

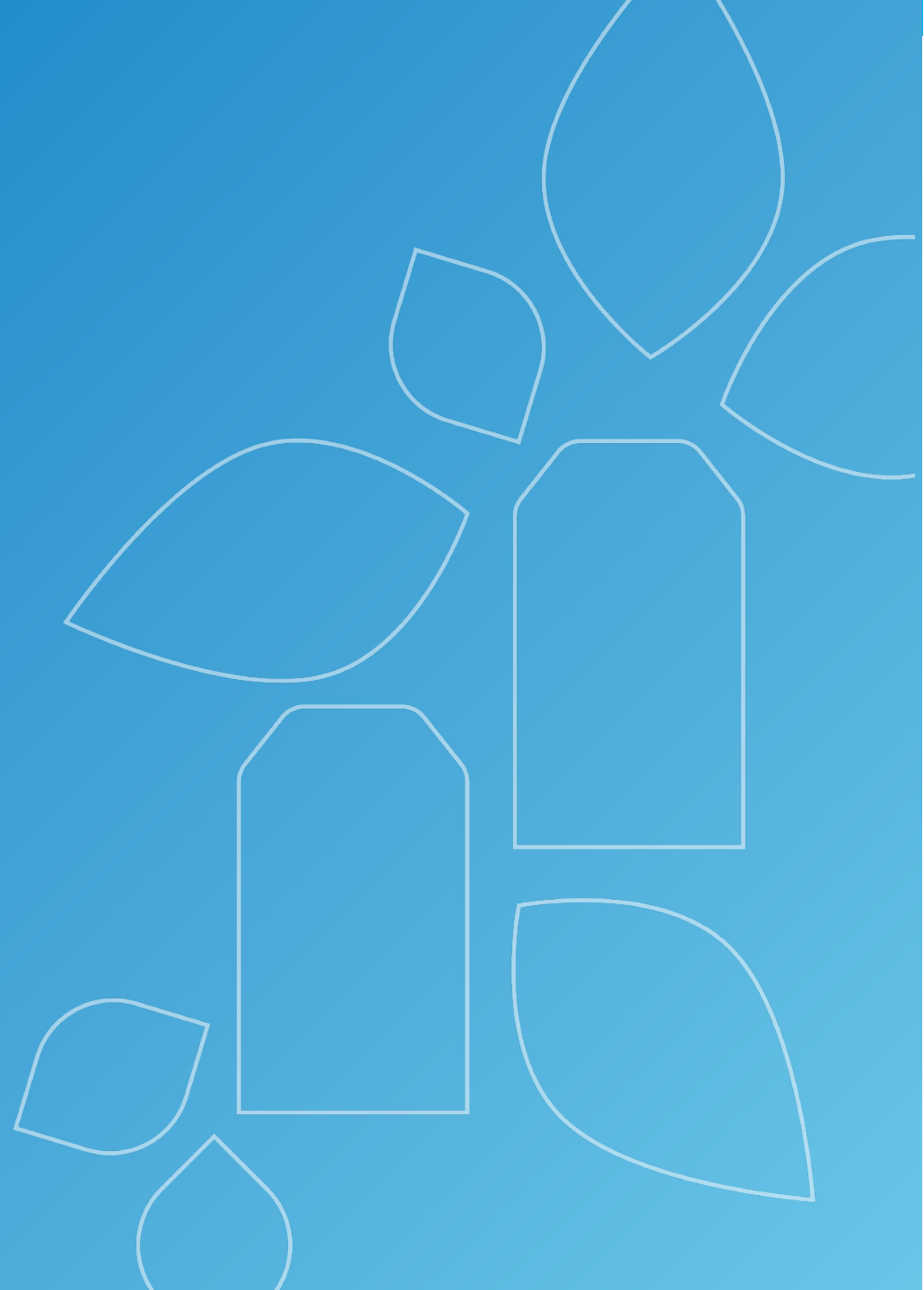


Southeastern Multidisciplinary Approaches to Cancer Symposium

From Data to Dialogue: AI and Social Media in the Evolution of Breast Cancer Care

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Disclosures

I do not have any relevant financial relationships.

This presentation and/or comments will provide a balanced, non-promotional, and evidence-based approach to all diagnostic, therapeutic and/or research related content.



