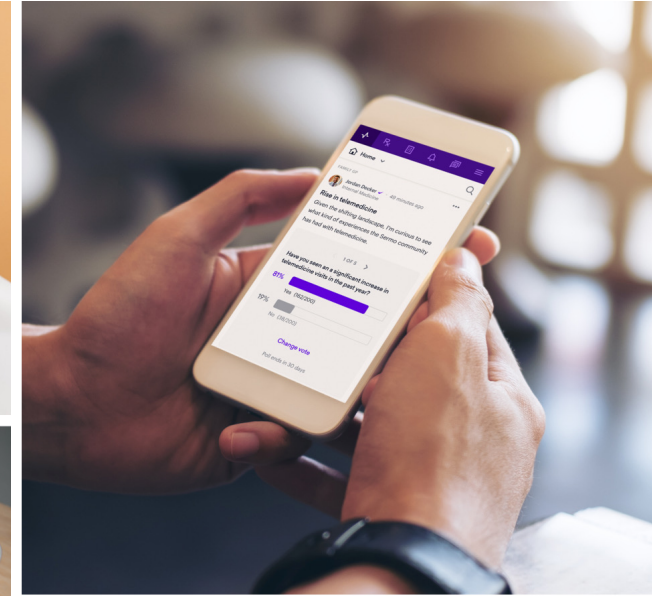


HCP Sentiment Series Part 12 Report

Social Media Impact, Medical Congresses & The Patient Dynamic Among Oncologists

Published June 2023



Report Overview

Insights

- 1 Social Media Impact
- 2 Medical Congresses
- 3 The Patient Dynamic
- 4 BONUS: Breast Cancer Guidelines

Specialties surveyed:

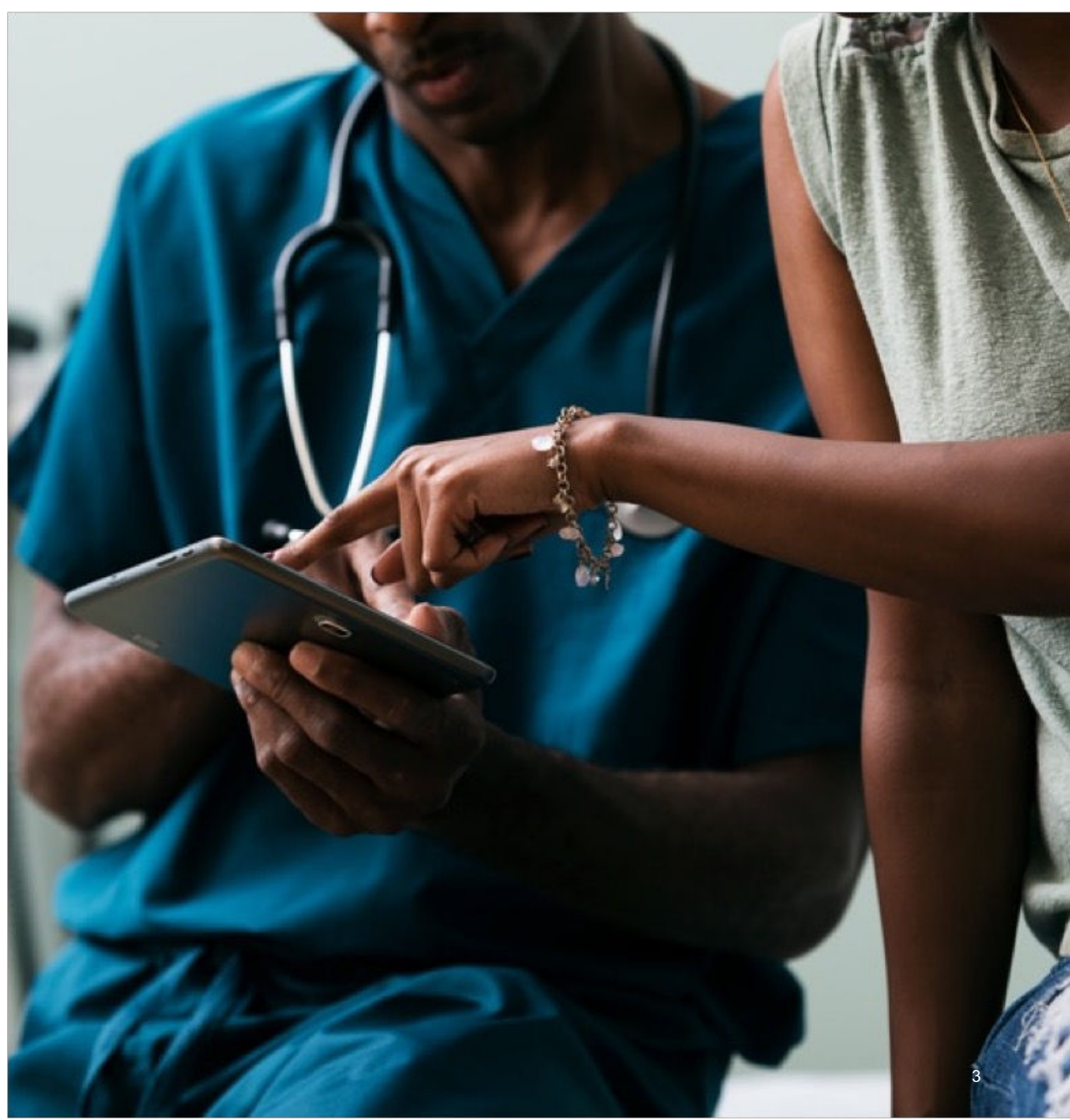
Hematology - Oncology	56
Oncology	247

Countries surveyed:

- ✓ United States
- ✓ Spain
- ✓ Italy
- ✓ United Kingdom
- ✓ Japan
- ✓ Germany
- ✓ France
- ✓ Canada
- ✓ Brazil
- ✓ Australia
- ✓ Turkey

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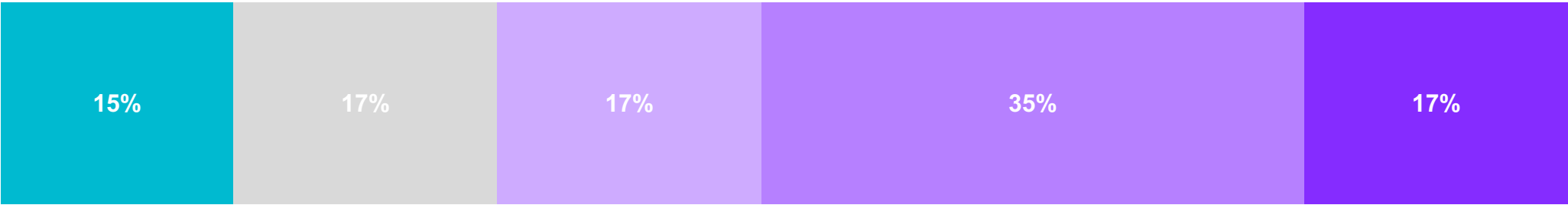
Social Media Impact



