

It is a chilly Boston fall day in 2019. I am sitting in a mid-size conference room surrounding by oncologists, nurse navigators, healthcare administrators, industry experts, payors, and patient advocates at a conference for Oncology Clinical Pathways. A nurse navigator from a respected institution presents the statistic that it takes 17 years for 14% of patients to benefit from original research. In complete disbelief I look around the audience and people are nodding their heads, in perceived acceptance. The energy in the room was stale and powerless – as if everyone in unison was saying “yeah, it’s bad, but what can we do?”

Inside my head I was screaming – we are failing patients and we need to do better. That day, I decided to leave my industry career of 15 years, take the lessons I learned from my son’s successful battle with Acute Myeloid Leukemia, and become a digital health entrepreneur. This article is a characterization of how we at Rabble Health see an urgency and an opportunity to improve access to precision medicine.



Aubrey Kelly

Aubrey is CEO of Rabble Health, a Digital Patient Engagement company in Thousand Oaks, California.

Ms. Kelly is a 15-year pharma professional turned health-tech entrepreneur in 2020. In her

roles at Amgen, where she spent the last 15 years of her career, Ms. Kelly led multiple strategy and innovation initiatives and was responsible for the Office of Commercialization Excellence. She has extensive experience in oncology, inflammation, and cardiovascular disorders, improving access to clinical trials and driving life-cycle management strategies.

In 2017, Ms. Kelly’s son was diagnosed with Acute Myeloid Leukemia and had a successful Bone Marrow Transplant at Children’s Hospital Los Angeles. Her son’s experience, coupled with her passion to improve patient access inspired Ms. Kelly to create myRabble, a patient engagement product line that decreases the burden of cancer. Rabble Health completed the UCLA Anderson Venture Accelerator cohort in 2020, is part of the Scale LA Health Tech and Cancer Hacker Labs Ecosystem.

Ms. Kelly is a member of the Board of Trustees at Children’s Hospital Los Angeles, and a Board Member at Make-A-Wish Tri Counties. Ms. Kelly received her MS from the University of Colorado and her MBA from UCLA Anderson School of Management.

She lives in Thousand Oaks with her husband, three kids, and two dogs. Ms. Kelly is available for speaking and panel opportunities. She can be reached by email at aubrey@rabblehealth.com

myRabble:

A novel patient platform to improve access to personalized medicine

By Koji Sonoda, PhD.,
and Aubrey Kelly, MS MBA, Rabble Health >



"TEMPUS

Transforming Treatment Over Time

Your patients are unique, and so are their cancers. Trying to optimize each individual patient's care is complex and requires integrating enormous amounts of new and evolving information and data. **But you don't have to do it alone.**

You want a partner that can provide personalized treatment insights based on a patient's genomic landscape, refined by their unique clinical history, and powered by one of the world's largest databases. A partner who will support you and your patient through their entire cancer journey; who can inform treatment decisions, and efficiently bring clinical trials directly to them; who has a financial assistance program that allows for this support to be accessible to all patients.

A partner that is comprehensive. Powerful. Accessible. One that doesn't just offer tissue, liquid, and hematologic genomic profiling, but also germline and somatic testing, tumor normal match and RNA sequencing, as well as targeted add-on tests. A partner that brings all of this under one simple platform; to save you time—to give them time.

As a cancer care provider, you require a comprehensive understanding of your patient's cancer to be able to make informed clinical decisions. We are Tempus because this problem is too big for one person to face alone. We are here to help. Now, in the future, all the time.

It's about time.

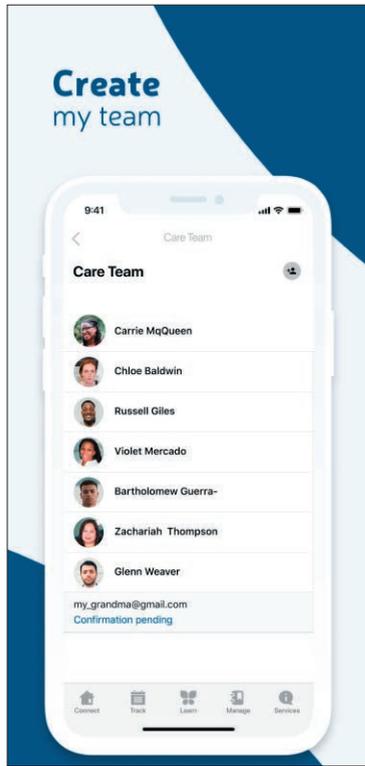


Figure 1: Creating the Care Team.

