EUROPEAN UNION

smart Mirrors supporting healthier lives of Adolescents and Young Adults after cancer



MAYA

smart Mirrors supporting healthier lives of Adolescents and Young Adults after cance

5 years Cancer Mission:
Stronger Through Connection

BRUSSELS
29 SEPTEMBER – 01 OCTOBER



Clinical Challenge



1 MORE AYA CANCER SURVIVORS

Survival is improving, creating a growing population of adolescents and young adults living beyond cancer.

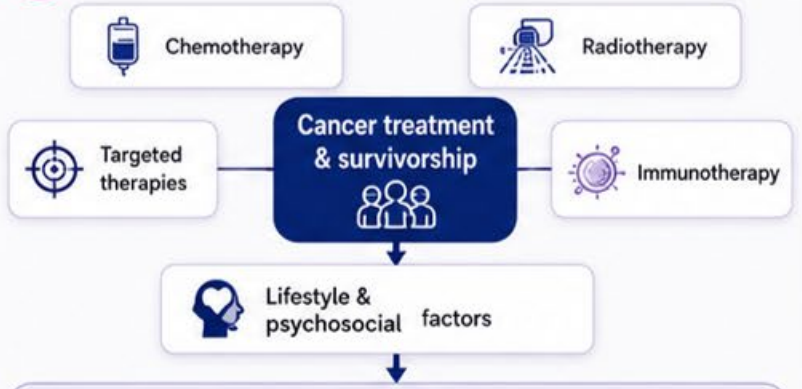


2 HIDDEN LATE EFFECTS

Cancer treatments can leave long-term physical, emotional and cardiovascular late effects that may remain unnoticed for years.



3 WHY CARDIOVASCULAR RISK MATTERS



4 CURRENT CARE GAP

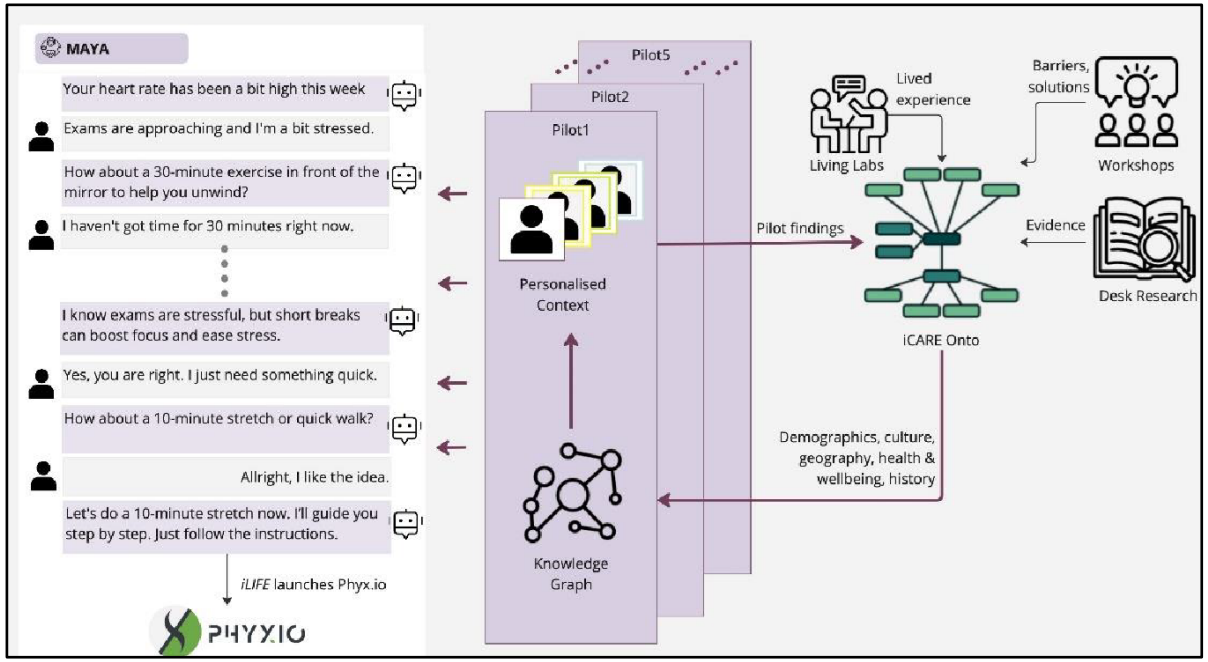
Follow-up is often fragmented, reactive and not sufficiently personalised for AYA survivors.





