

Timely. Trusted. Compassionate.

Patient Information from ASCO: 2022 Highlights

In 2022, Cancer.Net celebrated 20 years since its initial launch on May 18, 2002, with a mission of providing timely, trusted, and compassionate information about cancer directly to patients, their families, and caregivers.



OVER THE LAST 20 YEARS

300
million visits

500
million pages
viewed

500,000
ASCO Answers
downloads

140,000
Cancer.Net Mobile
app downloads



IN 2022

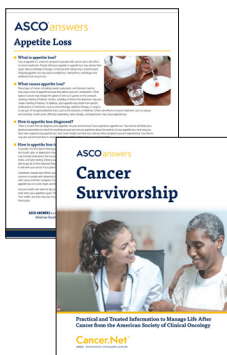
29
million unique
visitors

37
million visits

49
million pages
viewed

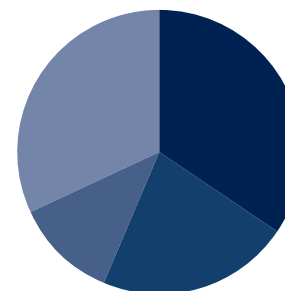
76,000
ASCO Answers
downloads

7,600
Cancer.Net Mobile
app downloads



TRUSTED

Cancer.Net Visitors

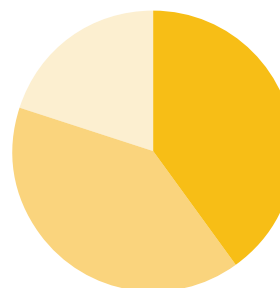


Patients and survivors	35%
Family members or friends of someone with cancer	22%
Health care providers	12%
Patient advocates, students, and other	32%

TIMELY

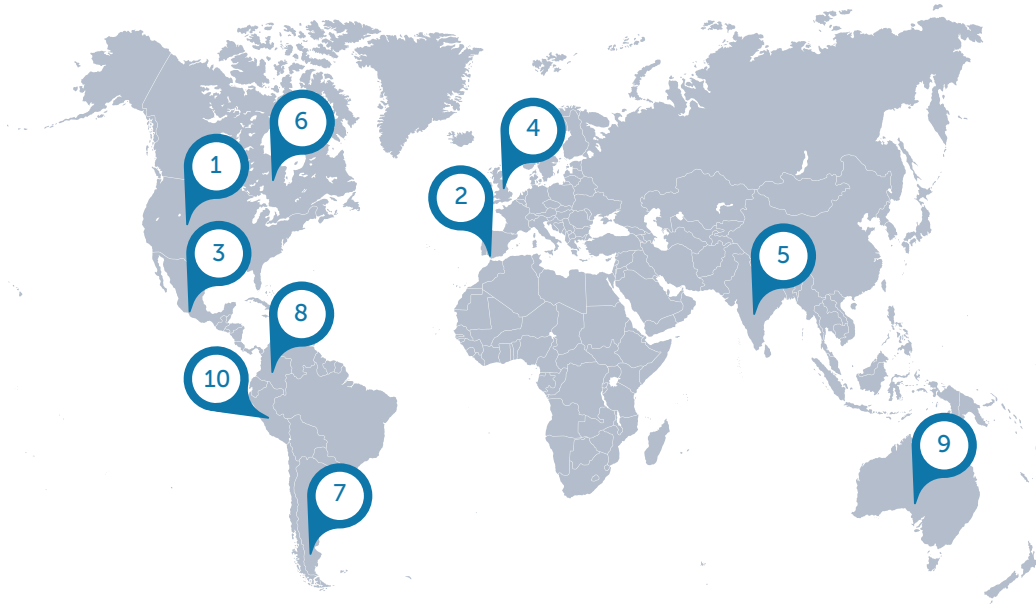
- ▶ Regularly updated information about [COVID-19](#) for people with cancer
- ▶ Emergency planning and coping resources in 6 languages for people with cancer affected by the [war in Ukraine](#)
- ▶ Patient-friendly coverage of ASCO Guidelines
- ▶ Articles, podcasts, and webinars covering new and [ongoing scientific research](#)

Patients and Survivors Breakdown



**Based on voluntary self-reported visitor feedback*

GLOBAL REACH



1	United States	32%	6	Canada	4%
2	Spain	10%	7	Argentina	3%
3	Mexico	9%	8	Colombia	3%
4	United Kingdom	7%	9	Australia	3%
5	India	6%	10	Peru	3%

- ▶ **68%** of all visits come from outside of the United States
- ▶ **37%** of all visits come from Spanish-speaking countries
- ▶ **38%** of all traffic is to Spanish content
- ▶ Select resources available in **9** additional languages

COMPASSIONATE

- ▶ Social media campaign focused on [mental health resources](#) for people with cancer and caregivers
- ▶ Articles debunking common [cancer myths and misinformation](#)
- ▶ Content-sharing collaboration with the American Cancer Society focused on cancer prevention information and survivorship resources

OUTREACH AND AWARDS

- ▶ **75,700 Facebook followers** and **15,000 Twitter followers** with almost **16 million total impressions** across both platforms
- ▶ Cited in top-tier news outlets and consumer sites, reaching an audience of more than **78 million readers**
- ▶ Received the “**Outstanding Mobile Website**” award from Mobile Web Awards

OUR VISITORS SAY

“

More than anything it was just nice to read something that helped me understand what I'm feeling is totally normal. Thank you for everything that you do to help support people going through this difficult process.” – *from someone recently diagnosed with cancer*

“

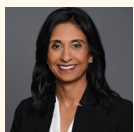
Your site gives clear and detailed information on all aspects of cancer, and I'm sure that most people, like myself and my family, will be grateful for the wide-ranging and carefully explained details on everything a patient is likely to face from diagnosis to after treatment. Thank you!” – *from someone who has completed cancer treatment*

“

“I love Cancer.Net and recommend it to all of my breast cancer patients.” – *from a Registered Nurse*

ASCO EXPERTS

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



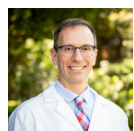
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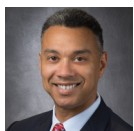
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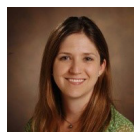
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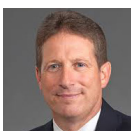
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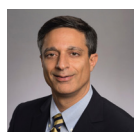
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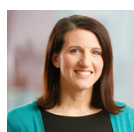
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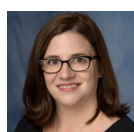
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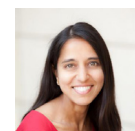
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