cooperhealth.edu

**Breast Cancer Patients to Embark on Pilot Study Using Apple Watch --
Polaris Health Directions and MD Anderson Cancer Center at Cooper Leverage Wearable Technology
to emPOWER A New Generation of Support for Breast Cancer Patients**

(Camden) Breast cancer patients at MD Anderson Cancer Center at Cooper are taking part in an integrated medical-behavioral health pilot project using the Apple Watch to capture behavioral health data that could affect the courses and outcomes of treatment for breast cancer patients.

The project is a joint effort between MD Anderson at Cooper and behavioral health technology company Polaris Health Directions of Wayne, Pa. The study will combine wearable technology with Polestar™, Polaris's behavioral health outcomes management platform. A proprietary, advanced technology, Polestar captures and analyzes data to provide meaningful, actionable reporting for monitoring treatment progress and intervening, as necessary, throughout the continuum of care.

"The impact of the integration of behavioral health in cancer care is significant; a positive frame of mind can help patients through all phases of their diagnosis and treatment," said Generosa Grana, MD, FACP, director of the MD Anderson at Cooper. "Patient engagement is a critical factor in successful treatment plans. We expect that this pilot project will help us gather important telemetry data to observe how patients are interacting with the Apple Watch and app so that we can provide the best user experience," she added. "Ultimately, this data collection will benefit the patients by allowing us to refine their treatment plans even more."

Patients taking part in the study receive a customized Apple Watch and will use Polaris's emPOWER app to record their experiences during specific times in their treatment cycle. Through emPOWER, patients will gain insights into changes in their mindset as they progress through treatment. They can also use the app to connect to other cancer patients, and reach out in real-time to their care team and other members of their patient cohort for both clinical and social support.

The emPOWER app monitors patients' behavioral health data such as treatment side effects, sleep information, physical activity levels, patient mood and other measurable information captured through the Apple Watch. By collecting and analyzing pertinent behavioral health data, one of the app's central goals is to improve quality of life for cancer patients. The app leverages Apple's robust iOS HealthKit API to access relevant patient physical health metrics that are used in correlation with the data collected via emPOWER to improve patient outcomes.

"Our vision at Polaris is to unite the power of technology with leading edge behavioral health research to transform patient outcomes -- in this case, the lives of women who are currently undergoing breast cancer treatment," says Mark Anthony, chief executive officer of Polaris. "MD Anderson at Cooper has

long been aligned with this vision. We knew they were the perfect partners for this pilot and look forward to making a positive impact on patient quality of life together.”

According to Cori McMahon, PsyD, director of Behavioral Medicine at MD Anderson at Cooper, adjustments to lifestyle changes and uncertainty are among the most significant challenges facing cancer patients. “I think a huge piece of addressing the uncertainty felt by cancer patients is advancing their health literacy. When patients are able to monitor their own behaviors, they are able to better understand the correlations between those behaviors and how they are feeling, and even change those behaviors to improve their quality of life.”

The study will last 9 months.

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