

treating together

A 4-part series featuring Pallav Mehta, MD,
Medical Director for Reimagine Care

**“Cancer care is continuous. The
current system treats it like it isn't.”**

-Sanjay Juneja, MD



Pallav Mehta, MD
Reimagine Care



Sanjay K. Juneja, MD
The Onc Doc

**Part 4: *Leveraging AI, Social Media, and
Virtual Care in the Information Age***

 **Reimagine
Care**[®]

a podcast from
 **Targeted**[™]
Oncology

THE POINT-TO-POINT PROBLEM

CANCER TREATMENT IS CONTINUOUS. LIVING WITH SIDE EFFECTS IS CONTINUOUS. FIGHTING CANCER IS CONTINUOUS.

But most patients get two 15-minute visits — three to four weeks apart — and are expected to manage everything in between on their own.



Reimagine Care fills that gap with 24/7 virtual support, so patients aren't navigating treatment alone between visits.

THE INFORMATION OVERLOAD SHIFT

*A DECADE AGO, THE
CHALLENGE WAS TOO
LITTLE INFORMATION.
NOW IT'S TOO MUCH.*

Patients are arriving at appointments having already read — and misread — everything that may or may not apply to their specific diagnosis. The new job isn't just explaining the science. It's helping patients navigate what actually applies to them.



Reimagine Care's AI-powered virtual assistant, Remi, helps patients ask the right questions and get the right answers — at any hour.

THE MISSED SYMPTOM PROBLEM

"IT IS RUDE TO ASK ANY AVERAGE PERSON – INCLUDING MYSELF – TO SOMEHOW MAKE BALANCE OF ALL THIS ON THEIR OWN BETWEEN VISITS."

– Sanjay Juneja, MD

Grade 1 toxicities are subtle. They build over time. And they're almost always missed between visits.

Catching them early can mean the difference between staying on a life-saving therapy – and having to stop it.



Reimagine Care's continuous monitoring is designed to catch what a 15-minute visit can't.

WHAT TECHNOLOGY CAN'T REPLACE

*AI CAN SURFACE DATA.
AI CAN IDENTIFY PATTERNS.
AI CAN FLAG SYMPTOMS.*

But Dr. Juneja argues there is one thing that remains uniquely human in cancer care: *emotion*.

Helping patients weigh the fear of a side effect against the regret of stopping treatment — that takes a clinician, not a chatbot.



At Reimagine Care, AI handles the signal. Our oncology-trained clinicians handle the conversation that matters.

LET'S CONNECT

THE INFRASTRUCTURE EXISTS.

24/7 oncology-trained
clinicians. AI-assisted
symptom triage. Continuous
monitoring between visits.

Built so cancer care isn't
just point-to-point.



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