

# Digital Health and AI in Personalized Oncology

The integration of AI and digital health is transforming cancer treatment by making it more personalized and efficient. AI tools quickly analyze genetic information, helping doctors tailor treatment plans to each patient's specific cancer. Genetic counselors play a key role by interpreting this data and guiding patients in their treatment decisions. Digital health platforms, like mobile apps and telehealth services, keep patients engaged and provide real-time support, empowering them to take an active role in their health. This shift towards tech-driven cancer care is improving patient outcomes and advancing the future of oncology.

## Precision Oncology: A New Era

- **AI & Digital Health:** Transforming personalized cancer treatment.
- **Rapid Analysis:** AI tools quickly identify clinical variants.
- **Tailored Treatments:** Machine learning customizes plans based on tumor profiles.

## Role of Genetic Counselors

- **Bridging the Gap:** Interpreting complex genetic data.
- **Guidance:** Supporting patient decision-making with AI insights.
- **Enhanced Assessments:** More accurate risk evaluations and improved patient care.

## Patient Engagement & Support

- **Digital Platforms:** Mobile apps, telehealth, and digital interventions.
- **Real-Time Monitoring:** Tracking treatment progress and facilitating communication.
- **Active Participation:** Empowering patients to manage their health.

## Conclusion

- **Paradigm Shift:** Towards efficient, effective cancer care.
- **Genetic Counselors:** Driving the adoption of AI and digital health.
- **Improved Outcomes:** Advancing the future of precision oncology.

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