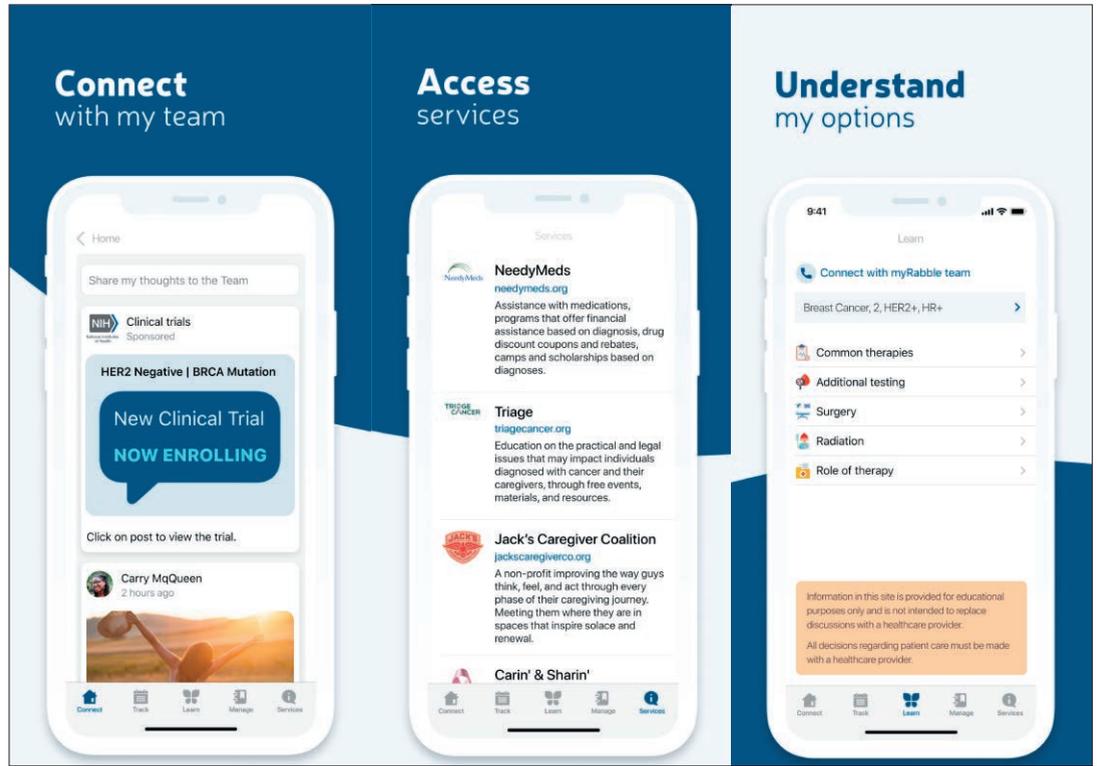


Figure 2: Connecting and accessing services and information.

Introduction and Motivation

Advancements in precision medicine has fostered a greater accessibility to information gathered at critical decision points throughout a cancer journey. In turn, digital information creates an ability to focus on potential interventions for HCPs in the context of clinical decision support tools and for patients in the context of patient empowerment solutions.

What if the investment for patient support and education more effectively translated this information to patient empowerment? What if this increased the ability for patients to have greater control over the decisions and actions impacting their care? The following highlights how we aim to improve patient access to personalized medicine.

