

A DAY IN THE LIFE OF AN ONCOLOGIST

EXTREMELY BUSY SCHEDULE = LACK OF TIME FOR CONTENT CONSUMPTION

EXTREMELY BUSY SCHEDULE



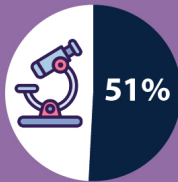
≥17 min
with each
patient



≥10 h/week
seeing hospital
patients



≥10 h/week
on admin



Half of oncologists find it
difficult to stay up-to-date
with research

Content consumption is:



CONTENT CONSUMPTION

primarily occurs on Monday to Wednesday



and tends to occur during working hours

8 a.m. to 8 p.m.



Oncologists want to remain informed on:

94%



Treatment
advances

75%



Research

74%



Clinical trial
information

MOST EFFECTIVE CONTENT

- Concise
- Includes key highlights and/or summaries
- Focused and specialty-specific
- In digital format
- Easily searchable, accessible and downloadable
- Interactive and engaging

80% of oncologists say
ideal length of single
content piece is
≤6 minutes



Constantly regularly
updated sources =
ability to engage with
content at any time in
their busy schedule



Interactive content
= faster learning