52% of Oncologists think Social Media is an important professional information source

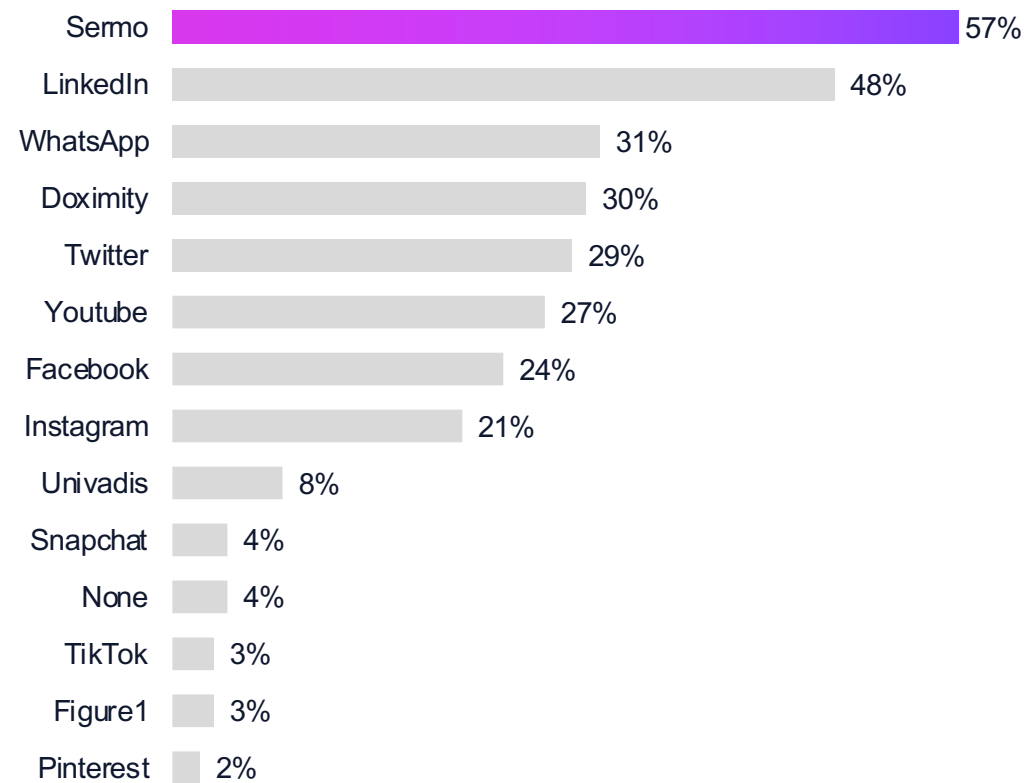
How important is social media as a professional information source for you?

■ Not important at all ■ Somewhat unimportant ■ Neutral ■ Somewhat important ■ Very important

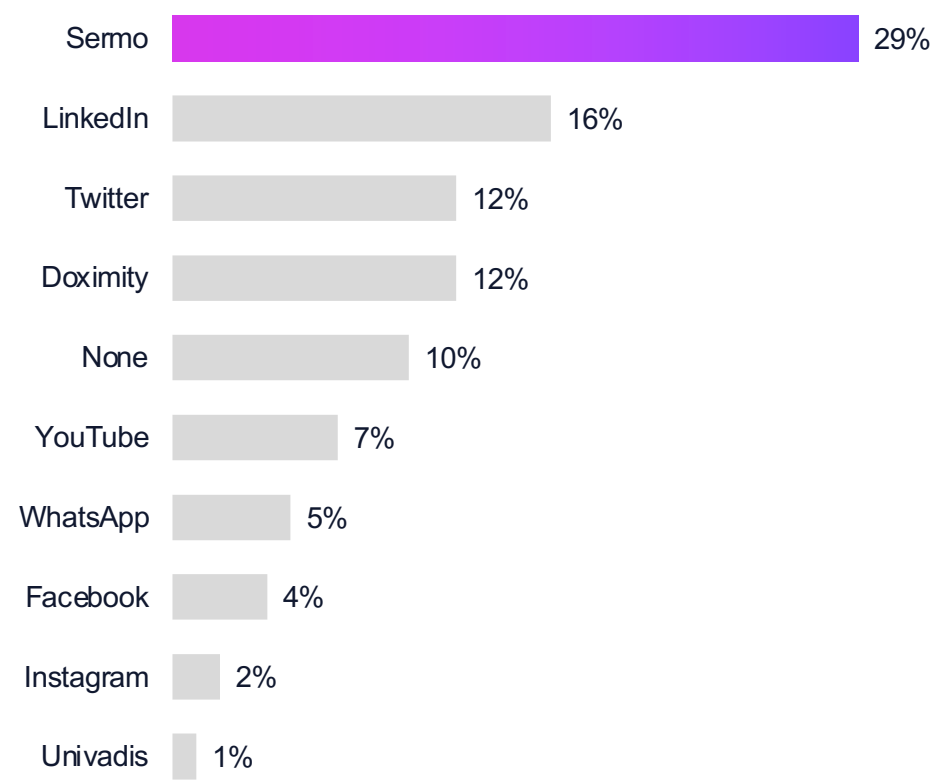


Sermo is considered by physicians as their primary Social Media for professional purposes

Which of the following social media, if any, do you use for clinical or professional purposes of any type?



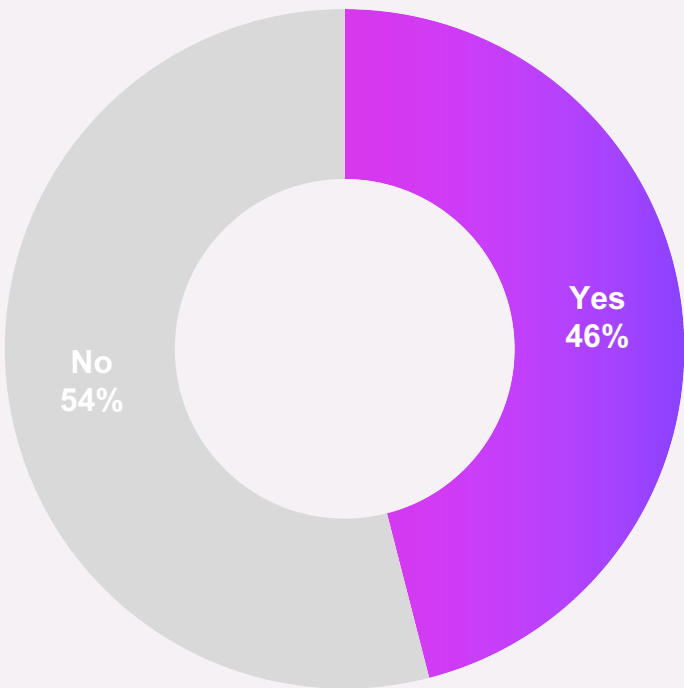
Which social media is your primary one for clinical or professional purposes of any type?



