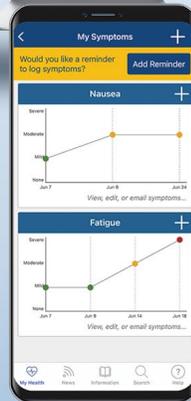
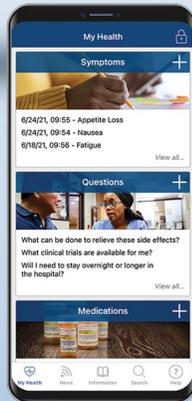
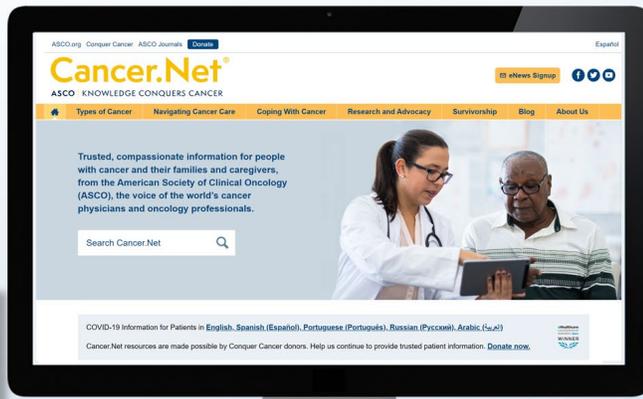
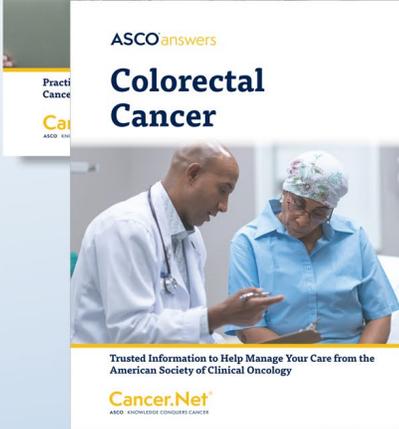
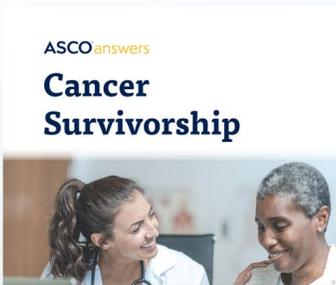


Cancer.Net[®]

Timely, Trusted, Compassionate Patient Information from ASCO 2021 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.

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.

ASCO[®] answers



Cancer.Net Mobile, a free information and health management app for patients offering tools to track symptoms, medications, and questions to ask the healthcare team, and access to trusted information from Cancer.Net. Updated in 2021 to add the ability to set reminders to track symptoms, export appointment details, and to create and save health reports to share tracked information with different recipients.

ASCO's patient education resources are reviewed by the Cancer.Net Editorial Board, composed of nearly 200 medical, surgical, radiation, and pediatric oncologists, oncology nurses, physician assistants, social workers, and patient advocates.

What Cancer.Net Visitors Say

"I have never come across a website like this, where intricate medical concepts are broken down and articulated in such a concise manner, anyone can comprehend them."

– from someone recently diagnosed with cancer

Welcome From the Editor in Chief



Jyoti D. Patel, MD, FASCO
Cancer.Net Editor in Chief
Robert H. Lurie Comprehensive
Cancer Center of Northwestern
University

Dear Colleague,

ASCO's mission is conquering cancer through research, education, and promotion of the highest quality, 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.

Since Cancer.Net's inception, the world has changed significantly. More information is digital than ever before, and knowledge has become more easily accessible as we're sharing what we know in real time. Cancer care has also seen a wide scope of changes. The number of available cancer therapies has grown immensely. Health care has become much more patient-centered and personalized. Care teams have diversified and expanded to include a wider range of health care professionals. And today, aspects of survivorship are firmly entrenched in all stages of the cancer experience. The goal of Cancer.Net has always been to develop easily accessible resources for people with cancer and caregivers to become knowledgeable and empowered so they can make decisions with confidence throughout these changes.

Moreover, as Cancer.Net has expanded its content, the impact has had a much more global reach. Over the past several years, we've worked to develop materials in different languages and to capture different cultural approaches to cancer care around the world.

I invite you to look within to learn more about Cancer.Net and the other patient education resources offered by ASCO, and to share your feedback and suggestions at contactus@cancer.net.

