

Advancing oncology partnerships

PERSPECTIVES FROM THE YEAR'S BIGGEST ONCOLOGY CONGRESSES

At both ASCO 2024 and ESMO 2024, HCPs and industry attendees came together to learn from each other and discuss the topics most pressing to them. But what happens when stakeholders approach the same subjects from different perspectives?

ASCO 2024: MEASURING QUALITY OF SURVIVAL

In the eyes of many, ASCO 2024 was #ASCOlung: the most-discussed presentations focused on delaying recurrence and improving survival across subtypes and stages of lung cancer. Overall and progression-free survival are essential, but this year's ASCO also had increased volume of another topic: how can we measure *quality of survival*? Specifically, can we clearly present quality of life (QOL) and survival at the same time in a way that provides a complete picture of how a treatment will (or won't) benefit the patient? Even the most practice-changing data were quickly

viewed through the lens of the patient. Efforts from sponsors to incorporate QOL measures into efficacy measures were lauded by HCPs and advocates alike. However, these data often came in follow-ups, not the primary readouts. While congresses afford a unique opportunity to elevate these data, if these more patient-centric outcomes are to have a direct impact on advances in clinical care, there is a need to communicate and share in more directly translatable ways that resonate (and drive impact) beyond the congress itself.

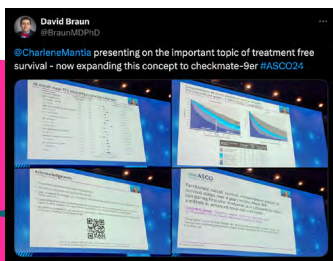
>>> HCPs increasingly want to know how well a patient will live on a treatment—not just how long

ESMO 2024: MIND THE ADC INFORMATION GAP

Similar to 2023, advances in antibody drug conjugates (ADCs) were a hot topic at ESMO 2024. We saw pivotal datasets presented, biomarkers debated, and novel ADCs taking their first bows. With new approvals expected soon and scores of other ADCs in development, clinicians now are looking for information and support as it relates to how to start incorporating ADCs into routine practice. Questions from both the podium and floor touched on the practicalities of sequencing, combinations with ADCs and other therapies, resistance mechanisms, and patient support considerations.

Whereas in the exhibit hall, despite the eagerness of both industry stakeholders and HCPs to come together around the topic of ADCs, the potential for conversational misalignment was clear. Many booths and kiosks focused on ADC design—targets, payloads and linkers—rather than the practicalities of clinical use that are clearly now on HCPs' minds. With both ASH and SABCS left to close out 2024, we'll see how ADC discussions shape each congress to identify what educational needs will rise to the surface in 2025.

>>> As the ADC arsenal expands, we'll see treatment decisions switch from "is there an ADC?" to "which ADC-based combination?" and "which sequence of ADCs?"



David Braun, MD, PhD;
personal post at
<https://x.com/BraunMDPhD>.

HCG Insight: Elevating congress amplification

As a basic principle, congress engagements should always be built on a foundation of understanding what the audience at that event is looking for. One example of success in 2024 came from ASCO, where industry-sponsored

visualizations such as curves highlighting the time patients spent on or off treatment, with or without adverse events, were quickly picked up and applauded by digital opinion leaders (DOLs). Success like this can be replicated through

pre-congress HCP engagement and social listening to identify audience insights and key discussion topics. This early engagement can ensure that teams are prepared ahead of time, driving and elevating congress success.

What else were HCPs looking for at ESMO 2024? Check out our summary on the next page!



ESMO 2024 in focus

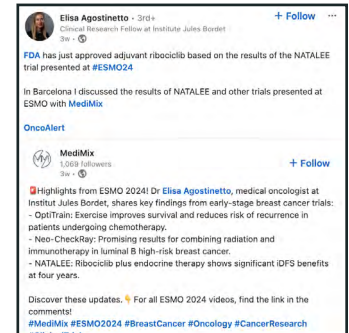
WHAT WE SAW AND HEARD IN BARCELONA

HCP INSIGHTS: ONLINE AND ONSITE DISCUSSIONS

While the number of post authors on X dropped for ESMO 2024 vs 2023, the most prominent voices were just as active as ever

- > There was a 15% decline in X authors and a 6% decline in X mentions, but only a 2% decline in engagement, largely because established DOLs consistently engaged each other
- > In contrast, LinkedIn and Facebook engagement was stronger than previously seen, with a shift from posts of photo ops with colleagues to more substantive content discussions

Elisa Agostinetta, MD; personal post at <https://linkedin.com>.

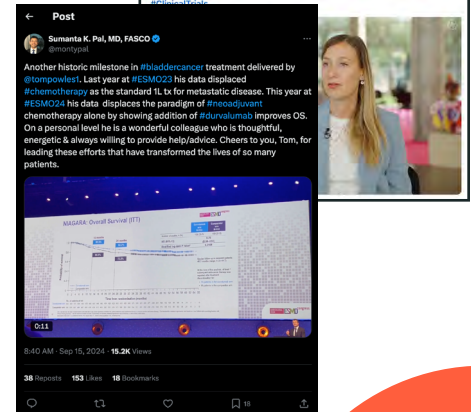


Thinking ahead to 2025
DOL engagement remains essential, but identifying the right DOLs and channels is even more important. It's time to reevaluate the value of professional social platforms such as LinkedIn.

The NIAGARA trial of durvalumab in perioperative bladder cancer was the most discussed trial, with PEACE III, NICHE, KEYNOTE-522, and DESTINY-B12 rounding out the top 5

- > However, WCLC stole some of ESMO's thunder—the close timing of WCLC, the intensely discussed HARMONI-2 trial, and the excitement around AI-driven pathology meant that many thoracic oncologists focused on WCLC over ESMO. Despite coming from a smaller conference, HARMONI-2 discussions online were similar in volume to the most-discussed ESMO presentations
- > Additionally, onsite discussions at ESMO frequently referenced topics from WCLC, highlighting WCLC's influence on ESMO

Thinking ahead to 2025
While a major conference like ESMO provides the opportunity to reach a broad audience, it's worth remembering that more-focused conferences provide an opportunity to drive strong awareness with less competition for share-of-voice. Conferences such as WCLC and others—that might be of lesser prominence in your congress plan—may require a second look.



Sumanta Pal, MD; personal post at <https://x.com/montypal>.

THE ONSITE EXPERIENCE

- > Patient centricity was a prominent topic throughout the exhibit hall: several booths emphasized the importance of patient diversity & inclusion in registrational clinical trials, while others incorporated patient profile-based interpretations of clinical data
- > Innovation in education abounded—exhibitors turned to QR code-driven experiences, VR, AR, and social media to share their data
- > That buzzing sound? That's the hum of AI getting louder

Given the prominence of these discussions at ASCO, it's great to see this conversation elevated in so many places at ESMO

Attention-grabbing exhibits are essential for congress success, but "tech" alone won't drive the conversation. A strong, engaging story should always sit at the core

Like ASCO, AI kept showing up in new places: pathology, drug design, pathways, data analysis, and more. But how will AI be accessible and impactful for the vast majority of patients? Let's see what's next here!

We're gearing up for ASH and SABCS to see how these trends continue to shape healthcare's largest congresses. Stay tuned!