Oncologists are following influencers on Social Media and using Social to maintain professional relationships

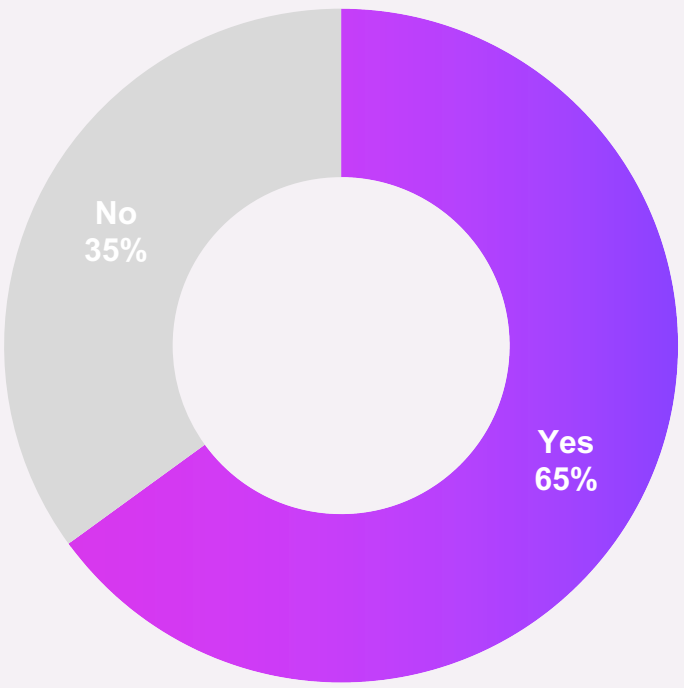
46% of Oncologists said to follow HCP Influencer on Social Media

Q. Do you follow physicians or HCP “influencers” and/or content creators on social media?



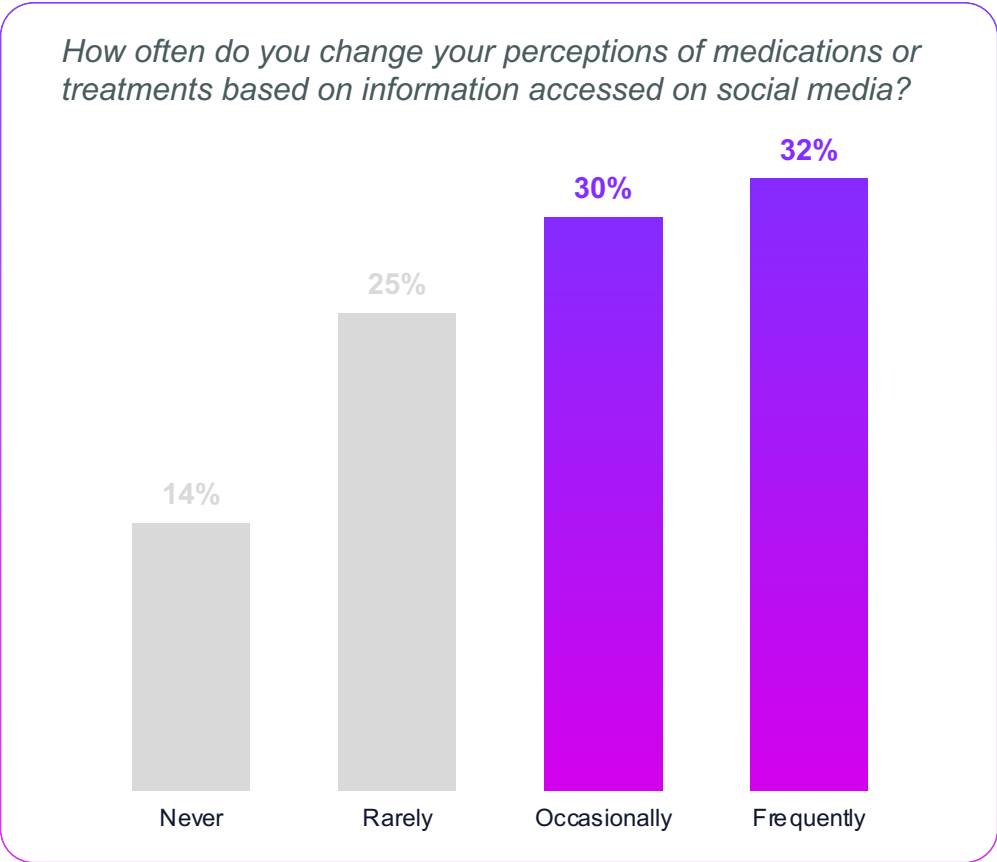
65% of Hem/Oncs said to have maintained professional relationships through social media