MAYA in a Nutshell

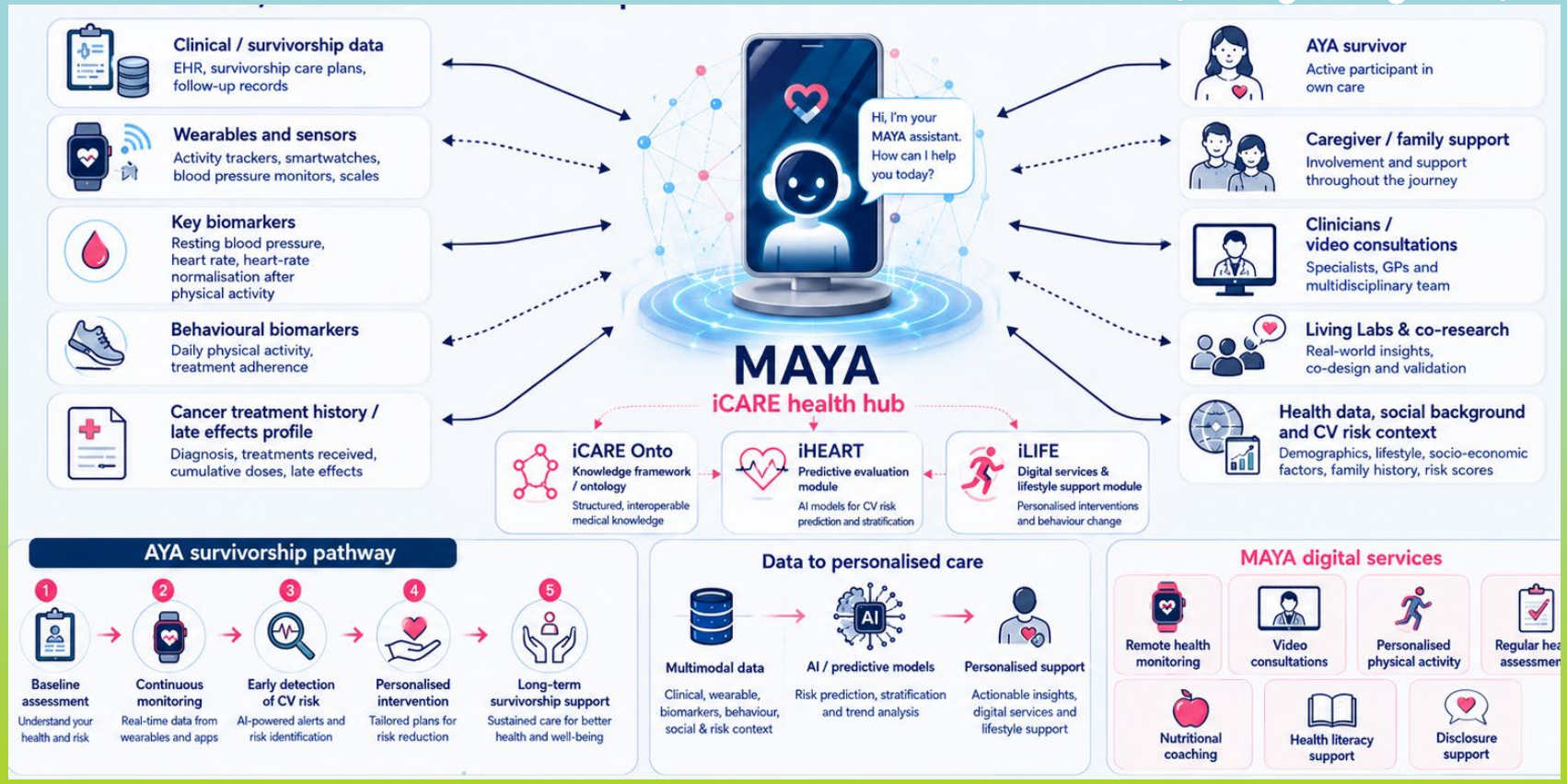
MAYA envisions a future where Adolescents and Young Adults (AYA) cancer survivors are empowered to manage their cardiovascular health and lifestyle with the support of innovative digital tools *specifically designed* to address cardiotoxic-related late effects of cancer treatment, from the convenience of their homes.



By leveraging the iCARE health hub, equipped with a smart mirror and an AI-powered conversational agent, MAYA aims to improve cardiovascular outcomes and overall quality of life for, at least, 70% of AYA survivors participating in the clinical study, by effectively managing modifiable risk factors such as hypertension, obesity, or diabetes.

Empowering AYA cancer survivors to manage their cardiovascular health through digital tools, particularly addressing cardiotoxic-related late effects of cancer treatment.

