

CancerIQ Expands Platform and Leadership to Support Population-Wide Precision Cancer Prevention

Under the leadership of CEO Feyi Olopade Ayodele, CancerIQ gains momentum as hospital systems urgently seek to leverage advances in early cancer detection and prevention

CHICAGO, January 6, 2022 – [CancerIQ](#), the first and only comprehensive precision cancer prevention solution, has enhanced its platform and added new executive talent to meet the massive demand for more efficient and innovative cancer prevention services around the country.

2021 was a banner year for CancerIQ despite the economic challenges posed by COVID-19. CancerIQ continued its growth trajectory, signing contracts with its largest health system customers and lab partners to date, and helping a growing network of healthcare providers increase preventive cancer screenings in the face of a nationwide decline. The company has also seen a surge of interest and inquiries since the publication of its latest eBook, [The Definitive Guide to High-Risk Breast Programs](#), as health systems seek strategies to address rising cancer risk in their patient populations.

CancerIQ has enhanced its platform to support broad-based patient risk stratification

Cancer is now being diagnosed at earlier ages and in later stages. A recent [study](#) found a staggering 29.6% increase in cancer diagnoses among Americans aged 15 to 39. In response, many guidelines now recommend starting preventive cancer screenings earlier, at age 50 for [lung cancer](#), 45 for colon cancer, and 40 for [breast cancer](#). At the same time, delays in preventive cancer screenings during COVID-19 have led to an [increase](#) in late-stage cancer diagnoses.

Health systems increasingly must address the needs of patients with genetic risk factors as well as those facing a cancer risk due to behavioral and environmental factors. CancerIQ is committed to helping health systems improve cancer control efforts across entire populations, in accordance with National Comprehensive Cancer Network guidelines, to identify cancer earlier or prevent it altogether. Shifting the stage of cancer diagnoses not only strengthens and differentiates oncology service lines in competitive markets, but it dramatically lowers the economic and emotional impact on cancer patients and their families.

To support enhanced, population-wide prevention, CancerIQ has updated its platform in three key ways:

- CancerIQ now flags patients with additional risk factors due to lifestyle, behavior, or missed screenings. Health systems that leverage this risk stratification engine can better manage patients across the risk spectrum, including those at high risk due to hereditary factors.
- CancerIQ now recommends a broader range of innovations and interventions. Building off our ability to navigate high-risk patients to clinical interventions such as breast MRIs or surgeries, the CancerIQ platform can now navigate patients to preventive care pathways such as diet and nutrition counseling or at-home cancer screening products.
- CancerIQ now is in the hands of primary and preventive care providers, not just cancer specialists. By leveraging SMART on FHIR technology, CancerIQ is now available to all users of the Cerner and Epic EHR

systems. Embedding CancerIQ within familiar EHR workflows enables health systems to greatly expand the number of patients they can reach.

“By investing in a broad cancer prevention and early detection platform that is fully integrated with health system EHRs, CancerIQ is positioning itself as the leader in helping leading health systems compete in oncology and population health,” said Feyi Olopade Ayodele, Co-Founder and Chief Executive Officer, CancerIQ. “The way to win the loyalty of patients in your population is to be the first to detect it early, or to be the hub providing clinical services needed to help patients prevent it altogether.”

CancerIQ has expanded its executive team to deepen knowledge and drive continued growth

To drive CancerIQ’s further growth, the company has added three members to its executive team. These executives have a combined 30+ years of experience in healthcare and will enable the company to scale the CancerIQ platform, strengthen its partnership ecosystem, and expand its health system network – all with an eye on making sure more patients stay ahead of cancer.

- **Laku Adedoyin** joins CancerIQ as Chief Technology Officer. Adedoyin has significant expertise in software platform development for companies serving both providers and life science companies; in his previous role as the CTO and Vice President of Product at Bio-Optronics, Adedoyin created a comprehensive clinical trial management system that’s now used by leading research centers and health systems. Prior to Bio-Optronics, Adedoyin led engineering teams at Medrio – a decentralized clinical trial company.
- **John Hansel, MBA** comes to CancerIQ as Senior Vice President of Commercial Strategy to steer the company’s go-to-market strategy. Hansel previously worked in business development, sales, and partnership development roles, starting at Medeanalytics - where he led the healthcare provider sales team and enabled a channel partnership strategy that grew the company from \$10m in revenue to nearly \$100m. He then became the first sales leader at HumanAPI and helped design their commercial strategy in the insurance and clinical research markets.
- **Matt Valin** is CancerIQ’s new Vice President of Health System Sales. Valin has spent his career helping healthcare technology companies partner with hospitals and health systems throughout North America. He is well versed in the chronic disease management and population health space, as the former VP of Sales for Glooko.

CancerIQ has solidified its position as a thought leader in precision prevention

After working with innovative health systems and breast centers at more than 180 locations across the country, CancerIQ is increasingly called on to share its expertise to help move the industry forward. In 2021 alone, the company held multiple expert roundtables featuring renowned experts like Dr. Candace Westgate, Dr. Dana Zanone, and Theresa Heckel. CancerIQ and its customers were also tapped to share key learnings and insights at numerous industry events, including annual meetings and webinars for HIMSS, Cerner, Health Evolution, NCoBC, ACCC and Advisory Board. As innovation in cancer early detection and prevention accelerates, CancerIQ is committed to continuing the company’s role as a thought leader and advocate for health equity and precision prevention.

About CancerIQ



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CancerIQ is the only precision cancer prevention platform that empowers healthcare providers to detect cancer earlier and prevent it altogether across all patient populations. Integrated directly into real-time EHR workflows, CancerIQ makes it easy to gather comprehensive patient data, automatically map it to the latest evidence-based guidelines, and expand access to personalized care plans, cutting-edge clinical solutions, and genomic innovations. Learn more at canceriq.com.