Q. Have you maintained professional or medical school or residency relationships on social media?

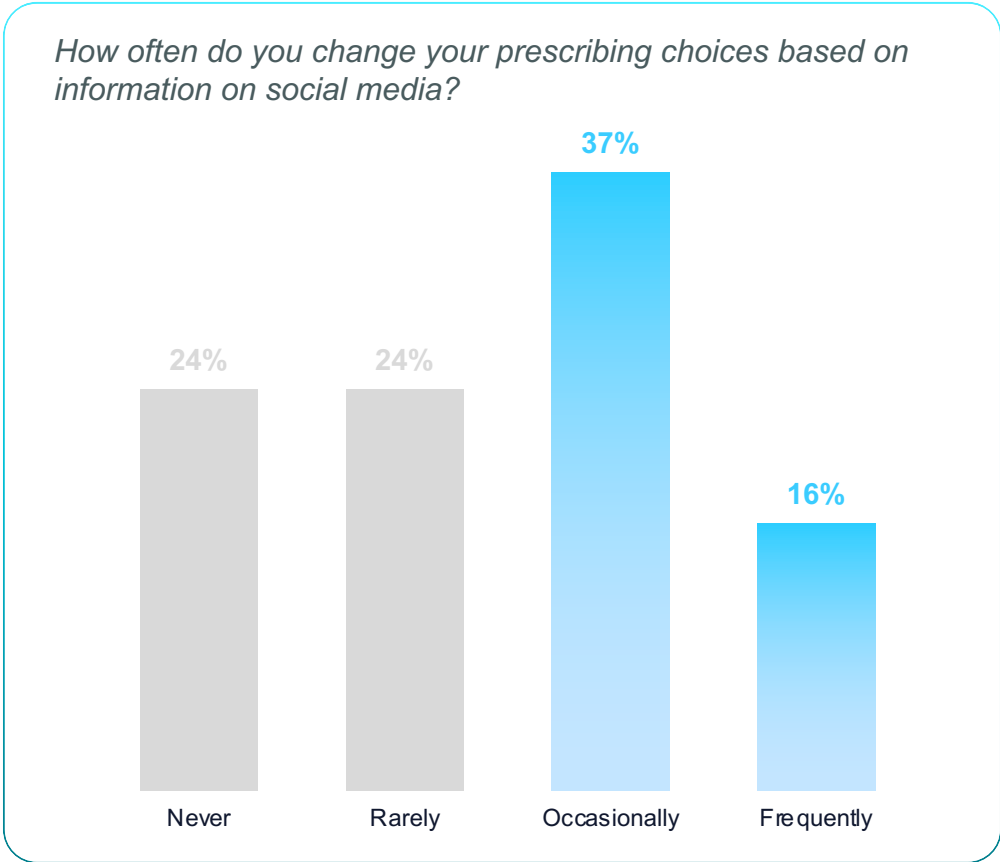


Social Media is effective at influencing HCP perceptions of medications & treatments

62% of Oncologists frequently or occasionally change their perception of a medication or treatment based on content they've seen on social media



53% of Oncologists frequently or occasionally change their prescribing choices based on social media information

