

# Rural Cancer Innovation Coalition

Bringing the Future of Precision  
Cancer Care to All Kentuckians



# Coalition Goals



## Keep Patients in Rural Hospitals

Patients receive advanced treatment close to home, reducing travel burden and maintaining vital support networks.



## Reduce Cancer Care Costs

Upfront precision cancer testing instead of when treatment fails, lowering patient out-of-pocket expenses and healthcare system costs.



## Advanced Treatment Access

Access precision cancer testing and clinical trials locally.



## Precision Molecular Testing

Perform advanced molecular and genetic testing so rural oncologists can deliver precise, personalized treatment plans locally—ensuring the right diagnosis and treatment.

# Who We Are

## Pathology & Cytology Laboratories (P&C Labs)

### Statewide Coverage

Serving 40+ hospitals statewide, from Pikeville to Paducah.

### Physician-Owned

Established 1967; physician-owned and operated in Lexington, KY.  
19 Physicians & 150+ Employees

### Rapid Turnaround

24/6 operations with next-day turnaround on most biopsies.

### Equal Access

Equal processing order—no payer preference.



# More Than a Reference Lab

## Integral Hospital Partners



### **Acting Pathology Department**

Acting pathology department and medical lab directors for partner hospitals



### **24-hr On-Call Consultation**

On-call consultation for oncologists statewide



### **Continuous Collaboration**

- Continuous collaboration to guide treatment decisions
- Tumor Board Participation
- Hospital Quality Committees

# Innovation at Our Core

## Leading the Way in Pathology Advancement

P&C Labs is at the forefront of innovation, continuously adopting cutting-edge technologies and practices to deliver superior diagnostic services and contribute to the future of pathology.



### Fully Digital Pathology

One of a handful of labs nationally to implement a fully digital pathology workflow, enhancing precision and turnaround times.



### AI Consortium Leadership

Key member of an exclusive AI Consortium, collaborating with top institutions like UPMC and Cleveland Clinic to create the latest AI models.



### Exclusive Training Programs

Host to the state's only cytotech and histotech training programs, fostering the next generation of pathology professionals.