Jyoti D. Patel, MD, FASCO

Cancer.Net by the Numbers



32.7
MILLION
annual unique visitors



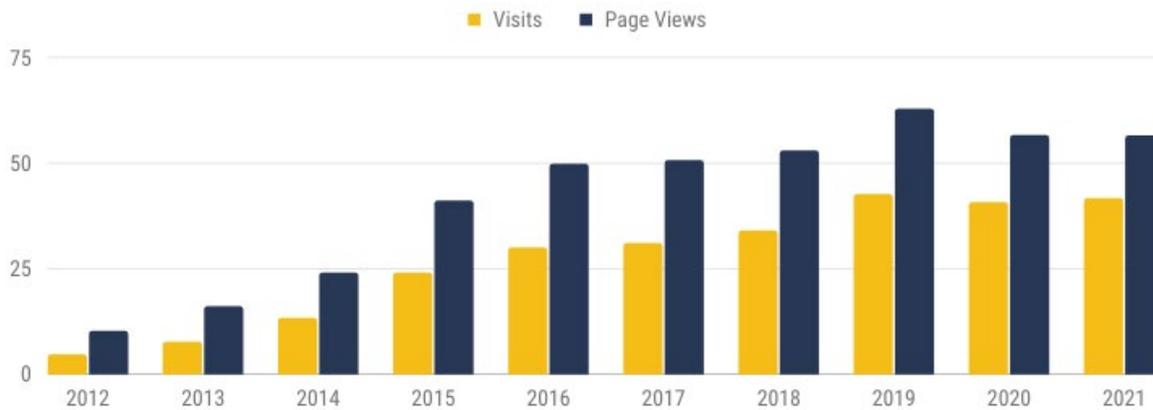
41.6
MILLION
annual visits



56.4
MILLION
annual page views



GROWTH OVER THE LAST 10 YEARS (IN MILLIONS)



ASCO ANSWERS

100+
fact sheets, booklets
and guides

76,000
annual downloads

64,000
copies sold annually



CANCER.NET MOBILE APP

6,500
annual downloads

36,000
annual launches

7,000
annual active users

138,000
lifetime downloads
since 2011

Who Uses Cancer.Net?

GLOBAL REACH

69%

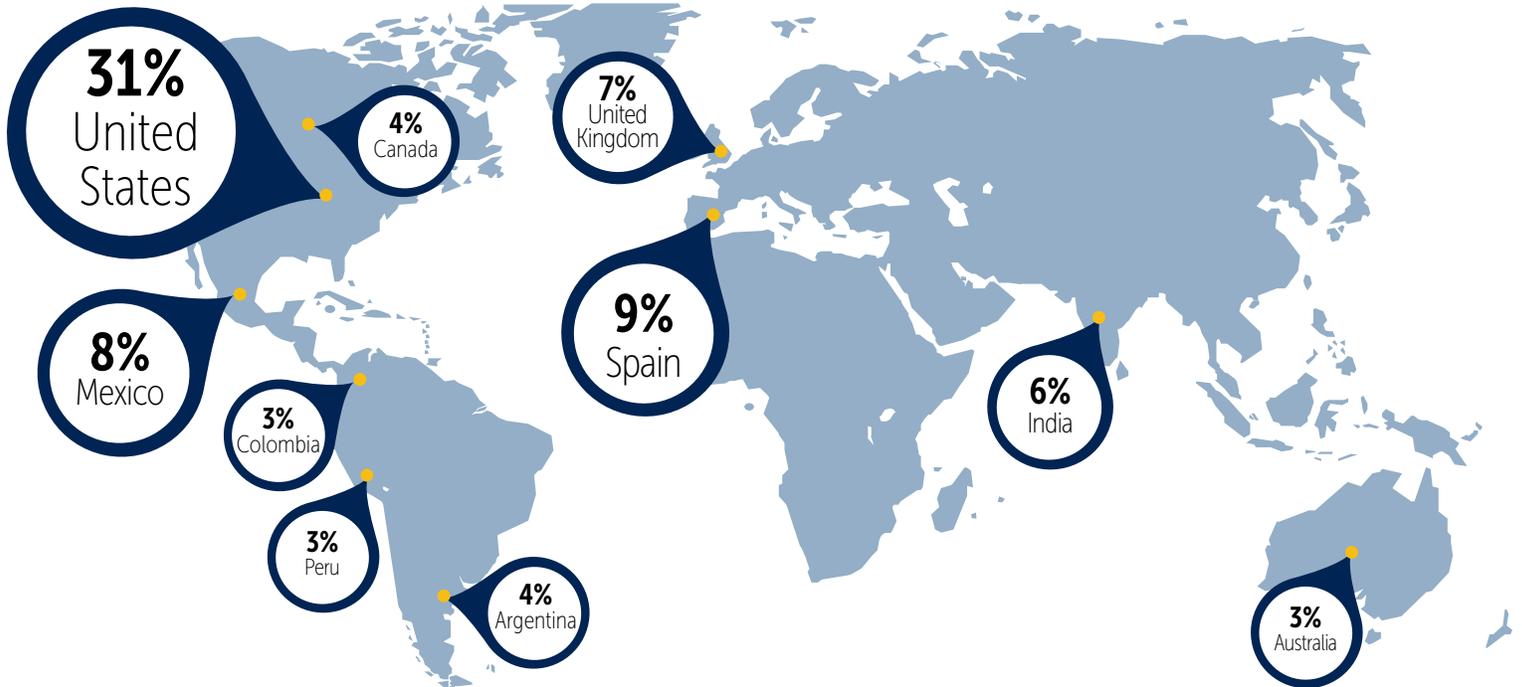
of all visits come from outside the United States