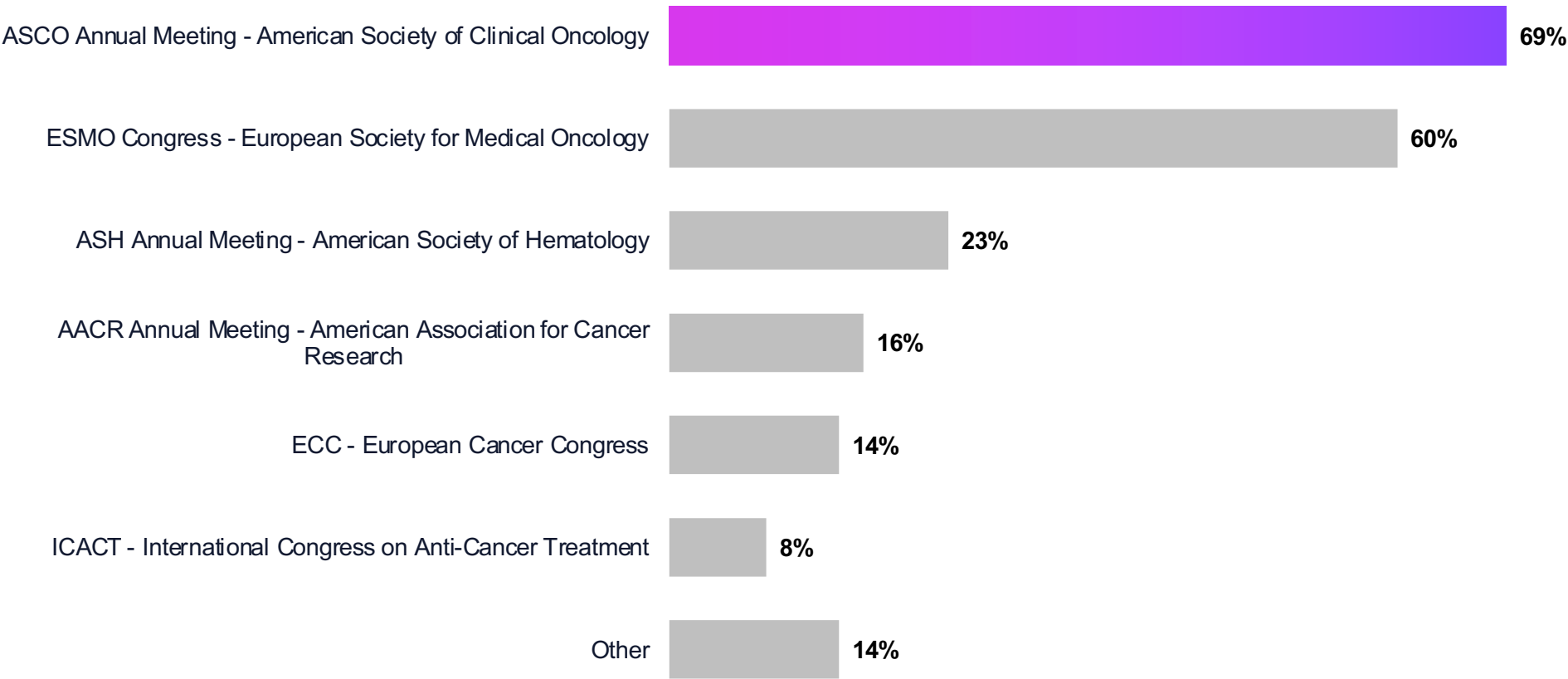


Medical Congresses



ASCO & ESMO are by far the most popular congresses among oncologists

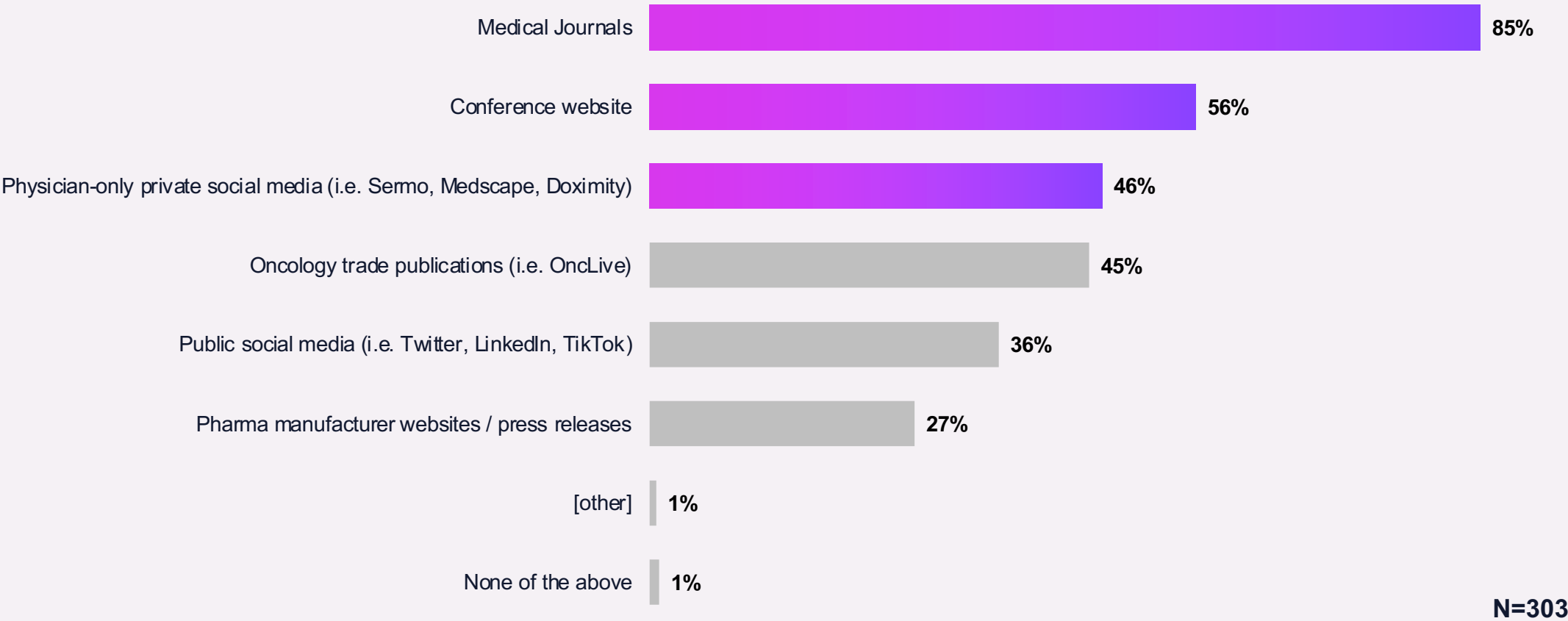
Which oncology-focused conferences and congresses have you attended or are planning to attend this year?



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Medical journals are the most trusted source for learning about news and data released at congresses, followed by the conference website & physician-only social media

Outside of attending oncology-focused conferences and congresses, how do you follow along with breaking news and data released at these events?



After presentations, oncologists equally look to peers, KOLs & their own research for valuable learnings about new data

Based on your experience, where do you gain the most valuable learnings from in reference to data presented at conferences and congresses?



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59% of physicians are saying the most valuable learnings are from **AFTER** the congress

Tip: extend the impact of your conference investment by repurposing on other channels such as social and peer-to-peer

The Patient Dynamic



Oncologists feel even a small amount of extra time – avg. of 7 more minutes - during appointments would make a big difference in enhancing patient communication

How much time (in minutes), on average, do you spend with a patient explaining the treatment plan?



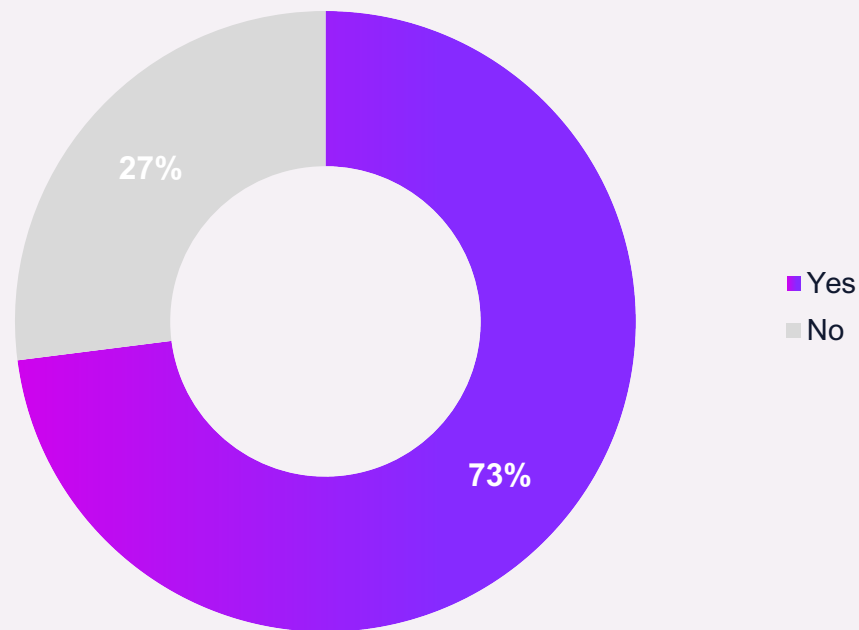
In an ideal world, how much time (in minutes), on average, would you wish to spend with a patient explaining the treatment plan



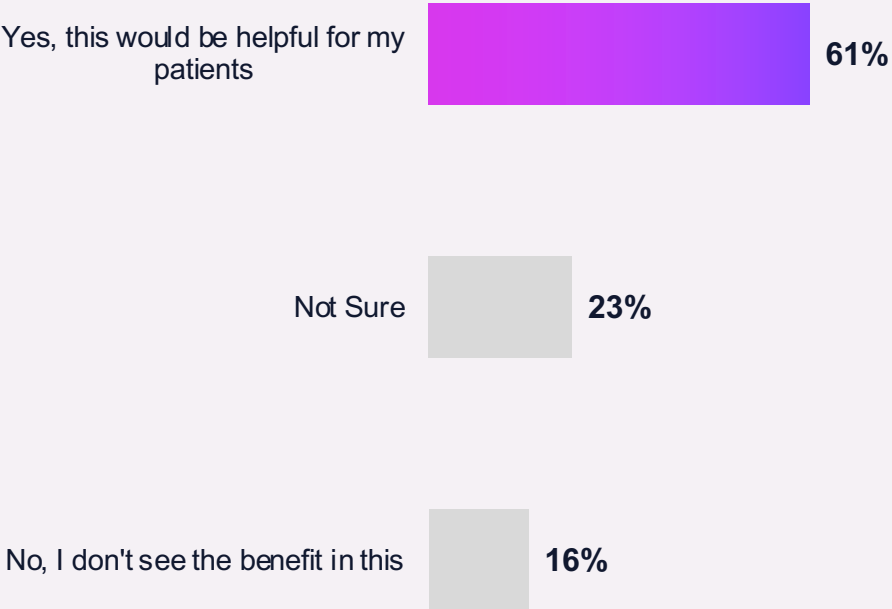
Can AI help give Oncologists more time with patients?

