

# Market Research

## Testimony from Dermatologists and Cancer Survivors

To demonstrate the viability of its mission and product offering, AI MEDI SCAN conducted a major market research exercise involving four key audiences:



**Dermatologists**



**Previous Skin Cancer Patients**



**Individuals who have a family history of skin cancer**



**Individuals with no personal/family history of skin cancer).**

### Why would you choose to use AI MEDI SCAN?

"Great technology that would encourage patients to be healthy and active in protecting themselves in skin cancer." **(Dermatologist)**

"It's simply a better way than visual in-person skin check-up. It's much more precise, efficient and presumably accurate." **(Dermatologist)**

"It's a wonderful technology that could be very useful and available to anyone who has a phone." **(Dermatologist)**

"Fantastic concept and piece of equipment. Love the idea and would definitely use." **(Previous Skin Cancer Patient)**

"We would use this often; it would bring relief and also help cut down on the lengthy skin checks we often don't have time for." **(Previous Skin Cancer Patient)**

"I think it will help a lot of Australians to prevent skin cancer and other skin concerns." **(Previous Skin Cancer Patient)**

"It would alleviate the anxiety of not knowing if a spot was dangerous or not. You would only need to see the doctor if there was an issue. Great idea. The government could make this free." **(Previous Skin Cancer Patient)**

"This is amazing AI technology and in Australia it is a must in every home. Fantastic device." **(Previous Skin Cancer Patient)**

"Absolutely love this idea for people who can't get to the doctor or can't afford to. Will take out the middleman and free up doctors." **(Previous Skin Cancer Patient)**

"It's an easy check you can do at home, saving the need for expensive and time-consuming doctors' visits, especially as we live more than an hour from a major city." **(Previous Skin Cancer Patient)**

"It is very useful to be able to self-check, which can give you peace of mind or if there is an anomaly you can seek health advice immediately." **(Individual who has family history of skin cancer)**

"Great for regional areas with limited health resources." **(Individual who has no family history of skin cancer)**

"It would make me check more. No hassles of making appointment and waiting weeks to get in only to find it's nothing. At least you would know if you had reason to worry." **(Individual who has no family history of skin cancer)**

### Why is AI MEDI SCAN relevant to you personally?

"It would be helpful if this technology was available in my area, where the population is prone to sun exposure thus skin cancer." **(Dermatologist)**

"With melanoma in my family, I like to be proactive. My husband was diagnosed with melanoma also and this would be a very handy way to ease our minds and keep track of skin changes." **(Previous Skin Cancer Patient)**

"Because it can increase your chances of treatment and survival and you can have the necessary treatment." **(Individual who has family history of skin cancer)**

"I live in a rural area, so doctor availability is limited, especially for skin checks. This would be of benefit to me." **(Individual with no history of skin cancer)**

### Many international health organizations recommend annual skin check-ups, please illustrate why you get checked less than once a year.

"Wait times are long, cancellation is always happening, the cost is expensive for the worth, and lack of availability of dermatologists and travel times." **(Dermatologist)**

"Lack of time on busy schedule, no time to take personal leave due to work commitments." **(Previous Skin Cancer Patient)**

"Being able to find a doctor that I trust to perform the test and that also provides bulk billing so it is affordable." **(Individual who has family history of skin cancer)**

"Availability of skin checks in the place I live. No specific skin check clinics. GP hard to get into." **(Individual with no history of skin cancer)**

"Time factor. Trying to book in with a GP is difficult due to their non-availability. Cost factor going privately. Too expensive." **(Individual with no history of skin cancer)**