The MAYA Concept



Who MAYA supports?



- **AYA cancer survivors**
  Adolescents and young adults living beyond cancer treatment.
- **Cancer types addressed**
  Breast cancer · Lymphoma · Leukaemia · Testicular cancer · Brain/CNS tumours · Sarcoma · Other AYA-relevant cancers
- **Survivorship needs**
  Cardiovascular monitoring · Late-effects detection · Physical activity · Mental wellbeing · Health literacy · Personalised lifestyle support



What MAYA offers?

Personalised Survivorship

Tailored care plans and recommendations based on individual data, risks and goals.

Continuous Monitoring

Integration of wearable and clinical data for real-time tracking of health and well-being.

AI-Powered Insights

Advanced AI models to predict risks, detect early warning signs and support personalised decisions.

Education & Empowerment

Evidence-based content and tools to build knowledge, confidence and self-management.

Connected Care

Seamless collaboration between survivors, healthcare professionals and care teams.

MAYA brings **technology, data** and **human care** together to help AYA survivors live healthier, longer, better.

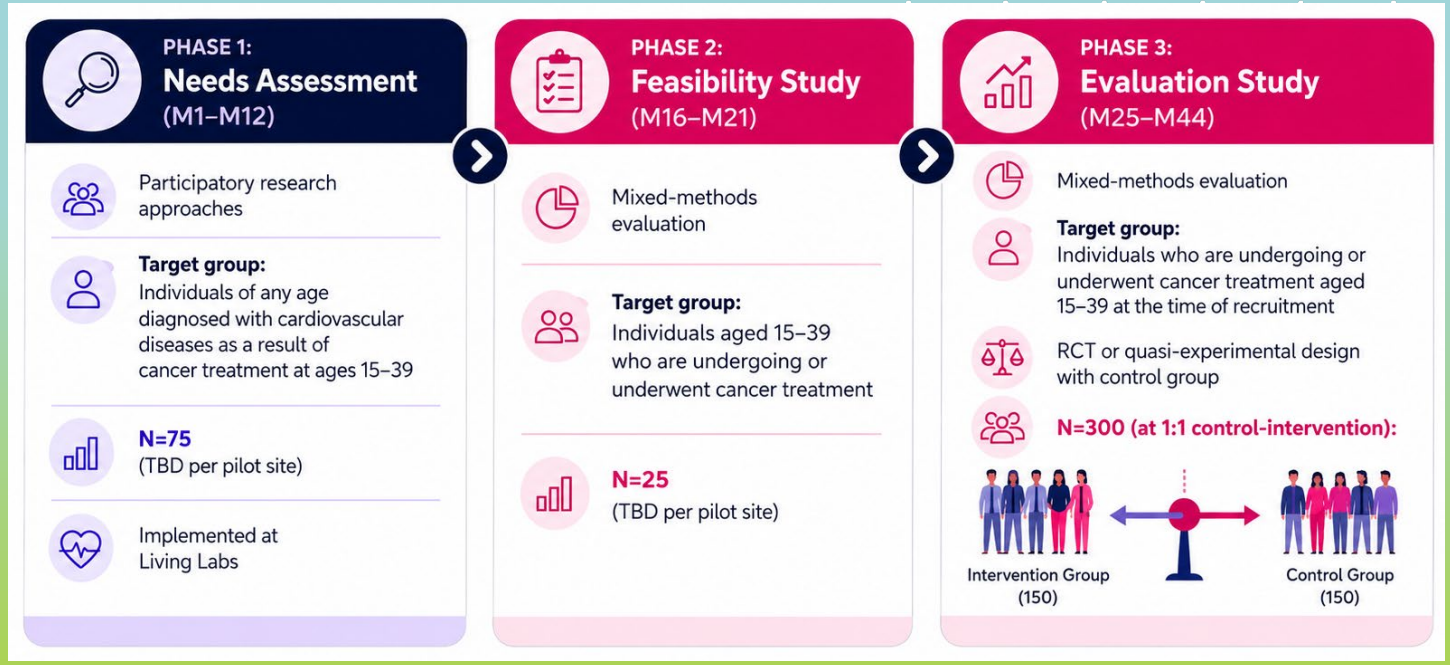
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Clinical Study Approach

Prospective interventional clinical study in 5 pilot sites with 300 participants:

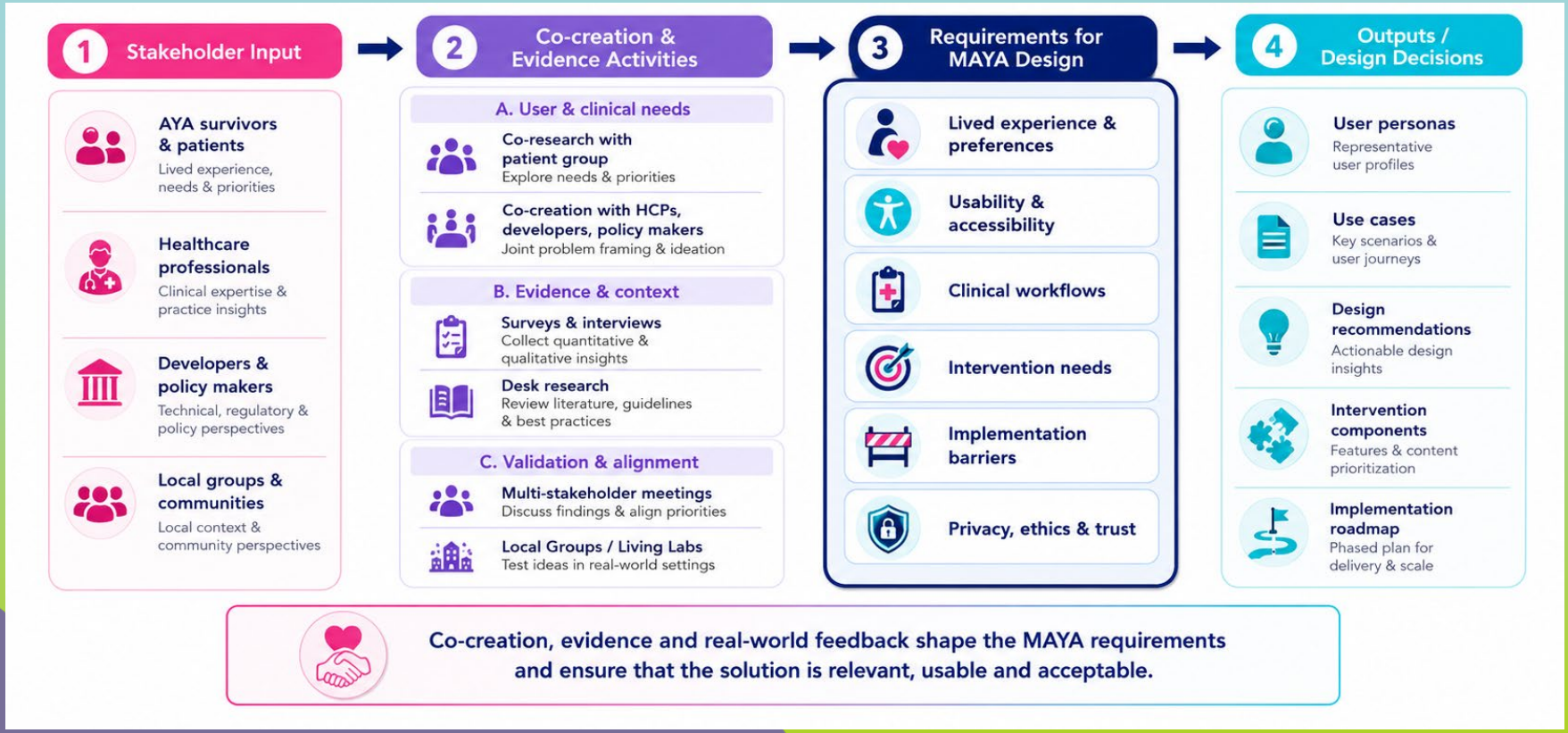
- **Poland 75 participants**
- **Germany 40 participants**
- **Spain 40 participants**
- **Portugal 65 participants**
- **Italy 40 participants**
- **Cyprus 40 participants**



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From Stakeholder Needs to MAYA Requirements





Living Labs

Living Labs are unique testing environments where researchers, companies, organisations, and citizens work together to co-create, test, and validate new solutions in practice.

The Living Labs foster awareness and build capacity within different health and care settings to ensure new tools and methods are smoothly integrated into clinical practice.

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Expected Impact

For AYA cancer survivors
Earlier detection of cardiovascular risks, improved quality of life, and stronger self-management after cancer treatment

For clinicians
AI-supported risk prediction, continuous monitoring, and more personalised follow-up decisions.

For care pathways
A shift from fragmented and reactive follow-up to proactive, preventive and personalised survivorship care.

Long-term ambition
To help young cancer survivors live healthier, more confident and better-supported lives beyond cancer.



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