Oncologists see the possibility of AI to assist patients in translating complex medical info & note taking

Do you see an opportunity for ChatGPT to help with patient education/translating complex medical information into layman's terms?

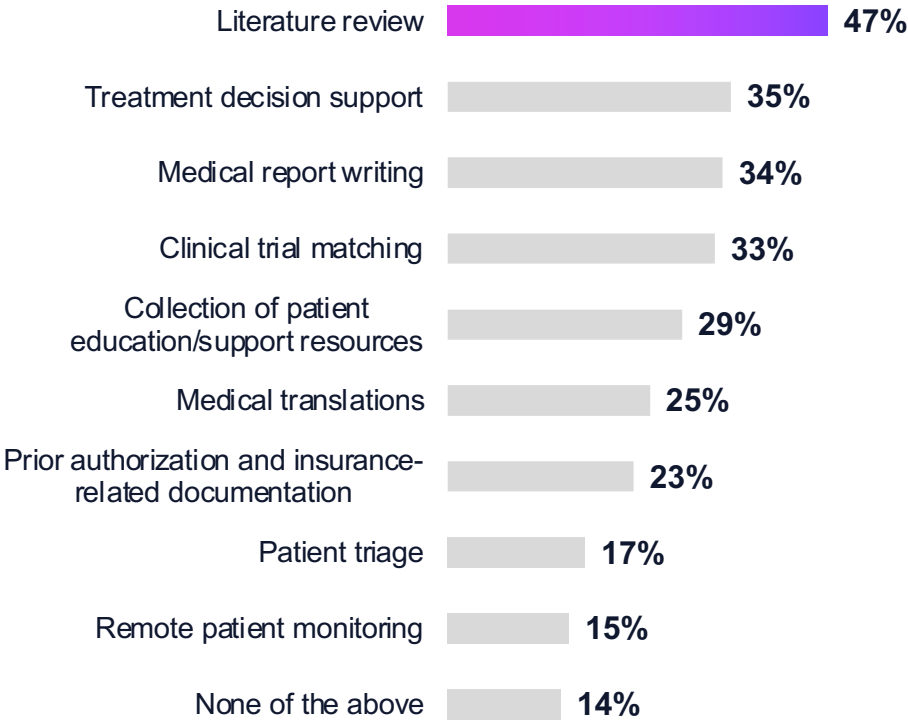


In your practice, do you see an opportunity for AI tools to assist patients during appointments, such as note taking?

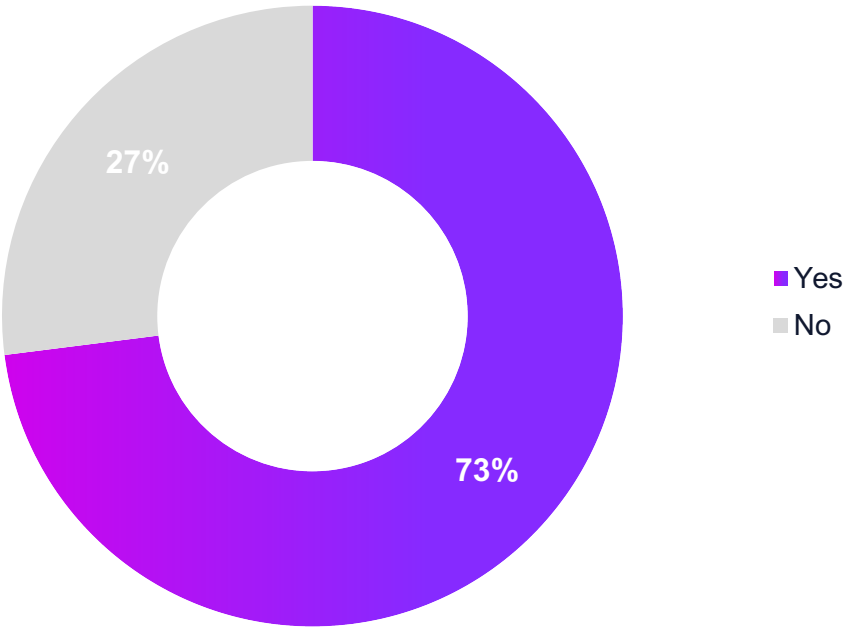


Oncologists are open to using ChatGPT for use cases like literature review and patient education/translation

As ChatGPT exists today, how do you see your practice best utilizing the technology?

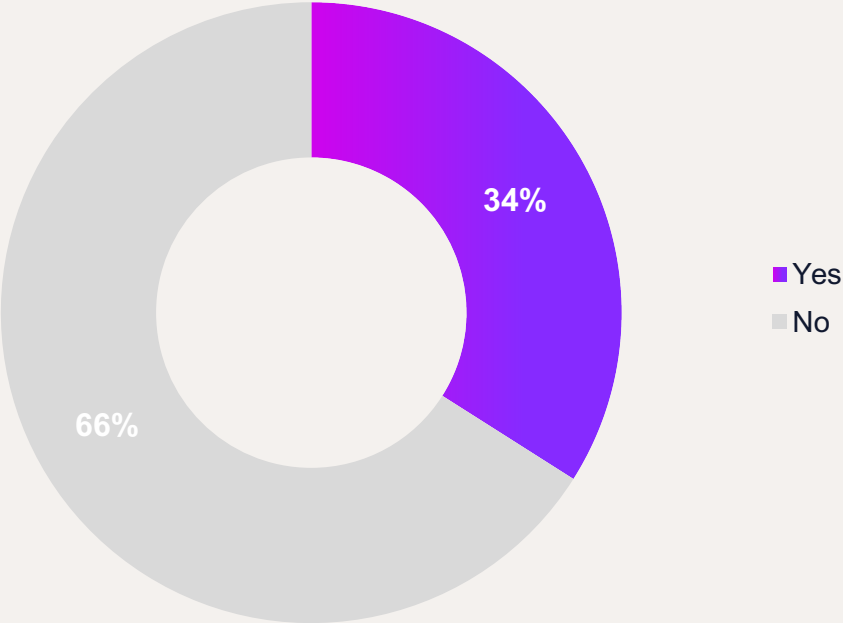


Do you see an opportunity for ChatGPT to help with patient education/translating complex medical information into layman's terms?