37%

of all visits come from Spanish-speaking countries

39%

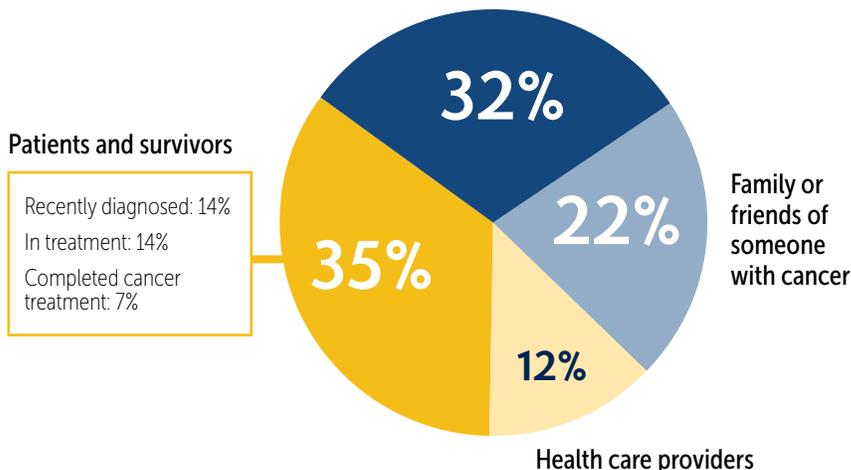
of traffic is to Spanish content



Resources available in **8** languages.

VISITOR BREAKDOWN*

Patient advocates, students, and other



KEY TOPICS*

Visitors were most interested in information about:

1. Specific type of cancer
2. Treatment options
3. Cancer diagnosis
4. Side effects
5. Coping with cancer

*Based on voluntary self-reported visitor feedback

Content Highlights

Over 120+ comprehensive disease-specific guides

Articles, podcasts, and videos covering every aspect of cancer care, including:

- ▶ 50+ articles on preventing and managing specific side effects of cancer treatment
- ▶ Information about participating in clinical trials
- ▶ Information and resources on health equity in cancer care
- ▶ Resources for caregivers and friends and family
- ▶ Information on cancer survivorship and transitioning to life after treatment

What Cancer.Net Visitors Say

This page is really helpful. Good structured, detailed information, a good tone in the text. I'm living in Switzerland and used your information to learn more about several cancer topics.

– from a friend or family member of someone with cancer

It's simple to find the best information... All the information that we could have, about food, treatment side effects, clinical trials, survivorship, prevention, is very useful for us. Thank you.

– from a social worker

Patient-friendly coverage of ASCO initiatives, including clinical practice guidelines and scientific research from the ASCO Annual Meeting, ASCO Plenary Series, 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.

Cancer.Net En Español, reliable information for Spanish-speaking visitors, as well as select resources available in 6 additional languages.

** 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 Outreach

ASCO's patient education materials have been recognized for both content and design in communications, media, and healthcare competitions. In 2021, the Interactive Media Awards named the Cancer.Net website **Best in Class** in the Association and Medical Categories, and the Communicator Awards awarded Cancer.Net the **Award of Excellence** in its Mobile Apps/Sites category. Additionally, the Cancer.Net Blog post "[Coronavirus and COVID-19: What People With Cancer Need to Know](#)" received the **Award of Distinction** from the eHealthcare Awards in the Best COVID-19 Pandemic Related Communications category.

SOCIAL MEDIA



69,700

Facebook fans, with
503,000 total engagements



14,800

Twitter followers, with
15,500 total engagements

MEDIA MENTIONS

Cancer.Net has received notable mentions and citations in top-tier outlets and consumer sites such as *CBS News*, *Medscape*, *The Atlanta Journal-Constitution*, *The Baltimore Sun*, *The Indianapolis Star*, and *U.S. News and World Report*, reaching an audience of **more than 43 million readers in 2021**.

What Cancer.Net Visitors Say



Thank you for all the information on COVID-19 focused on cancer patients and survivors. This is such a fast changing topic and you have been tireless in keeping your information updated. Many thanks for all your work!

– a cancer educator



I'm so glad that I found your website. My brother has recently been diagnosed with tongue cancer. Thank you for providing such good information and plenty of resources!

– a family member or friend of someone with cancer



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