### FDA-Cleared AI for Women's Health

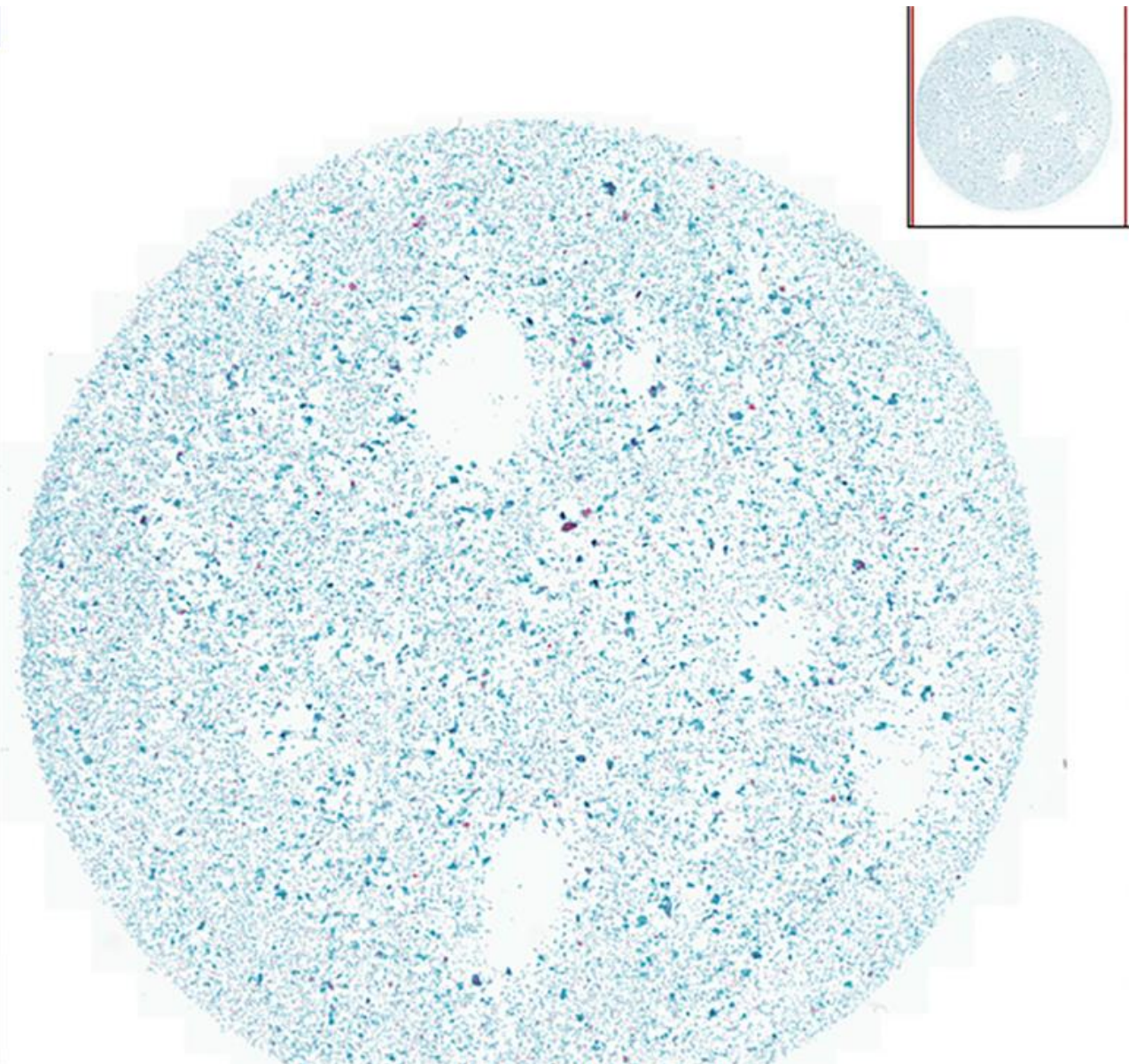
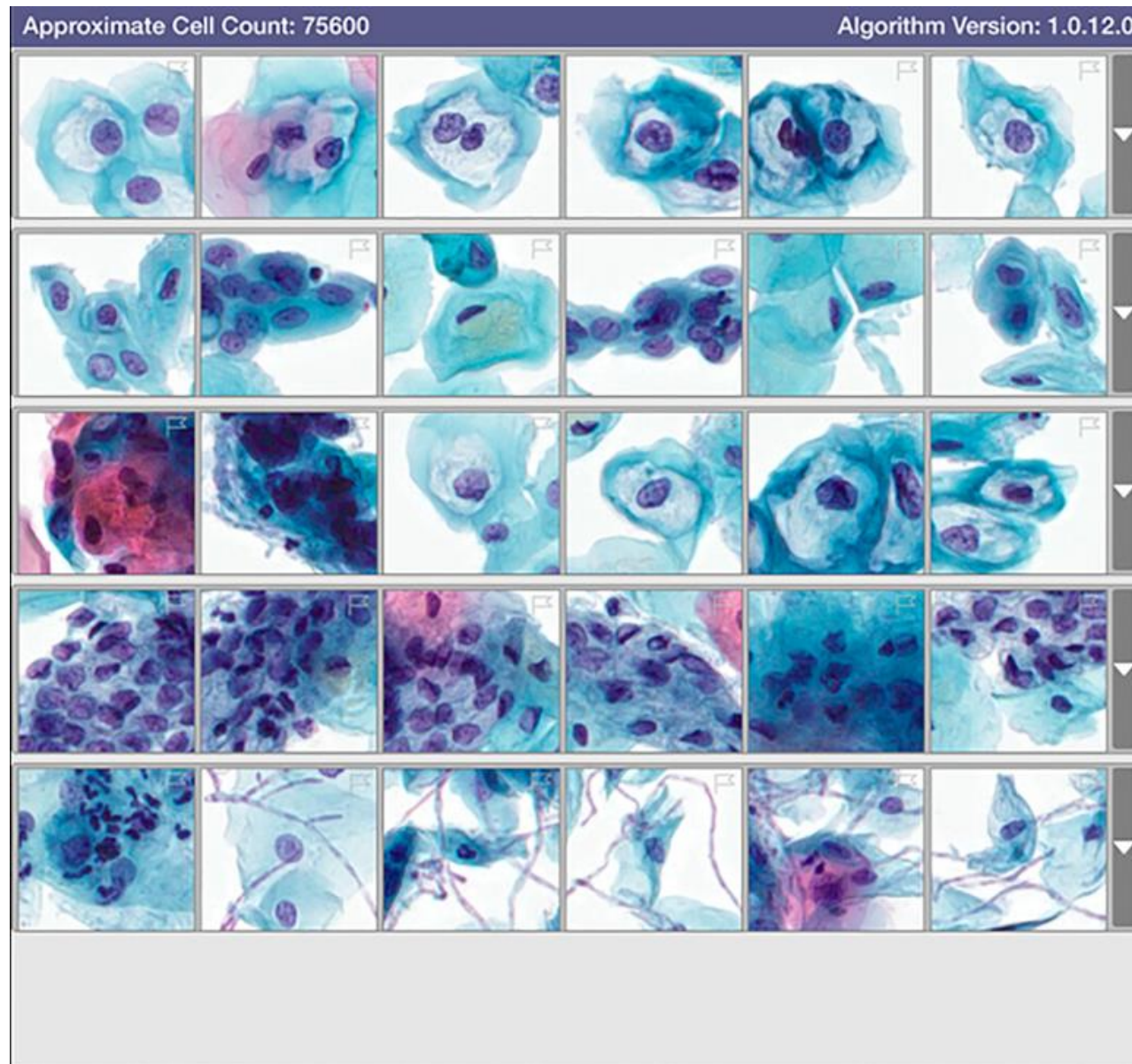
Second lab in the U.S. to utilize FDA-cleared AI for advanced women's health screening, ensuring earlier and more accurate diagnoses.



