



A global pharmaceutical leader partnered with AliveCor to address prescribing challenges for a metastatic breast cancer (MBC) therapy.

AliveCor's Patient Engagement Solutions (PES) streamlined workflows, reduced delays, and increased adoption of the therapy.

AliveCor Patient Engagement Solutions

Creating Opportunities for Oncology Therapies

THE CHALLENGE

While launching a new MBC therapy, a global pharmaceutical leader faced significant challenges in the US market. Since the drug required ECG monitoring to assess potential effects on heart rhythm—particularly QT interval changes—oncologists had to refer patients for additional testing before prescribing. This led to treatment delays, increased patient costs, and additional administrative burdens for physicians. A number of oncologists hesitated to prescribe the drug due to concerns about cardiac safety, leading some patients to seek alternative treatments.

THE OBJECTIVE

To drive adoption and improve patient access, the company needed a solution that would:

- Reduce ECG-related referrals and streamline oncologists' workflows
- Enable faster treatment initiation to improve patient outcomes
- Provide oncologists with real-time cardiac monitoring to support confident prescribing
- Offer an optional cardiologist overread program to help quickly mitigate concerns about ECG interpretation

THE SOLUTION

To address these challenges, AliveCor customized its Patient Engagement Solutions to integrate a 6-lead ECG device directly into oncology offices, allowing for immediate, real-time remote and in-office ECG monitoring. The solution provided:

Instant ECG Results

6-lead ECG recordings were available within 30 seconds, enabling both in-office screening and at-home QTc (corrected QT interval) monitoring.

Widespread Adoption

Over 800 oncologists enrolled in the program, performing more than 9,600 ECGs over 18 months.

Enhanced Clinical Confidence

An optional board-certified cardiologist overread program provided additional assurance.

Improved Patient Experience

The elimination of separate ECG appointments helped patients avoid additional costs, time off work, and logistical challenges, while physicians could make faster treatment decisions.



800+ oncologists
enrolled in program



More than 9,600 ECGs
performed over 18 months

“The integration of AliveCor’s 6-lead ECG device into clinical workflows has proven to be a trusted and effective solution for both physicians and patients.

By eliminating prescribing barriers, we’ve not only improved patient access to treatment but also enhanced their overall care experience.

Our technology has played a critical role in increasing the adoption of our clients’ drugs and streamlining the entire treatment process, which ultimately benefits everyone involved.”

David E. Albert, MD

Founder & Chief Medical Officer
AliveCor



THE RESULTS

For Patients

Patients benefited from faster treatment access and reduced burden. With in-office ECGs, they could begin therapy immediately without the delays and added costs of scheduling separate cardiac monitoring. By simplifying the process, the program improved both patient care and quality of life.

For Oncologists and Staff

Integrating ECGs into oncology practices streamlined workflows and eliminated referral-related delays. Oncologists could assess cardiac safety instantly, making informed prescribing decisions with real-time data. The optional cardiologist overread feature further increased confidence in therapy selection.

For the Pharmaceutical Company

By addressing prescribing challenges, the program led to increased adoption of the drug and demonstrated its strong clinical profile. The success of the US rollout led to global expansion, with the program now scaled to the EU, Canada, and Australia. Additionally, the data generated through the program supported new clinical indications and further enhanced patient care.

KEY TAKEAWAYS

Rapid Implementation

Launched in under four months, accelerating adoption

Global Scalability

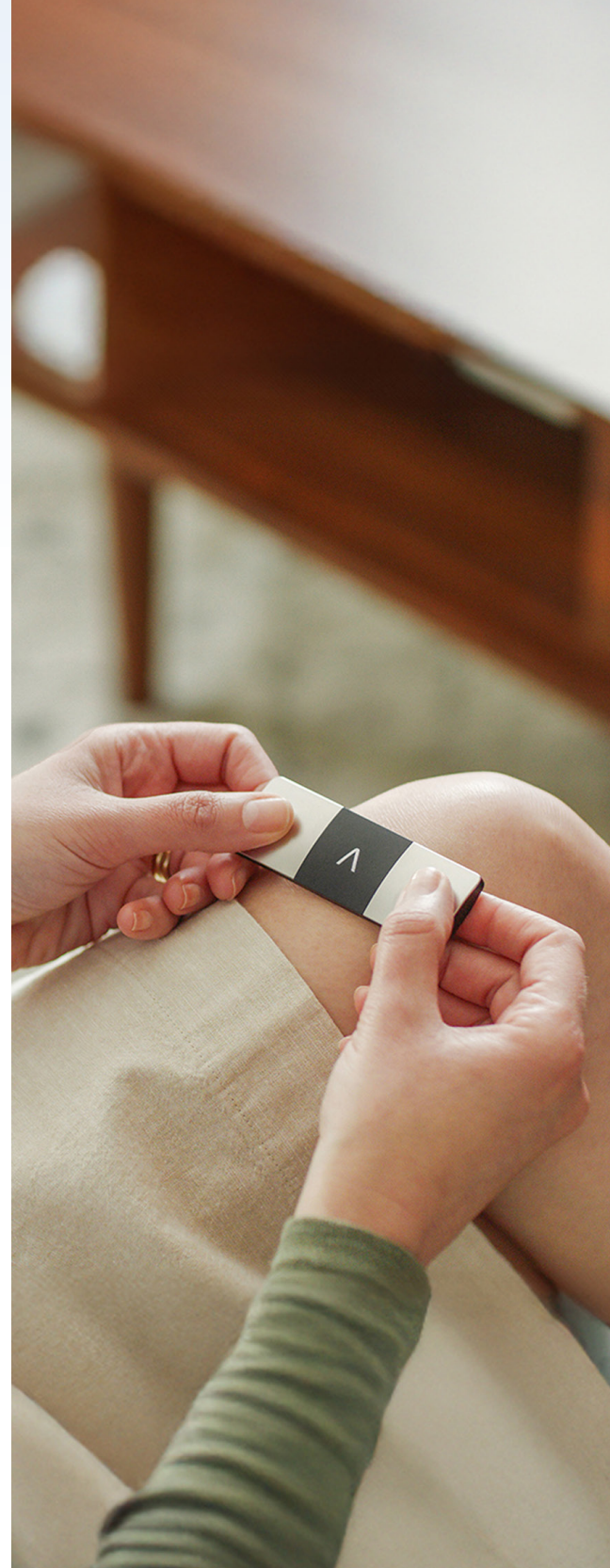
Expanded to EU, Canada, and Australia

Clinical Impact

Generated real-world data supporting new clinical indications

Ongoing Use

Now integrated into clinical trials for continuous patient safety monitoring



Experience the AliveCor Impact

Connect with us to discover how AliveCor can support your program today. Discover more at alivecor.com/patient-engagement-solutions