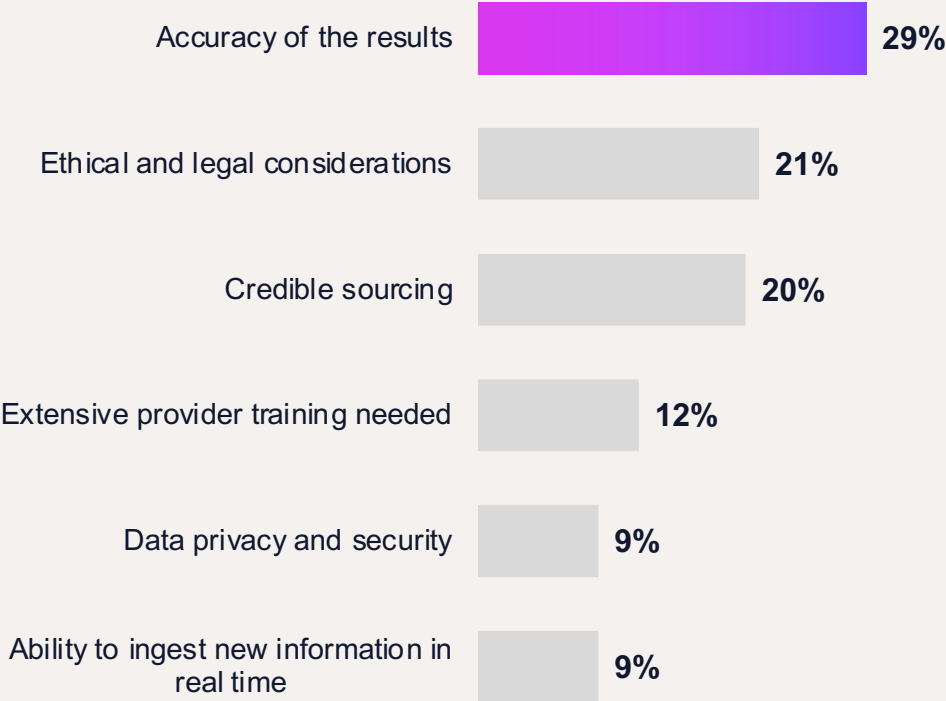


Despite the promise, fears of data accuracy remain prevalent—this may be why 2 out of 3 Oncologists have not used AI tools professionally

Have you personally used ChatGPT or other AI tools in a professional capacity?



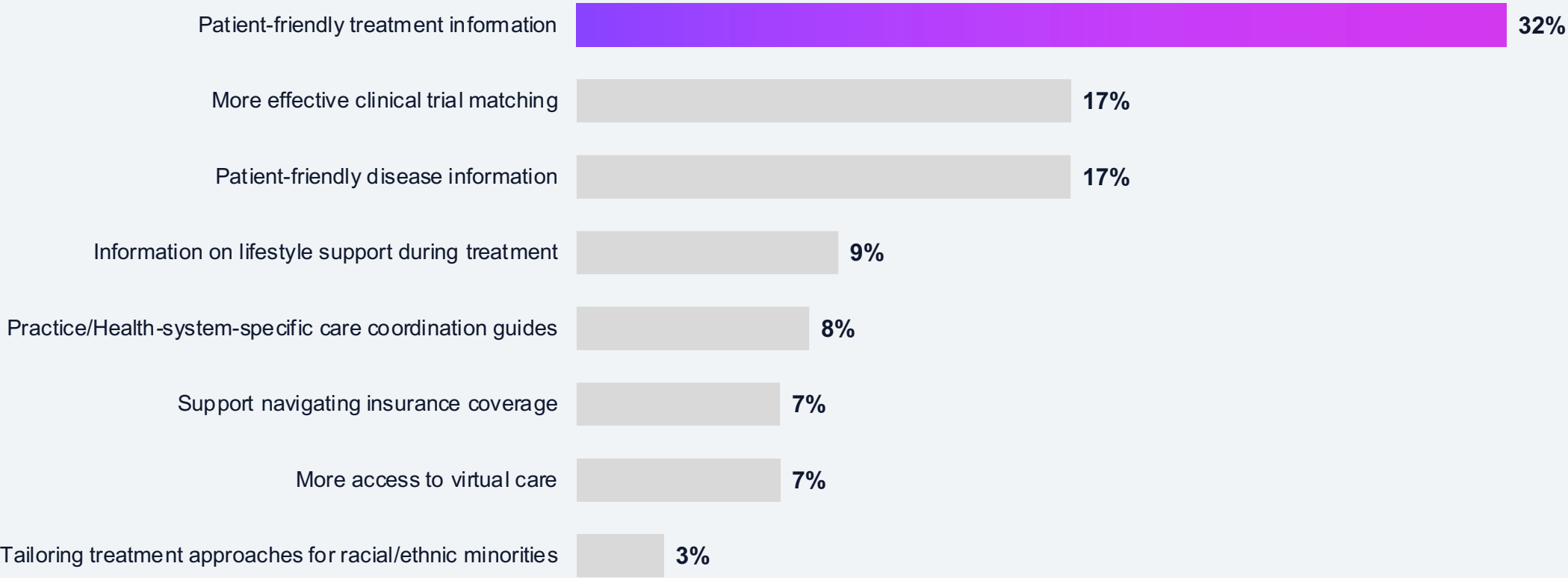
In your opinion, what do you see as the greatest challenge of using ChatGPT?



How can we better support patients from a manufacturer perspective?

More patient-friendly information and effective clinical trial matching are the greatest areas of opportunity

Where do you think the healthcare industry can best support the oncology-patient experience?



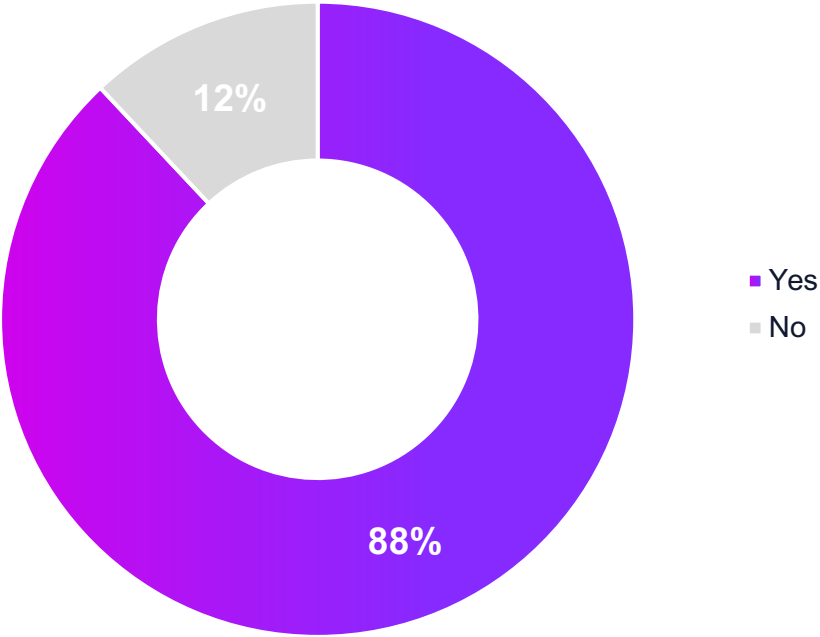
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Breast Cancer Guidelines