### Oral Pathology Expertise

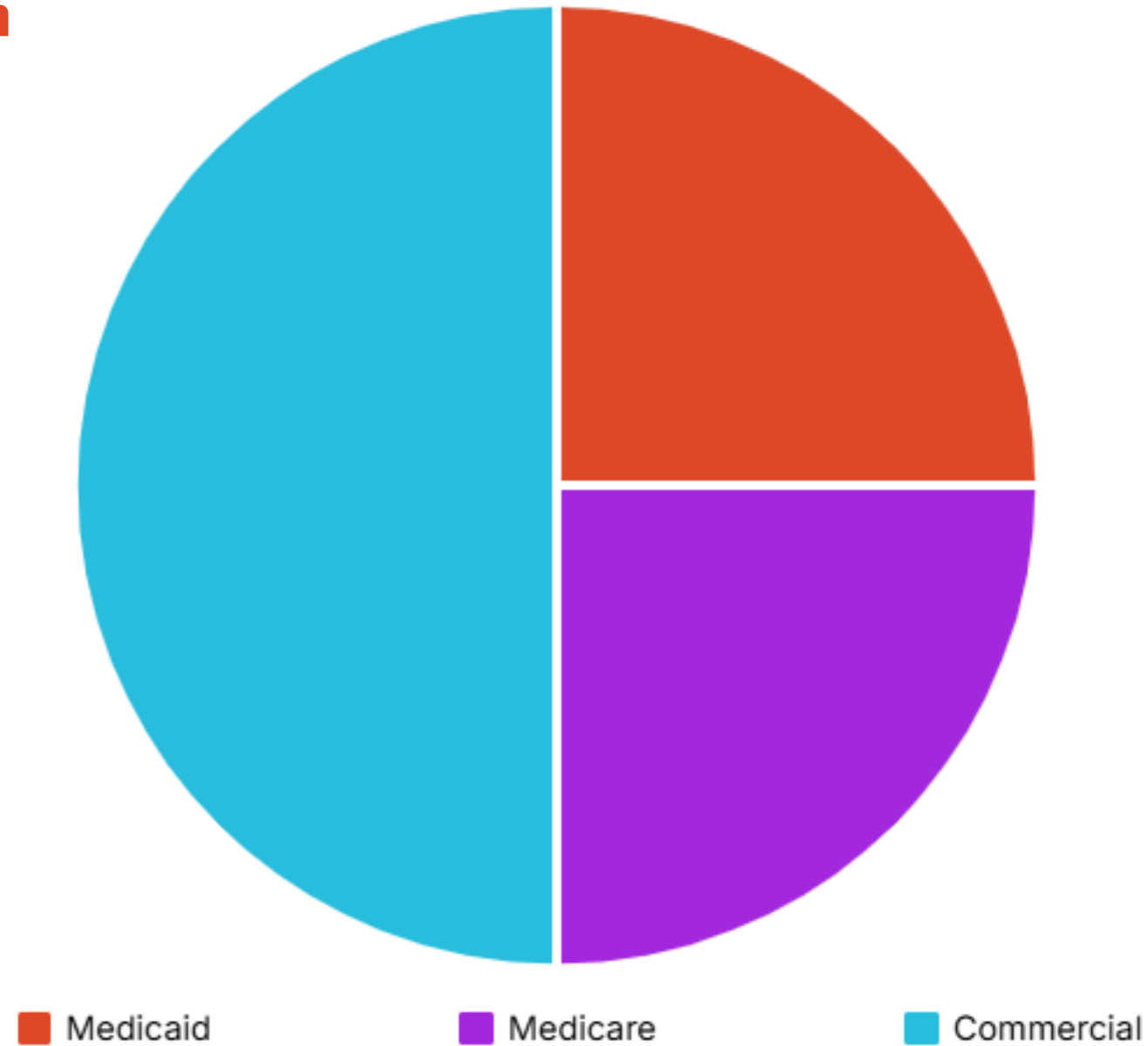
Recognized as the second-largest oral pathology provider in the country, offering specialized diagnostics for oral diseases.

