The role of digital health in enhancing the reast cancer screening programme in Brunei Darussalam

Norazwani Ishak

Department of Environmental Sciences, Ministry of Health, Brunei-Muara, 2515, Bandar Seri Begawan, Brunei

Track: Medical Professionals
Theme: Screening and Diagnosis

ABSTRACT

Introduction: Breast cancer is the most common cancer among women in Brunei Darussalam. The Breast Cancer Screening Programme was introduced nationwide in November 2019, initially requiring eligible individuals to either call or visit the health centres to make an appointment. This conventional method posed challenges in terms of accessibility and convenience to book screening appointment. In August 2024, the screening programme was integrated into the national mobile health app, BruHealth, allowing eligible individuals to book their appointments digitally. Aims The study aims to evaluate the shift in breast cancer screening uptake from conventional methods to the BruHealth app. **Materials and Methods:** A descriptive analysis was conducted using the health screening data from September 2024 to February 2025. The analysis compared monthly screening uptake via both conventional method and the BruHealth app to assess the shift towards digital health screening. **Results:** Over a six-month period following the integration of the breast cancer screening programme into BruHealth, the uptake via the app increased from 22.1% in September 2024 to 70.8% in February 2025, reflecting a significant shift from the conventional method. Engagement through the BruHealth app started to increase in October 2024 with 53.8%, followed by 61.4% in November and 67.3% in December. The peak engagement occurred in January 2025, with 81.3% of screenings booked through the app, before slightly dropping to 70.8% in February 2025. **Conclusion:** The analysis shows an obvious shift from the conventional screening method to digital health screening. These results highlight promising public acceptance and engagement with digital health tools. Given the steady increase in the screening uptake via the BruHealth app, future initiatives will focus on enhancing digital health engagement to boost participation in the screening programme.

Keywords: Screening, breast cancer, digital health