

# Public Relations - Corporate and Product



## Driving Visibility for AI Breast Cancer Risk Prediction Platform



### THE CHANGE THEY WANTED

- ✓ **Elevate the visibility** of Clairity's AI-powered platform, *Clairity Breast*, which predicts **five-year breast cancer risk** from a routine mammogram
- ✓ Build **broad awareness** around breast cancer risk prediction, and Clairity's mission that everyone, regardless of age, race, or gender, deserves to know their **personalized cancer risk**
- ✓ Attract potential partners by positioning Clairity as a technology that **empowers patients and providers alike**
- ✓ Generate **recognition and trust** among healthcare professionals, radiologists, investors, and the general public

### WHAT WE DID

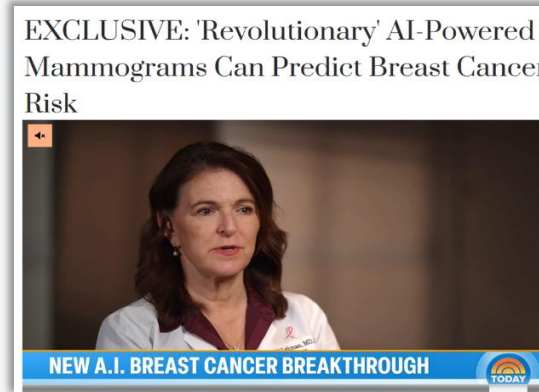
- ✓ **Strategic positioning and messaging:** Developed core key messages and a comprehensive Q&A to support Clairity's product communications; framing Clairity as the first AI platform to move beyond detection toward individualized cancer risk prediction
- ✓ **Media relations and awards submission:** Conducted targeted media outreach to national, trade, and technology press to secure high-impact placements; identified award opportunities to participate in, *including Fast Company Most Innovative Company awards and Forbes 50 over 50*
- ✓ **Event amplification**
  - ✓ Supported content development and media relations for the Radiological Society of North America (**RSNA**) Annual Meeting, coordinating pre-event media and onsite interview opportunities
  - ✓ Supported Founder's **Forbes 50 over 50** award amplification through digital media, content, and media outreach
- ✓ **Partnership promotion:** Managed communications for the announcement of Clairity's partnership with Beth Israel Deaconess Medical Center, underscoring clinical collaboration and validation
- ✓ **Awareness campaign:** Led a national Breast Cancer Awareness Month media campaign that highlighted equitable access to risk prediction, personal stories, and the promise of AI in early prevention

### THE CHANGE WE DELIVERED

- ✓ Positioned Clairity and a new market – cancer risk assessment by spotlighting the founder, expert leadership, and the platform
- ✓ Secured more than **80 earned media placements**, including the **TODAY Show, WSJ, CBS News, Forbes**, significantly raising the Company's profile across business and trade media.
- ✓ Generated broad media pickup, with news releases featured by **1,187 outlets**, reaching an audience of **373.3 million unique visitors per month** and **33,132 individual views**
- ✓ Drove strong website activity, reinforcing visibility and engagement among prospects (health systems and patients) with **21,000 new visitors (225% increase)**



# Visibility Through Media Relations



**STAT**

**HHS has a new national health IT coordinator**

- Clairity, Inc. announced it had received a de novo authorization from FDA for Clairity Breast, a novel, image-based prognostic platform designed to predict five-year breast cancer risk from a routine screening mammogram."

**HealthDay**  
News for healthier living

**FDA Authorizes First AI Platform for Breast Cancer Prediction**

**MEDPAGETODAY®**

**FDA Authorizes AI Platform for Breast Cancer Risk Prediction**

— Clairity Breast analyzes subtle features in mammograms to predict future risk, inform prevention