



My Personal (and True) Cancer Story

Last year was at once one of the best years of my life, and one of the most challenging.

In 2018, we were embarking on the launch of Manova, the Global Summit on the Future of Health. Ironically, at the very same time, I found myself sitting in various clinics as I was moving toward my eventual diagnosis with prostate cancer.

My surgery happened last June 2018 and I was working with our Manova team literally from my recovery bed. I was living health care on two levels, professionally and personally.

Suddenly all the health buzzwords around 'reimagining patient care', the 'consumerization of health', and the 'accessibility and affordability of care' became my daily reality. Instead of electronic medical records and innovate mobile apps to guide my recovery, I was usually alone in a waiting room filling out yet another printed form, pen to clipboard.

Rarely, if ever, did anyone ask me how I was doing, emotionally or physically. Questions that I saved up for my visits were usually greeted with responses like 'well, that's just how long it takes' or 'yeah, that can happen'.

To make things even more interesting, my cancer experience was preceded by the previous two years of caregiving for both my parents. Both of my parents eventually succumbed to cancer. So, here I was, working on Manova while intimately familiar with how the caregiver experiences cancer and how the patient experiences cancer.

The story, as it continues, is going well for me. I am cancer-free for now but still going through recovery. And I'm a bit anxious every quarter for my blood draw while trying to be ready, especially emotionally, for whatever happens.

So perhaps this is why I am excited to see, hear and experience a different side of the cancer challenge at this year's Manova Global Summit. One of the major topics this year will be 'Changing Cancer'.

Dr. James Downing, CEO of St. Jude's Research Hospital, will be presenting on Manova's first day. Here is why that is exciting: St. Jude's is peerless in delivering accessible and affordable (and wholistic) care to children with cancer and their families. And their success rate is noteworthy. That is why the World Health Organization (WHO) is partnering with St. Jude's Hospital to advance their continuing innovation on a global stage.

I also can't wait to hear from Greg Simon of the Biden Cancer Initiative on the innovation and disruptions occurring along the cancer care continuum. Katie Couric should be fascinating on how to mobilize consumers for support as well as change consumer behavior to encourage people take responsibility to monitor their health status.



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Please watch this space as we announce the incredible line-up of global leader in health, for cancer and many other topics, that will be presenting at this year's Manova Global Summit (www.manovasummit.com).

We can improve the health of every human being on this planet. But it starts with sharing the most promising and disruptive ideas and practices to inspire faster global adoption and more innovation.

Please check out this year's Manova Summit!