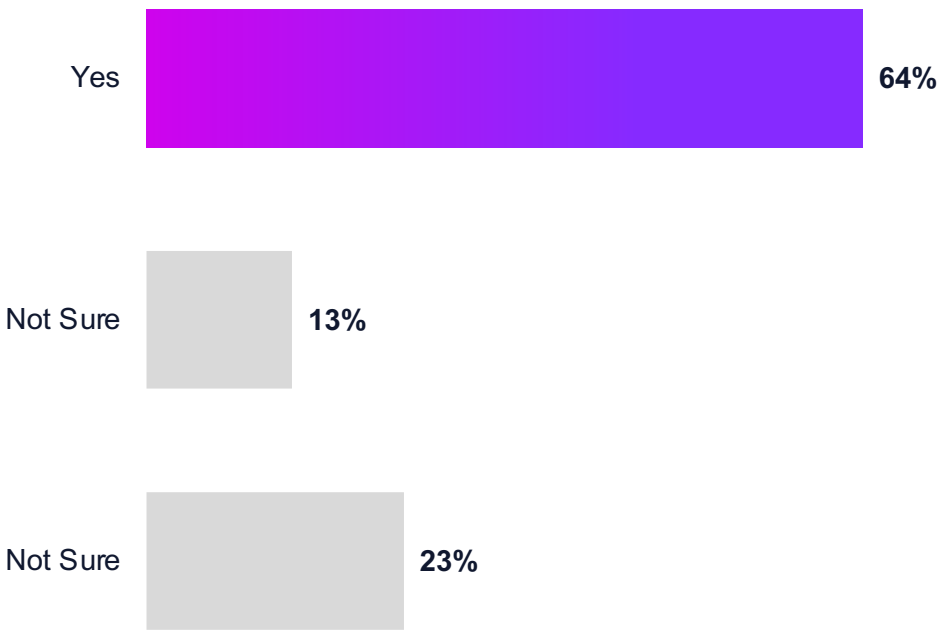


Oncologists overwhelmingly support the updated mammogram guidelines from the U.S. Preventive Services Task Force

Do you agree with the FDA-guideline mammogram recommendation for all women to get screened every other year starting at age 40 to reduce their risk of dying from Breast Cancer?

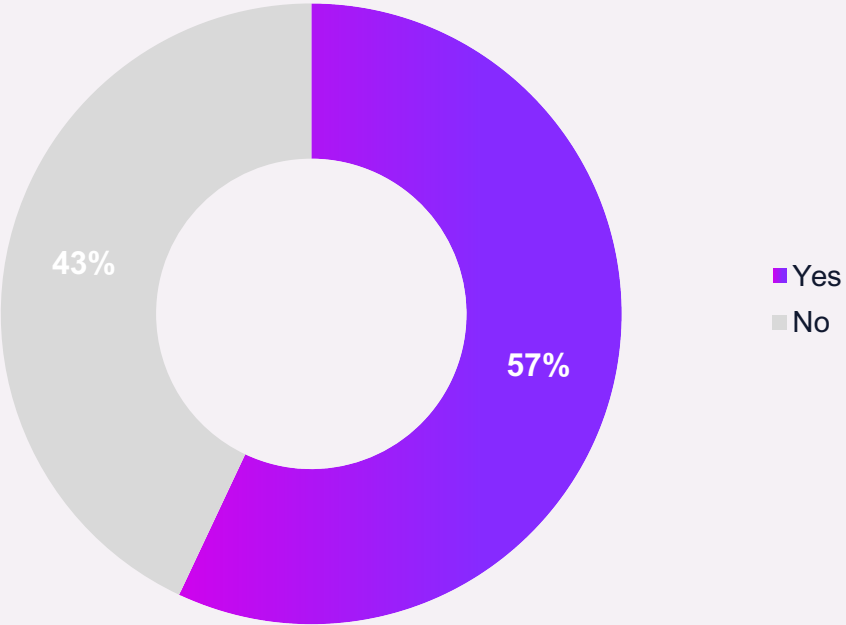


In the past 3 years, has your practice seen an increase in patients diagnosed with Breast Cancer from a mammogram before the age of 50 years old?

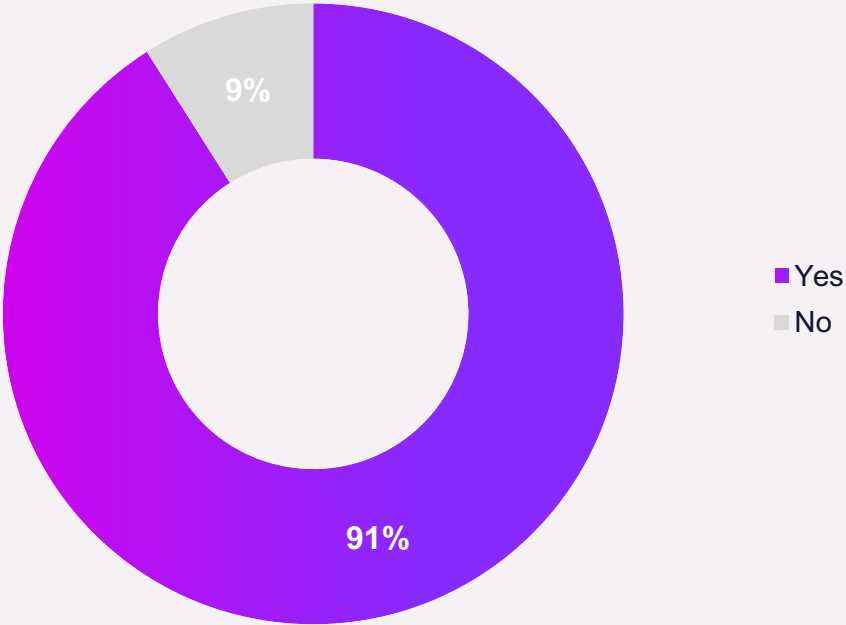


Oncologists strongly recommend additional screening for patients with dense breast tissue; however, they are not united about screening practices based on racial/ethnic minorities

In your opinion, do you feel that early detection and screening for cancer do not need to be evidence-based for racial/ethnic minorities or based on socioeconomic status. Instead, general cancer screening standards for the general population should be applied.



Do you recommend additional screening (i.e., ultrasound or MRI) for patients with dense breast tissue?



Thank you!

To learn more, please
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