

# Cancer.Net™

## Timely, Trusted, Compassionate Patient Information from ASCO 2020 Highlights



# 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*

# Welcome From the Editor in Chief



**Lidia Schapira, MD, FASCO**  
Cancer.Net Editor in Chief  
Stanford Health Care/Stanford  
Cancer Institute, Stanford, CA

## 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](http://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



## 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?

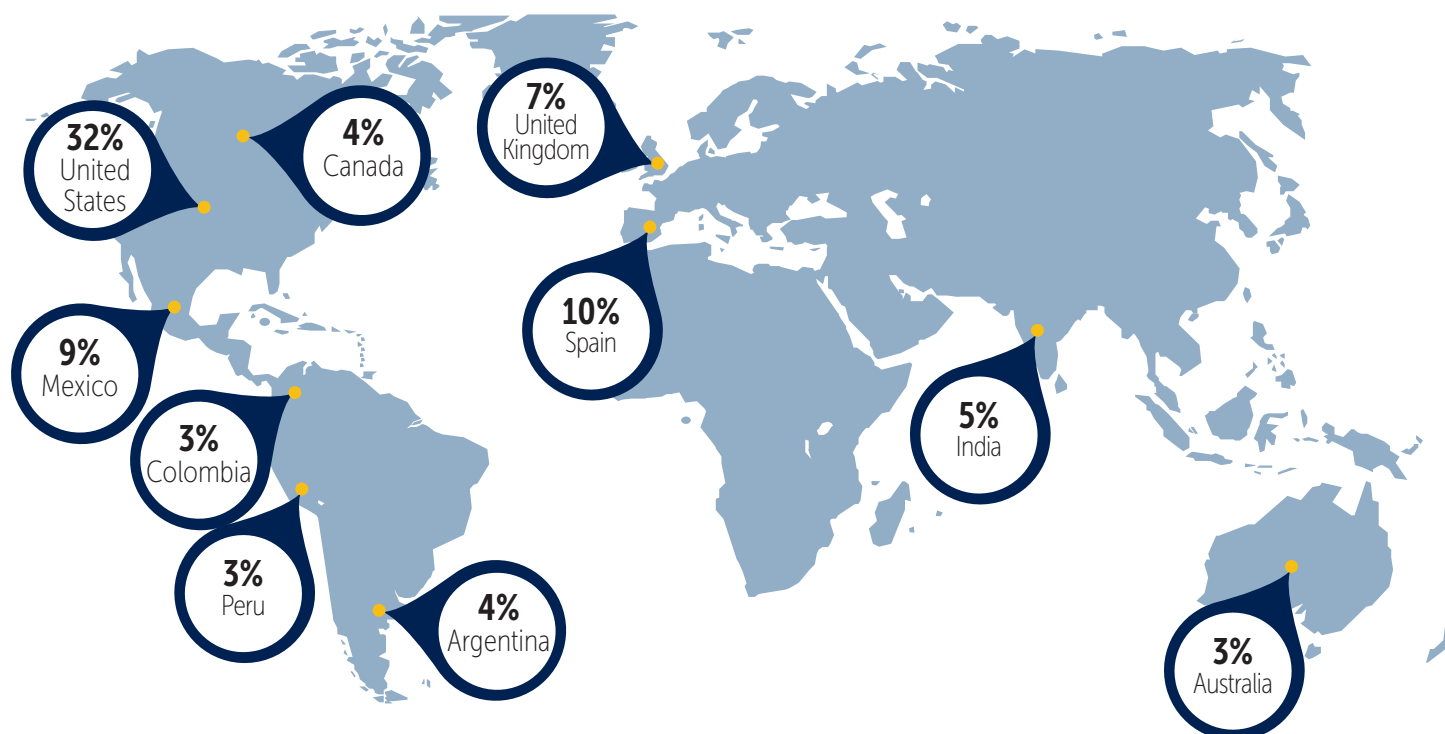
## GLOBAL REACH

**68%**

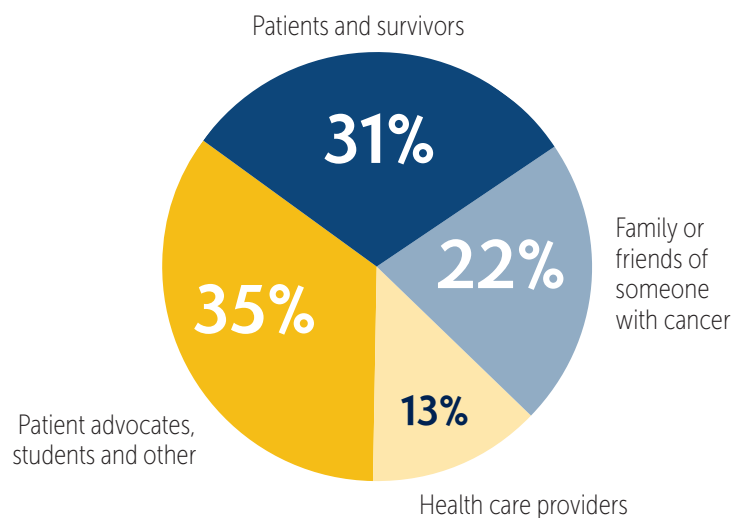
of all visits come from  
outside the United States

**37%**

of all visits come from  
Spanish-speaking countries



## VISITOR BREAKDOWN\*



## 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.

Cancer.Net has received notable mentions and citations in top-tier outlets and consumer sites such as *Allure*, *Forbes*, *MedPage Today*, *U.K.'s Daily Mail*, and *U.S. News and World Report*, reaching an audience of nearly **40 million readers** in 2020.

**Forbes**

**Daily Mail**

## 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](mailto:contactus@cancer.net).



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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.