Introducing Rabble Health

At Rabble Health, we are making this possible. We are an early-stage digital health company, with a newly launched direct-to-patient platform, myRabble™. MyRabble is available on Google Play, iOS, and webapp, and is intended to help cancer patients and their care team manage through cancer better. To leverage our myRabble platform, our strategy is to focus on those cities with the greatest need to improve patients' access to personalized medicine.

How it works:

At the point of diagnosis, any cancer patient can register with myRabble for free (iOS, Google Play, or via myrabble.com) and identify her user profile, including subtype of disease. After inviting her care team members (Figure 1) to her myRabble journey, the patient and her team have access to the key features of the

platform including a private news feed with her care team, symptom tracker, mood tracker, electronic diary, learn module, and services. (Figure 2).

As the patient progresses from diagnosis to treatment to recovery, the platform will adjust its services, content, and targeted communications accordingly.

INSTITUTION OFFERINGS.		
Basic	Standard	Premium
Free	Team Plan	Quality Measures
\$0	\$	\$\$
Join for Free	Talk to Sales	Talk to Sales
<ul style="list-style-type: none"> → Care Pathway Training → Social Feed → Learn Module → Symptom Tracker → Mood Tracker → Digital Diary → Goals of Care 	<ul style="list-style-type: none"> → All Basic Features, Plus: • Institution Login & Branding • Care Pathway Assessment • Standard Quality Measures • Client Input Forms • White Labeling • Customer Service Support 	<ul style="list-style-type: none"> → All Team Plan Features, Plus: • White Labeling • Chat bot • Custom Quality Measures • Premium Support • Patient Satisfaction Index • Onboarding Services

Figure 3: Digital Patient Education Solutions for Institutions.

Integration within a Care Pathway

Institutions have an opportunity to integrate myRabble into their care pathway with three different offerings (Figure 3). Since many patients are treated within the community setting, these offerings enable cancer clinics of all sizes to integrate in a manner they currently support. For those institutions who are interested in creating their own digital platform, we offer an opportunity to white label as well as customize as appropriate. As our initial launch

was focused on breast cancer, our learn module was reflective of breast cancer stage, HER2, and HR status (Figure 4).

Improving Health Literacy through Value Based Partnerships

Content within myRabble, particularly the learn module, is created, maintained, and enhanced through partnerships. We define Value Based Partnerships as the ability to define and execute an intervention project to improve

patient care by focusing on value-based healthcare measurables: improving patient experience and health outcomes while managing or improving the cost benefit.

Education begets Empowerment

We now have a unique opportunity to partner with diagnostic companies, biopharma, advocacy organizations and piloting institutions to examine the impact of expanding the myRabble digital education tool to additional cancer types (e.g., lung, prostate, and colorectal).

Our aim at myRabble is to provide patients and caregivers with a more trusted source of information, a digital way to interact, and comprehensive access to services available, so that patients will be better equipped to ask questions, take ownership, and navigate through cancer with greater choice, clarity, and connection. [iPAM](#)