# FDA Approved AI for Women's Health



# Payer Mix Reality

## Our Payers by Distribution



Unlike most private practices, we cannot decline any insurance—we are reimbursed below costs on many of our Medicaid cases.

# What is Molecular Testing or NGS?

## Decoding Cancer for Personalized Treatment

Next-Generation Sequencing (NGS) is a powerful technology that allows us to rapidly analyze a patient's genetic code, identifying specific mutations in their cancer to guide highly effective, personalized therapies.



### Comprehensive Genetic Insight

NGS scans hundreds of genes simultaneously, providing a detailed map of a patient's tumor and uncovering subtle genetic changes that drive cancer.



### Tailored Treatment Strategies

This detailed genetic information enables doctors to select the most effective targeted therapies and immunotherapies, specifically matching the drug to the tumor's unique genetic profile.



### Pinpointing Cancer's Weakness

It identifies specific mutations and biomarkers that fuel cancer growth, allowing oncologists to understand exactly what makes a tumor tick.



### Better Patient Outcomes

By moving away from trial-and-error, NGS helps patients receive the right treatment sooner, leading to improved response rates, fewer side effects, and better survival.

# The Problem and the Opportunity

## Everyone Needs Personalized, Data-Driven Cancer Treatment

### Current Challenge



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Many rural cancer patients leave their local hospitals each year for testing and treatment resulting in delayed care, higher costs, and lost revenue for community hospitals.



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Current tests cost up to \$5,000 and are sent out of state.



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Results take up to 5 weeks, delaying optimal treatment.

### Our Solution



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Equip rural oncologists with rapid results so they can determine the right treatment immediately and keep patients in their local hospitals for care.



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Reduce testing costs to \$500 per test.



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Deliver results in 1 week or less through streamlined workflow.

# Work Plan

## Personalized Cancer Care for All Kentuckians



### Cost Efficiency Through Scale

Initial funding subsidizes early testing to rapidly build case volume; driving per-test costs down and making the program fully sustainable within two years.



### Establish Tumor Board

Establish statewide molecular tumor board for complex cases



### Connect Patient to Clinical Trials

Connect rural hospitals to national clinical trials. Patients stay in their county and receive Mayo Clinic Access.



### Leverage AI

Leverage New AI Tools to accelerate pathology diagnoses

# Capacity to Serve All Rural Hospitals in Kentucky

## Funding Request: \$5 Million Over Two Years

\$2.5M in Year 1 to scale molecular testing for half the state

\$2.5M in Year 2 to add high-throughput sequencing to serve all Kentuckians



### Lab Infrastructure

Double molecular lab footprint and infrastructure



### NGS Platforms

Acquire next-generation sequencing (NGS) platforms



### Tumor Board

Launch and operate statewide molecular tumor board



### Acquire more AI Diagnostic Tools

Deploy AI diagnostic tools within digital pathology workflow