Cultural Linguistic Competency (CLC) & Implicit Bias (IB)

STATE LAW:

The California legislature has passed Assembly Bill (AB) 1195, which states that as of July 1, 2006, all Category 1 CME activities that relate to patient care must include a cultural diversity/linguistics component. It has also passed AB 241, which states that as of January 1, 2022, all continuing education courses for a physician and surgeon **must** contain curriculum that includes specified instruction in the understanding of implicit bias in medical treatment.

The cultural and linguistic competency (CLC) and implicit bias (IB) definitions reiterate how patients' diverse backgrounds may impact their access to care.

EXEMPTION:

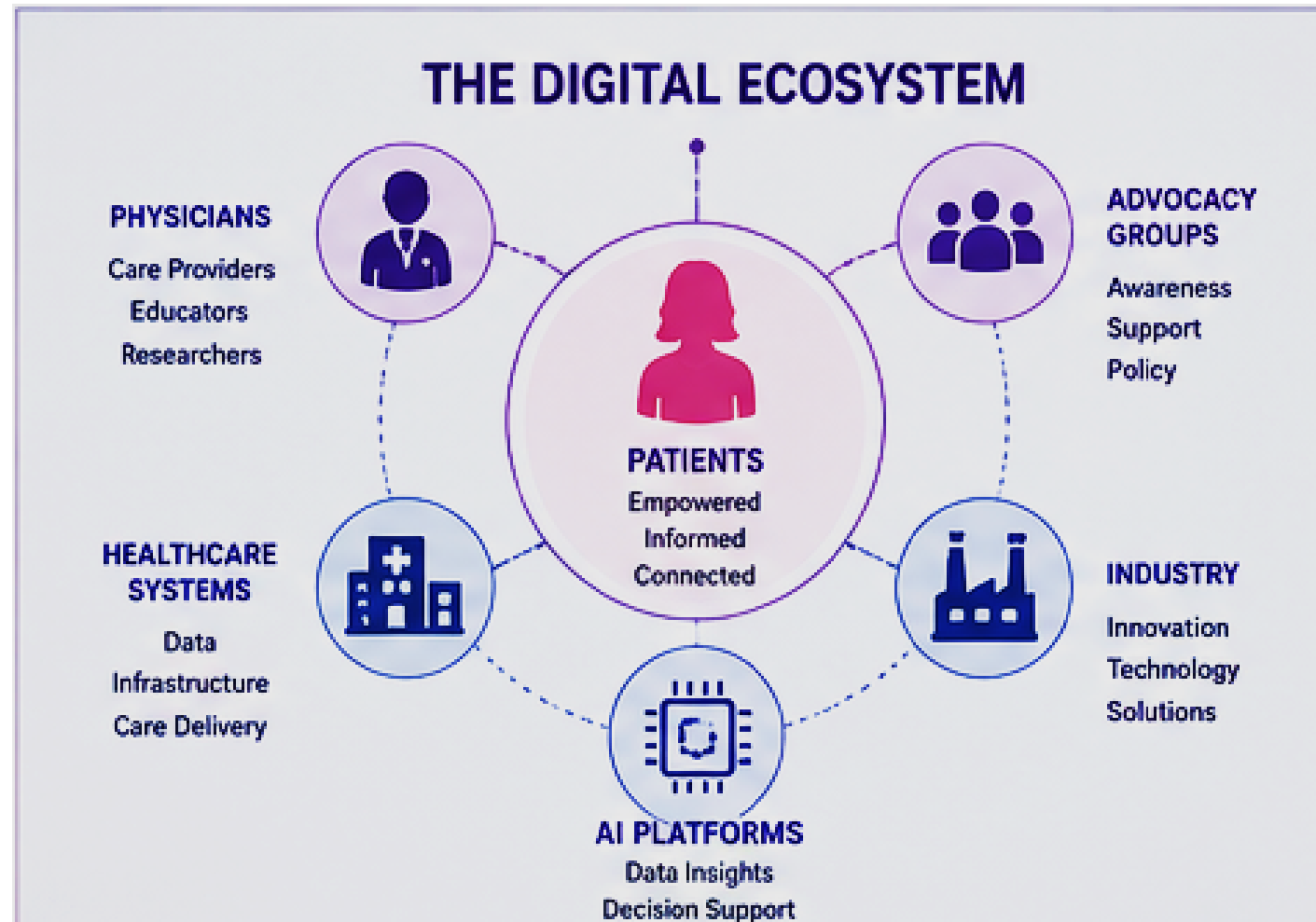
Business and Professions Code 2190.1 exempts activities which are dedicated solely to research or other issues that do not contain a direct patient care component.

