

For Immediate Release
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AVBCC and Cureety Whitepaper Advances Precision Remote Monitoring for Modern Oncology Care

New York, NY – As oncology care becomes increasingly complex, and more and more treatment is delivered outside traditional clinical settings, practices face growing challenges in monitoring patients safely between visits while managing limited clinical resources. Addressing this gap is essential if we're going to expand access to innovative therapies for the patients who need them most.

In a new whitepaper, [***"Practical Considerations for Adoption of a Novel Framework for Precision Monitoring in Oncology."***](#) the [Association for Value-Based Cancer Care \(AVBCC\)](#), in collaboration with [Cureety](#), examines the limitations of existing monitoring platforms, the challenges presented by advanced therapies, and an innovative framework for implementing precision remote monitoring programs in community oncology settings.

For this publication, the organizations drew upon peer-reviewed evidence including findings from the [OPTIMACURE](#) randomized trial and the [PRO-TECT](#) cluster-randomized study. They also synthesized insights from a multidisciplinary advisory board comprised of practicing oncologists, health system executives, payer leaders, and oncology nursing directors. The group evaluated the current monitoring landscape, identified opportunities and barriers to adoption, and outlined the conditions under which emerging remote monitoring platforms can deliver meaningful clinical and economic value.

"One of the most encouraging outcomes of this work was the level of alignment across clinicians, health systems, nursing leaders, and payers," says [Misha Kaur](#), Chief Operating Officer, Cureety. "While each stakeholder brings a different perspective, there was clear consensus that the future of remote monitoring must be clinically rigorous, embedded in routine care, and developed in partnership with the teams delivering cancer care every day."

"We're living in an era of unprecedented innovation in cancer care," says [Burt Zweigenhaft, PhD, DLitt](#), Executive Director and Founder, AVBCC. "Yet many providers are still relying on monitoring models that were not designed for today's therapies. As treatments become more sophisticated, we must ensure patients can access them safely with the support and oversight needed to achieve the best possible outcomes."

According to Ms. Kaur, the success of emerging monitoring technologies will ultimately be measured not by their sophistication, but by their ability to help clinicians deliver better care. "If we can reduce complexity, strengthen clinical decision-making and improve the experience for both patients and care teams," she says, "then we've made meaningful progress."

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About AVBCC

AVBCC is a 501(c)(6) education organization dedicated to the exchange of knowledge among all stakeholders in the cancer care ecosystem responsible to ensure optimal care and access is delivered to all patients with cancer. Our goal is to inform, educate, and foster exchange of current and future state information between all stakeholders: Oncologists and Hematologists, Nurses, Oncology Nurse Navigators, Pathologists and Geneticists, Pharmacists, Practice Administrators, Practice Managers, Patient Advocacy Organizations, Managed Care Organizations, Insurance Companies, Third-Party Payers, Integrated Health Delivery Systems, Cancer Centers of Excellence, Medical Directors, Pharmacy Directors, Pharmaceutical and Biotech Manufacturers, Personalized Medicine Providers, Researchers, and, of course, cancer patients. Visit our [website](#) to learn more about our organization and offerings.

About Cureety

Cureety helps care teams extend their clinical and human reach through its precision care platform that combines tailored symptom monitoring, early risk detection, and care coordination tools. Our mission is to work hand-in-hand with care teams and to help join up partners in the digital ecosystem, to collectively expand access to precision care while improving daily life for patients, caregivers, and clinicians. At Cureety, we believe that together, we can help contribute to the future of oncology, enabling more proactive, precise, and human-centered care at scale. Visit our [website](#) for more.