Case study

Scaling Trusted, High-Impact **AI Care Navigation**

Using AI to improve access to precision cancer treatment

TOPICS: AI-Enabled Care Navigation | Clinical Decision Support | Precision Medicine

About the organization

OncoRx Insights is developing agent-based AI assistants to support community oncologists in making treatment decisions around precision therapies. The company's goal is to improve outcomes for cancer patients while increasing efficiency and generating additional revenue opportunities for oncology practices.

The opportunity

- According to a study of lung cancer patients, only 35% of eligible patients receive life-extending precision medicine therapies targeting the molecular drivers of their disease.[1]
- Community oncologists care for approximately 85% of cancer patients in the U.S., often seeing 20–25 patients per day across multiple cancer types, creating an opportunity to expand access to precision treatment through better clinical decision support.

The challenge

- Cancer diagnostics, treatment indications, and care delivery are evolving rapidly, making it difficult for community oncologists treating multiple cancer types to stay current and align therapies with each patient's molecular profile.
- Financial pressure from declining reimbursements is contributing to the consolidation or closure of community oncology practices, potentially creating additional gaps in care, particularly in underserved communities

The approach

With human oversight as a fundamental component, OncoRx Insights is developing a suite of expert AI agents trained on the latest advances in cancer treatment. The platform is designed to provide oncologists with relevant information to support treatment decisions and function as a virtual tumor board for complex cases, while also creating opportunities for additional practice revenue.

The impact

OncoRx Insights aims to:

- ✔ **Increase access to precision medicine treatment** from a research-reported baseline of 35% of eligible patients receiving treatment[1] to a goal of 80% by making molecular profiles easier for oncologists to review and act upon.
- ✔ **Generate additional revenue for community oncology practices**, supporting their ability to continue delivering care in the communities they serve.

> Next-generation sequencing reports are long, dense, and complicated. OncoRx Insights results? Improved, evidence-based care – and time saved."
>
> **— Dr. Wilson Mertens**
> *Baystate Medical (Retired)*

[1] Diaceutics. The Clinical Practice Gaps in Precision Medicine. 2026; pp. 11–12.