What Is Cancer.Net?

Cancer.Net brings the expertise and resources of the American Society of Clinical Oncology (ASCO) to people living with cancer and their families and caregivers. Since 2002, hundreds of millions of people worldwide have visited Cancer.Net for reliable online cancer information.

What Cancer.Net Visitors Say

Thank you for putting this information in a well-organized and comprehensive format. I have used other sites to research this cancer diagnosis & yours is the first to take it from definition all the way to treatment; the information is clear, concise and follows a logical progression in its presentation. Thank you again.

– a family member or friend of someone with cancer

This is a wonderful resource for information on cancer. Learning one has cancer is terrifying, and this site provides description of the illness and answers so many questions. Of course we look to the doctor and his advice, but this site helps us by giving factual information to learn about the disease and better understanding of the treatment process. This site gives us information and hope to hang onto.

– someone recently diagnosed with cancer
Dear Colleague,

ASCO’s mission is conquering cancer through research, education, and promotion of the highest quality and equitable cancer care. An integral component of that mission is ASCO’s patient education resources, including the Cancer.Net website, the ASCO Answers line of educational materials, and Cancer.Net Mobile, an information and health management mobile app available on both iOS and Android platforms. For almost 20 years, these resources have brought the voice of the oncology team to people living with cancer and those who care for and about them.

2020 was a stressful and difficult year, filled with uncertainty. Your patients faced the threat of not only cancer, but also of the COVID-19 pandemic. On Cancer.Net, they will find reliable information and tools to help understand and cope with their disease and its management, including regularly updated information about what people with cancer should know about COVID-19 at www.cancer.net/covid19. With an increasingly global reach and material available in a variety of formats, languages, and platforms, your patients can access these educational resources at all times and places, and you can trust in the information they will find.

I invite you to look within to learn more about Cancer.Net and the other patient education resources offered by ASCO.

Lidia Schapira, MD, FASCO
Cancer.Net Editor in Chief
Cancer.Net by the Numbers

- **32 MILLION** unique visitors
- **40 MILLION** annual visits
- **56 MILLION** annual page views

- **76%** of visits are on mobile devices
- **24%** of visits are on desktop

ASCO ANSWERS

- **100+** fact sheets, booklets and guides
- **48,000** copies sold
- **68,000** downloads

CANCER.NET MOBILE APP

- **6,600** annual downloads
- **7,600** active users
- **29,000** launches

SOCIAL MEDIA

- **64,500** Facebook fans, with **159,000** total engagements
- **18,700** Twitter followers, with **16,000** total engagements
Who Uses Cancer.Net?

GLOBAL REACH

68% of all visits come from outside the United States
37% of all visits come from Spanish-speaking countries

VISITOR BREAKDOWN*

- Patients and survivors: 31%
- Family or friends of someone with cancer: 35%
- Patient advocates, students and other: 22%
- Health care providers: 13%

KEY TOPICS*

Visitors were most interested in information about:
1. A specific type of cancer
2. Treatment options
3. Cancer diagnosis
4. Side effects
5. Latest cancer research

*Based on voluntary self-reported visitor feedback
Content Highlights

- Over 120 comprehensive disease-specific guides.
- 50 articles on preventing and managing specific side effects of cancer treatment.
- More than 300 articles covering every aspect of cancer care, including dedicated sections on palliative care, clinical trials, caregiving, prevention, and survivorship.
- Cancer.Net Mobile, a free app that patients can use to track symptoms, medications, and questions to ask their healthcare team and to access regularly updated content from Cancer.Net.
- ASCO Answers, an award-winning line of patient education materials including comprehensive guides, topic-specific booklets, and single-page fact sheets, available for purchase and as free PDF downloads.
- Patient-friendly coverage of ASCO initiatives, including Clinical Practice Guidelines, the Clinical Cancer Advances Report, and scientific research from the ASCO Annual Meeting and thematic symposia.
- Cancer.Net Blog, offering practical tips, the latest developments in cancer care and research, and personal stories that visitors can relate to and learn from.
- Find a Cancer Doctor, an interactive search database that allows visitors to find oncologists* by location or specialty.
- PRE-ACT (Preparatory Education About Clinical Trials), an educational program developed with support from the National Cancer Institute (NCI) to help patients better understand what clinical trials are and how they work through a series of short videos.
- Cancer.Net En Español, reliable information for Spanish-speaking visitors.

* Participants in the Find a Cancer Doctor database are ASCO members who have given their permission to be identified publicly. Only certain membership categories are included.
Awards and Media

ASCO’s patient education materials, including ASCO Answers, Cancer.Net, and Cancer.Net Mobile have been honored with more than 70 awards in communications, media, and healthcare competitions, including recognition for both content and design.


What Cancer.Net Visitors Say

“I love your website. On my top ten list for patients. Great information. Thank you.”
– a registered nurse

The Ideal Patient Education Resource

www.cancer.net

For more information about ASCO’s patient education resources and to request free promotional materials for your office, email contactus@cancer.net.
Cancer.Net is regularly reviewed and updated by the Cancer.Net Editorial Board, composed of more than 150 oncologists, nurses, physician assistants, social workers, and patient advocates.