

NARRATIVE

Global Academy for Women has a mission do advance science and education in women's health globally. In the recent years, following the recommendation of the WHO, the Academy is focused on cervical cancer prevention, supporting the development of simple, low-cost technologies accessible and equitable for women around the world. Cervical cancer is a preventable and curable disease, if detected on time, and the best strategy to fight this grave disease is to have cervical cancer screening in place. Regardless, it is still the major women's killer, particularly in the developing world. More than 500,000 women get cervical cancer and more than 250,000 die per year. It is because the preventive measures, regular cancer screening is not affordable and available to women. Republic Serbia currently belongs to European countries with highest prevalence and mortality rates from cervical cancer.

This project is designed to study the adaptation and implementation of an innovative mobile health (m-Health) technology specifically suited for cervical cancer screening in Serbia, and to assess the health related outcomes (success of mass cervical cancer screening) associated with implementation of this technology. The US experience teaches that, if the cervical cancer screening reaches 50% of women's population, the increasing trends of cancer prevalence and mortality is reversed and starting to decrease. This is the aim of this project, if approved, to reverse in a reasonable time of about 5 years the increasing trend of cervical cancer, saving women's lives.

The approach is to introduce a combined device based on biomarker-upgraded cytopathology, a Smart phone based Universal Adapter for telemicroscopy that is capable of capturing biomarker-labeled microscopic images and transmitting them for distant evaluation (m-Health), Wi-Fi telemedicine networking between points-of-care and expert centers, and field intervention for women at high risk on the same days of the screening. This combination of devices and procedures was organized in a System and, for the purpose of this study, will be institutionalized as a Center -- the Comprehensive m-ITTelehealth Center for Cervical Cancer Screening in Serbia (C-ITTHC-CCSS).

The participating institutions are the Global Academy for Women's Health, the consultant of the sponsor of the technology (BioSciCon, Inc), which is to be adapted for Serbia; the Parallel, a Serbia well known IT service provider (Oracle based), and the Department for Gynecology and Obstetrics, Clinical Center, University in Belgrade, the leading gynecological institution in Serbia, which is the highest scientific and health care institution working with cervical cancer in Serbia.

All three participants have already been working together in a FDA Regulatory study to demonstrate the effectiveness of technology (w/o mobile addition) for cervical cancer screening and telemedicine based networking system between distant POC and medical centers. It is expected that this time they will develop an innovative product which can be offered to Serbia healthcare authorities for large implementation in the country for fast, accurate and low-cost cervical cancer screening, which will adapt the high-tech multipurpose device into a low-cost, single purpose, m-Health device, to meet the most demanding healthcare needs in the country.