The 2017 Annual Meeting press program highlighted 13 studies in three news briefings held live in San Diego via webcast. Research from the meeting appeared in several leading consumer outlets and received extensive coverage in medical trade press.

COVERAGE HIGHLIGHTS

**Breast cancer patients’ experience with radiation better than expected**

REUTERS

**How curtailing Obamacare’s Medicaid expansion would hurt cancer patients**

Forbes.com

**How Obamacare has helped poor cancer patients**

AP

**Radiation and chemo-therapy together boost lung cancer survival**

HealthDay

**Higher-dose RT ups local control in cervical cancer**

Medscape

**Surgery, RT similar for control of brain metastases**

MEDPAGE TODAY

**Lung cancer recurrence, predictable at last?**

PatientDaily

**Shorter, more potent radiation treatment effective for women of any age, study shows**

Urology Times

**Immune content linked to aggressive PCa outcomes**

AuntMinnie

**ASTRO awards $275K to researchers**

OncologyNurseAdvisor

** Patients’ fears of radiation side effects largely unfounded**

Q&A with Brian Kavanagh, ASTRO President

**How patients’ fears of radiation side effects largely unfounded**

The ASCO Post

**How curtailing Obamacare’s Medicaid expansion would hurt cancer patients**

cancernetwork

**Patients’ fears of radiation side effects largely unfounded**

practice

**How curtailing Obamacare’s Medicaid expansion would hurt cancer patients**

Oncology Times

**How curtailing Obamacare’s Medicaid expansion would hurt cancer patients**

Healio

**How curtailing Obamacare’s Medicaid expansion would hurt cancer patients**


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<tr>
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<td>4,533</td>
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243 ORIGINAL NEWS STORIES OR VIDEOS

4,533 NEWS RELEASE RUNS ON NEWS SITES

$560K EST. PUBLICITY VALUE OF PRESS PROGRAM EFFORTS
**RADIO TOUR**

Interviews with Dr. Susie McCloskey aired on 17 stations. Soundbites aired on 383 additional stations.

Highlights include interviews with Doctor Radio and USA Radio Network and 17 audio news release plays across four SiriusXM channels:

![News Channels]

**TOTAL RADIO IMPRESSIONS**

(+193% VS. 2016)

38.8 million

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**NEWS BRIEFINGS**

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**SOCIAL COVERAGE**

Medscape Oncology
@MedscapeOnco

#ASTRO17 Poll: What would be the most effective way for radiation oncologists to make RT initially less frightening to patients?

46% Online videos
22% TV ads
27% Community presentations
6% Other (leave a comment)

230 votes - Final results

AuntMinnie.com
@AuntMinnie

More news from #ASTRO17 - Women say breast radiation 'less scary' than expected

@RJWJMS expert says undiagnosed depression common among patients with #Cancers goo.gl/4zjXvH
#ASTRO17

Memorial Sloan Kettering Cancer Center
@msk_msk

CYMI #ASTRO17 Update - Low-Dose radiation a Possible "Game-Changer" for treating HPV-Related Head and Neck Cancer: at.ly/2xutsJ

Cleveland Clinic MD
t@ClevelandMD

"Targeted therapies + SRS increase survival rates for patients with RCC brain metastases: #ASTRO17"

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**ANIMATED INFOGRAPHIC**

Produced in conjunction with the radio tour, an animated infographic walks audiences through a study demonstrating how patients’ experiences with breast radiation therapy were better than expected.

**facebook**

49 SHARES
85 LIKES/LOVES

**twitter**

17 RE-TWEETS
28 LIKES

**vimeo**

506 VIEWS
115 FULL PLAYS