The following CLC & IB components will be addressed in this presentation:

- *How populations utilize social media for health education*
- *Access to internet and digital resources*



The Rise of Digital Transformation in Healthcare

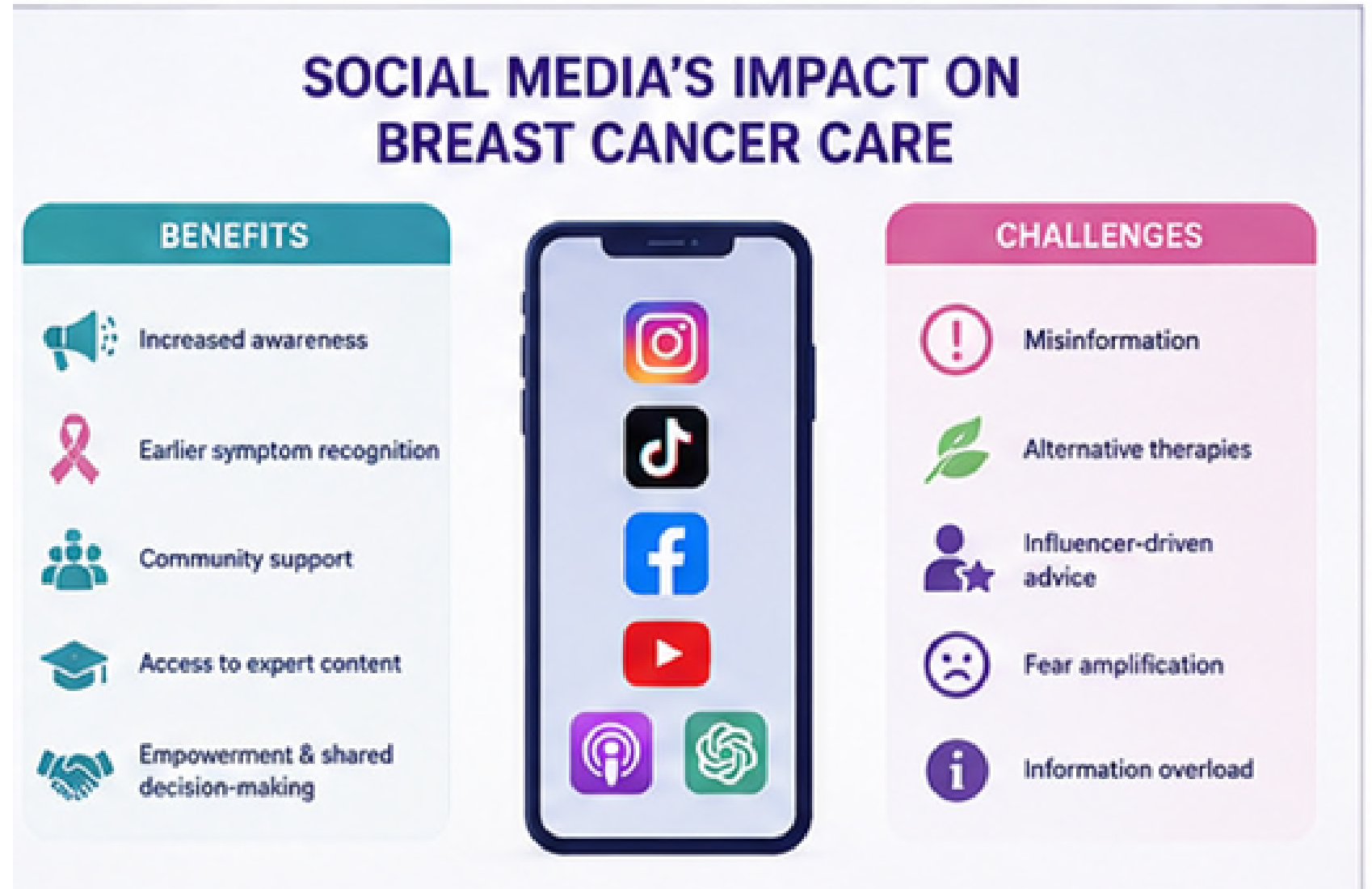


More Than Just "Likes": Social Media as a Health Platform

Two sides to every coin

→ Patient education

→ Patient advocacy



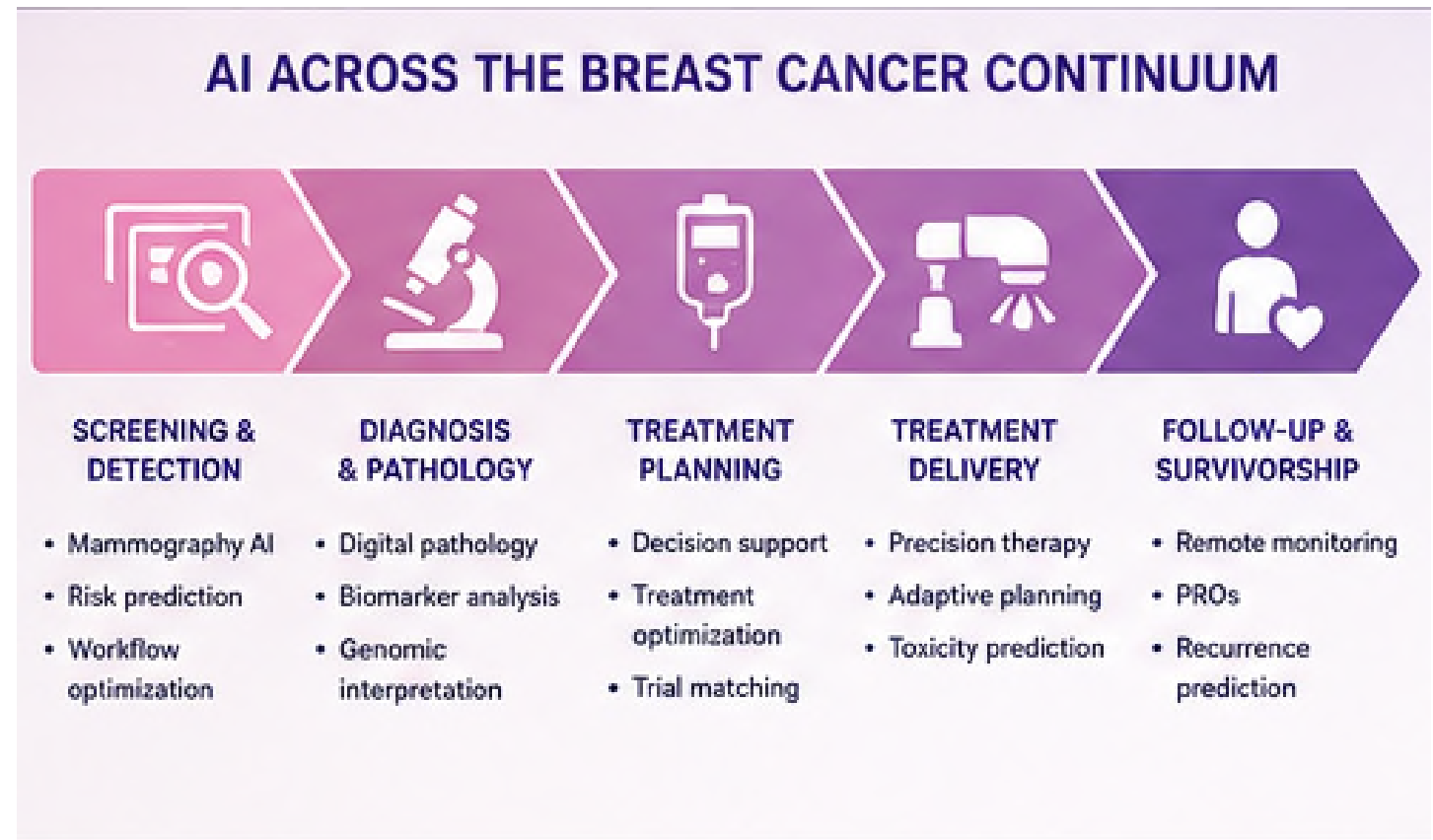
Artificial Intelligence (AI) in Breast Cancer Care

Early detection

Personalized treatment

Risk assessment and prognosis

“The promise” → AI as a powerful assistant, augmenting human expertise



Challenges and Ethical Considerations

Privacy and security

Algorithmic bias

Misinformation and disinformation

Digital divide

Governance and ethical frameworks



Thank you!

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