Color Health and Google Cloud Partner to Expand Access to Breast Cancer Screening, Augmenting Clinical Care with AI

Philanthropic effort expedites access to essential healthcare services through the newly launched Color Assistant without increasing physician burden

New AI collaboration could transform early breast cancer detection, expanding access for tens of thousands of women

BURLINGAME, Calif. and SUNNYVALE, Calif., Oct. 16, 2025 /[PRNewswire](#)/ -- Color Health and Google Cloud today announced they are partnering to make breast cancer screening more accessible, as part of a social impact effort in recognition of Breast Cancer Awareness Month.

The companies are pairing Color's oncologist-led Virtual Cancer Clinic with AI built using Google Cloud to launch the[Color Assistant](#) agent that quickly determines eligibility for mammograms, schedules breast cancer screenings, and coordinates follow up. The initiative is open to all women aged 40 or older, and women at high risk for breast cancer. By creating a convenient, safe, and reliable experience, Color and Google Cloud aim to help tens of thousands more women get screened for breast cancer this year, helping to improve breast cancer outcomes.

This program will run through December 31, 2025, and is made possible with the support of Google.org, reflecting a shared commitment from Color and Google to expanding access to essential health care.

"We know how to stop late-stage breast cancer diagnoses through screening, but we need to make getting that screening much easier," said Othman Laraki, CEO and Co-Founder, Color Health. "When the logistics are handled – checking when you're due, understanding your personal risk for breast cancer, having an order placed without jumping through hoops, and getting an appointment quickly that works with your schedule – mammogram compliance increases dramatically. Our work with Google is an innovative approach to getting access to essential healthcare services, utilizing AI built with Google Cloud to rethink how we can change access to frontline healthcare needs, while making the lives of overburdened clinicians easier."

"In healthcare, every moment and every decision matters, particularly when early detection is critical," saidThomas Kurian, CEO, Google Cloud. "Our work with Color Health exemplifies how AI and cloud technology can be deployed to drive real-world impact. By integrating our AI into Color's virtual clinic, we are not only streamlining the process for breast cancer screening but are also empowering women to take action on their health, ultimately helping to improve outcomes."

The importance of screening

Breast cancer is one of the most treatable cancers when caught early. Yet too many women still fall behind on their mammograms. Research shows that:

- Early stage localized* breast cancer - where there is no sign that cancer has spread outside of the breast - carries a greater than 99% survival rate ([American Cancer Society](#)).
- Still, 20–30% of eligible women in the United States are not up to date on their mammograms ([National Institutes of Health](#)).
- Cancer rates in women under 50 have increased by nearly 20% since the early 2000s ([ACS](#)).
- And women under 40 who get breast cancer are nearly 40% more likely to die from it than their older counterparts ([BCRF](#)).

How the program works

The Color Assistant is an agentic AI application designed to streamline and automate the initial phase of breast cancer risk assessment and screening coordination, and it can be found at http://www.color.com/breast-cancer-screening. It is specifically tailored to assist women aged 40 and older and women identified as high-risk for breast cancer based on established clinical guidelines.

- The Color Assistant will collect information to determine mammogram eligibility, answer any questions the user may have, and request a clinical review by a clinician within Color Medical's affiliated 50-state medical group.
- Color's care teams will then connect with women eligible for a mammogram for any necessary clarifications and to coordinate appointments.
- In some cases, other types of imaging, such as breast ultrasounds and breast MRIs, may be ordered by Color's clinical team in accordance with clinical guidelines.
- Color clinicians will receive and deliver screening results directly to patients and coordinate next steps for abnormal

findings – including any necessary coordination with the patients' existing care providers.

The core of the Color Assistant is built on Google Cloud's generative AI technology, ensuring a seamless and reliable experience:

- **Powered by Gemini:** The program uses the Gemini 2.5 family of models to manage the entire user experience, facilitating a clear, guided conversation.
- **Agentic Framework:** The application uses a specialized Agentic Framework (Agent Development Kit) to handle complex, multi-step actions and ensure the process is streamlined from start to finish.
- **Secure Deployment:** The entire system operates within Google Cloud's Vertex AI platform, leveraging the secure Agent Engine to guarantee the highest standards of data security and performance.

Localized stage only includes invasive cancer. It does not include ductal carcinoma in situ (DCIS).

About Color Health
Color Health owns and operates the only nationwide Virtual Cancer Clinic, led by oncologists, serving employer, union, health plan and public sector populations. Color measurably improves outcomes through direct care delivery to avoid late-stage cancer diagnoses, speed time to world-class cancer treatment, and take exceptional care of survivors. The proactive, evidence-based clinical care Color provides is accessible to anyone, anytime, at every step of the cancer journey - from cancer screening and early intervention, to timely diagnosis and oncology care management, all the way through survivorship. Connect with Color on **X**, **LinkedIn**, **Facebook** and **www.color.com**.

About Google Cloud
Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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