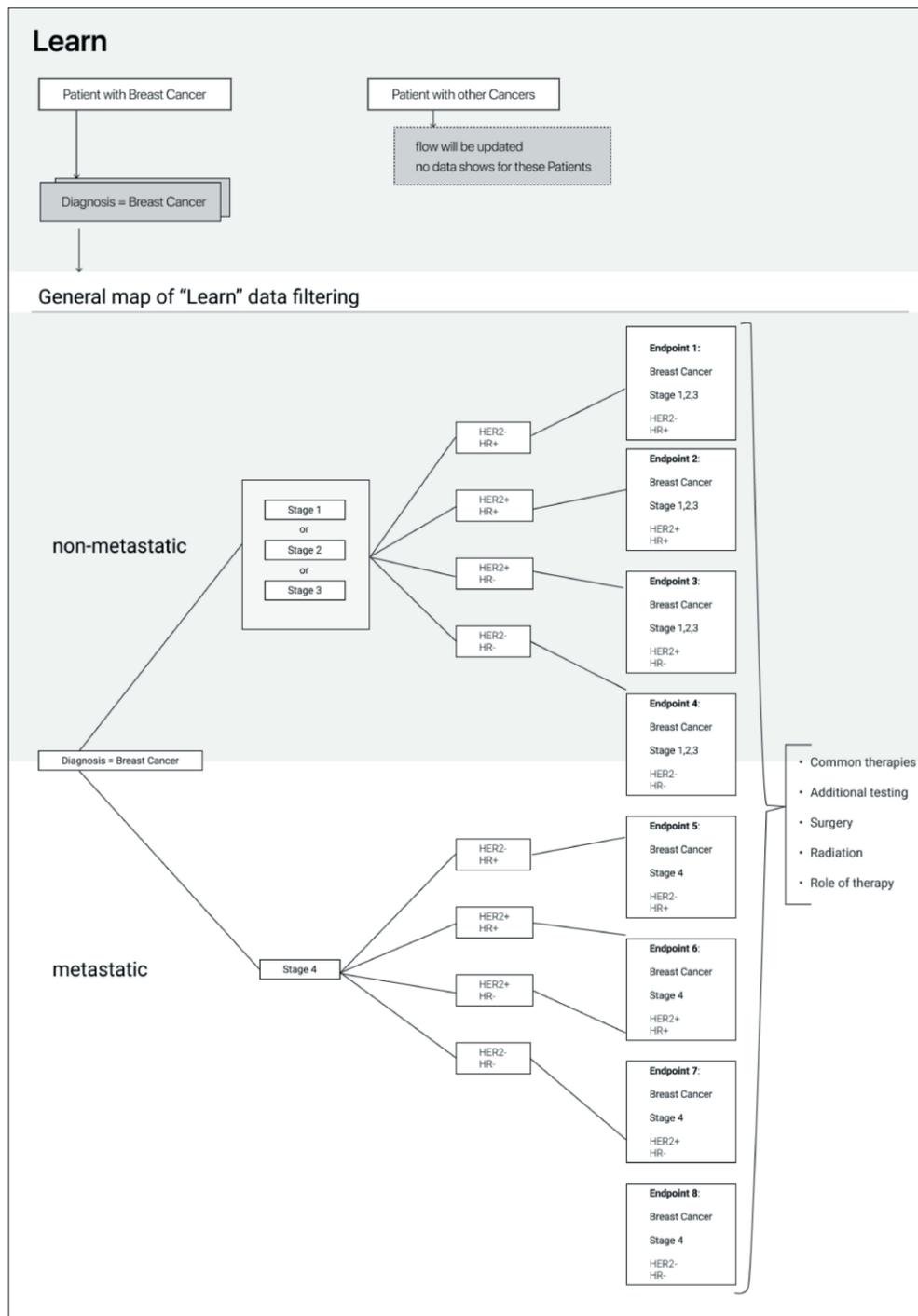


Figure 4: Learn Module for Breast Cancer.



Koji Sonoda, PhD

Koji is VP Business Development & Value-Based Partnerships at Rabble Health, a digital health company headquartered in Thousand Oaks, California.

Koji's career path proceeded from doing science in a lab, to designing and implementing information systems and analytics, and then cultivating innovative health technology. He left the bench to work in the intersection of life science and data science with bioinformatics startups. Next, he joined Amgen, taking on increasing responsibilities for projects and teams, with a focus on information and data analytics.

Koji helped establish the Digital Health and Value-Based Healthcare Partnerships organizations in Amgen's Asia-Pacific region, based in Hong Kong, and working in cancer, bone health, and cardiovascular health. Digital Health projects included EMR/EHR integrations, algorithms, AI, and wearables. Value-based healthcare partnerships formed sustainable, co-sponsored initiatives to improve population health outcomes in targeted disease states with health ecosystem stakeholders including hospitals, health technology companies, governmental health ministries, advocacy groups and medical professional associations.

Koji holds a PhD in Molecular Biophysics & Biochemistry from Yale University and a BA in Biophysics from the University of California, Berkeley. He lives near Seattle, appreciating the sunny days with his family and two dogs.

Further information

For further inquiries regarding our Value Based Partnerships or Institution offerings, reach out to connect@rabblehealth.com