

# ASTRO 2017 Annual Meeting

# Press Program Report

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



How curtailing Obamacare's Medicaid expansion would hurt cancer patients



How Obamacare has helped poor cancer patients



Radiation and chemo-therapy together boost lung cancer survival  
*5 news articles total*



Higher-dose RT ups local control in cervical cancer  
*10 news articles total*



Surgery, RT similar for control of brain metastases  
*6 news articles total*



Lung cancer recurrence, predictable at last?



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



Immune content linked to aggressive PCa outcomes



ASTRO awards \$275K to researchers  
*6 news articles total*



Patients' fears of radiation side effects largely unfounded  
*4 news articles total*



Q&A with Brian Kavanagh, ASTRO President  
*34 news articles total*



*16 news articles  
11 video interviews*



*4 news articles  
17 video interviews*



*8 news articles*



*9 news articles*



*7 news articles*

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:



**38.8**  
million

**TOTAL RADIO IMPRESSIONS**  
(+193% VS. 2016)

## NEWS BRIEFINGS

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## SOCIAL COVERAGE

**M Medscape Oncology**  
@MedscapeOnc

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

45% Online videos  
22% TV ads  
27% Community presentations  
6% Other (Leave in comments)

236 votes • Final results

Retweets 22 Likes

**AuntMinnie.com**  
@AuntMinnie

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

9 Retweets 4 Likes

**Healio.com**  
@GoHealio

@RWJMS expert says undiagnosed #depression common among patients with #Cancers goo.gl/42jXVH #ASTRO17

1 Retweets 6 Likes

**Memorial Sloan Kettering Cancer Center**  
@sloan\_kettering

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

7 Retweets 31 Likes

**Cleveland Clinic MD**  
@CleClinicMD

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

Retweets 8 Likes

## 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.

"The term 'radiation' often engenders fear, yet our study shows 9 out of 10 patients said it was actually *less scary* than anticipated."



Dr. Susie McCloskey  
David Geffen School of Medicine, UCLA

Study presented at the 59th Annual Meeting of the American Society for Radiation Oncology (ASTRO)

Researchers believe fear can lead to



unnecessary mastectomy



forgoing radiation therapy

Study presented at the 59th Annual Meeting of the American Society for Radiation Oncology (ASTRO)

facebook

49 SHARES  
85 LIKES/LOVES

twitter

17 RE-TWEETS  
28 LIKES

vimeo

506 VIEWS  
115 FULL PLAYS