



What is personalization?

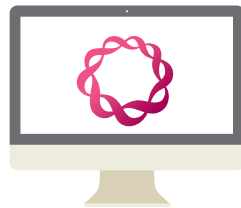
Once a patient offers details about her personal diagnosis and treatment plans, she receives articles most pertinent to her individual experience. The relevant articles she receives

relate to specific treatments for her diagnosis, what to expect from surgery, radiation, and chemotherapy; reconstruction options; and how to manage side effects.

JOAN'S DIAGNOSIS



Joan receives her pathology report from her doctor. She has stage IIA breast cancer.



Joan visits Breastcancer.org to search for information.



Joan browses many helpful articles, but feels overwhelmed and wants to seek out articles specific to her diagnosis.

JOAN'S PROFILE

Joan enters her diagnosis, treatment, and personal information.



MY DIAGNOSIS

Diagnosis Information

When were you diagnosed?

Month: [dropdown] Day: [dropdown] Year: [dropdown]

I do not know
 I prefer not to say

Was this your first breast cancer diagnosis?

Yes
 No
 I do not know
 I prefer not to say

MY TREATMENTS

Dashboard | My Diagnosis | My Treatments | Profile

My Treatments

New Treatment Form

Hormonal Therapy

Please select the Timing of Hormonal Therapy as it pertains to this treatment. Feel free to Skip this question if you do not know.

Hormonal Therapy Before Surgery (Neoadjuvant)
 Hormonal Therapy After Surgery (Adjuvant)
 Hormonal Therapy for Metastatic Cancer
 Prophylactic Hormonal Therapy (Reduce Risk, Never Diagnosed)
 Hormonal Therapy for Bone Strengthening

PERSONAL INFO

What is your date of birth?

January | 1 | 1960

Do you have inherited abnormal genes (e.g. BRCA1/BRCA2)?

Yes
 No
 I do not know
 I prefer not to say

What is your menopausal status?

Premenopausal
 Peri- or Postmenopausal

JOAN RECEIVES RELEVANT ARTICLES

Joan is empowered and feels knowledgeable, confident, and prepared with questions for her doctor.

MY ARTICLES

Recommended Articles [view all](#)

Note: Recommended Articles are based on the information you've provided in your My Diagnoses and My Treatments areas. The more diagnosis and treatment information you provide us with the more relevant we can make your Recommended Articles.

[Femara Better Than Tamoxifen for Certain Types of Breast Cancer](#)
Recommended 3 minutes ago
[Save as Favorite](#) [delete](#)

[Research Suggests Lumpectomy Plus Radiation Leads to Better Survival for Early-Stage Breast Cancer but Questions Remain](#)

Collage of relevant articles including:

- About 25% of Women Need More Surgery After Lumpectomy
- Genetic Variant Lowers Breast Cancer Risk for Some Latina Women
- Strength After Breast Cancer Exercise Program Successful in Real-Life Setting