



## Our Strategy



**BD4QoL** will adapt and implement four evidence-based strategies, aimed to:

1) Implement a system-level Big Data-driven risk monitoring for QoL deterioration and QoL trajectories models of individuals/subgroups of patients in three hospitals in Italy and UK.

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## Objectives

### Scientific

- ✓ To identify predictors of Head and Neck Cancer treatment effect for patients' stratification and risk modeling
- ✓ To apply innovative approaches of AI for Big Data interpretation to inform interventions at point of care levels
- ✓ To improve clinical workflow for post treatment follow-up at point-of-care
- ✓ To build new knowledge combining clinical data with social and mobile apps data
- ✓ To integrate AI and mobile technologies concepts in clinical trials

### Patients' support

- ✓ To empower and actively support people after Head and Neck Cancer
- ✓ To facilitate patients' support from point-of-care specialists and GPs
- ✓ To early detect new health conditions before they are clinically diagnosed and activate interventions
- ✓ To facilitate self-management of post-treatment health and emotional conditions
- ✓ To improve post-treatment quality of life by 50% in respect to standard follow-up

### Technological

- ✓ To integrate multisource Big Data from mobiles, social media and conventional health records
- ✓ To integrate multiple AI approaches and Big Data for predictive and knowledge creation
- ✓ To promote health data standard ontology mapping and data approaches for FAIR data management
- ✓ To apply early Health Technology Assessment approaches to system development and pathway for clinical adoption

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## BIG DATA FOR QUALITY OF LIFE

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